

NEW YEAR'S RESOLUTIONS

checklist 

10 TOP WAYS TO STICK WITH YOUR NEW YEAR'S RESOLUTIONS

PUBLISHED WITH DailyMail.com ON FRIDAYS

New Year's Resolutions Checklist is a native feature of the top 10 sponsored articles published on the *DailyMail.com* homepage. It initially appears in the first 10 articles of the sidebar **1** and is guaranteed a minimum of 100,000 views. The advertorial content is hosted perpetually on the popular *Femail* section with individual links to the benefit of 10 advertising partners.

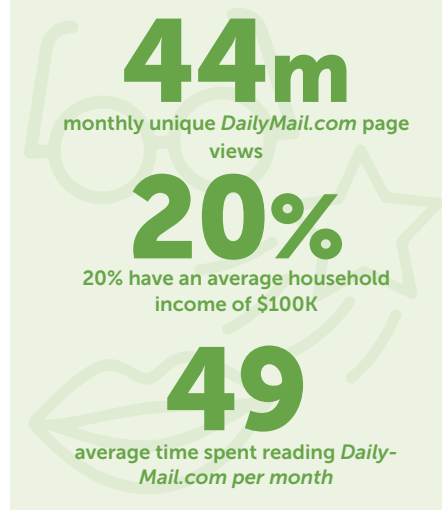
DailyMail.com is one of the world's largest English-speaking newspaper websites, with more than 160m unique browsers around the world. The *Femail* page of *DailyMail.com* boasts a young, affluent readership, with readers 1.7 times more likely to have a household income of over \$150k. **New Year's Resolutions Checklist** serves as the essential guide to help readers make positive changes in order to lead an improved lifestyle for 2021.

Curated by an experienced team of copywriters from *DailyMail.com*, **New Year's Resolutions Checklist** showcases a high-quality selection of products and services, ranging from specialist food supplements, alternative therapies, diet and fitness advice, new adventures and hobbies, as well as ways to save money and break bad habits.

New Year's Resolutions Checklist is the perfect shop window for brands and organisations looking to benefit from *DailyMail.com*'s robust editorial environment, a mass readership who are concerned about making positive changes and crucially the gravitas of being featured on one of the world's most visited websites.

PARTICULARLY CONSIDERING

- *DailyMail.com* readers are 2.2 times more likely to look out health and fitness tips
- Self-care is important to readers, who are 1.4 times more likely to consume beauty content
- *Femail*'s US readers are 1.6 times more likely to shop for improvement items.



SPONSORED ARTICLE EXAMPLE

Start off your new year feeling energized



Pairing Active Iron & B Complex Plus for Women with a varied diet and healthy lifestyle may help boost your energy levels and support you achieving your New Year's goals.

Iron and immunity are closely linked, if you don't have enough iron your immune system may not function normally. Active Iron for Women contains Active Irons non-constipating iron formula and high strength B Vitamins, formulated by scientists especially for women to tackle tiredness and support hormonal balance as well as skin, hair and nails.

Active Iron for Women is suitable for vegetarians and is free from artificial preservatives, yeast, gluten, and sugar – give yourself a boost today.

The Info: Click here to try it for yourself – Active Iron for Women and Active Iron for Men are half price for the month of January.

[CLICK HERE TO SEE A LIVE FEATURE](#)

RATE CARD

Native package

100k article views **2** + circa 30,000 banner impressions respectively across:

x1 MPU **3**

x1 billboard **4**

x1 skyscraper **5**

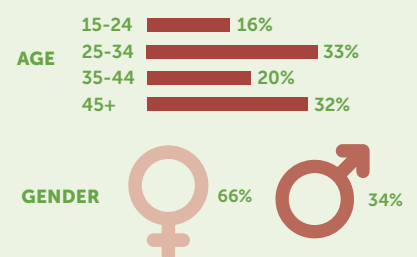
x1 mobile banner **6**

\$29,950 (£24,950)

DISTRIBUTION

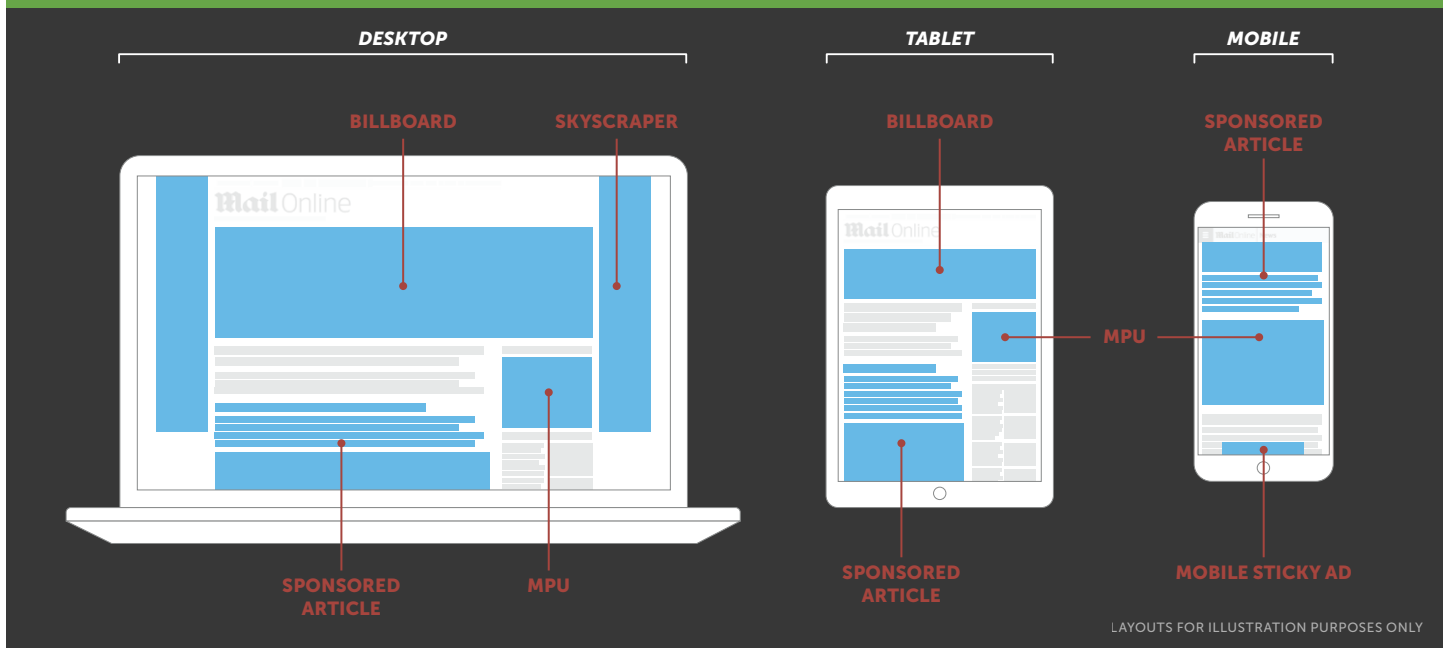
- Published within the first ten articles on the *DailyMail.com* homepage and hosted on the *Femail* page perpetually
- Minimum 100,000 article views guaranteed
- Available nationwide

DEMOGRAPHICS



*Femail section readership

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Brief:** A brief will be supplied for the client to fill out
- **Headline of article:** Written by DailyMail.com
- **Article word count:** 150 words

IMAGE SPECIFICATION

- **Image size:** 634px (w) x 423px (h)
- **Image caption:** Written by DailyMail.com
- **Format:** RGB JPEG or PNG
- **Resolution:** 72 dpi

Images should be high quality lifestyle photographs promoting your product or service.

DISPLAY AD SPECS

BILLBOARD

- Displays on desktop and tablet
- **Size:** 970px (w) x 250px (h)

SKYSCRAPER

- Displays on desktop only
- **Size:** 120px (w) x 600px (h)

MPU (MID PAGE UNIT)

- Displays on desktop, tablet and mobile
- **Size:** 300px (w) x 250px (h)

MOBILE STICKY AD

- Displays on mobile only
- **Size:** 320px (w) x 50px (h)

SUPPLYING CONTENT

PLEASE NOTE: The full content specification and artwork deadline will be given after booking.
Your content can be emailed to production@hurstmediacompany.co.uk

CREATION, PROOFING & APPROVAL

CREATION PROCESS

- After receiving your content, Hurst Media Company will review and forward to *DailyMail.com*
- Copy for advertorial features will be subedited by *DailyMail.com*'s editorial team to meet their house style.

PROOFING & APPROVAL PROCESS

- Hurst Media Company will supply a proof to you.
- After sending a proof, we require either your corrections or your approval to publish the feature.
- If you have any copy changes, you have the option of two rounds of corrections before final approval is required.
- Please ensure any amendments are clear and concise.
- Approval is required within 72 hours.

TERMS & CONDITIONS

- New Year's Resolutions Checklist is advertorial content compiled by Checklist (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on *DailyMail.com*
- All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms.
- We reserve the right to convert images to meet the technical specification if they are not supplied as such.
- Image use and copy are subject to *DailyMail.com*'s editorial discretion.
- All copy, images, claims and promotions must adhere to the Advertising Standards Authority UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code).

CONTACT DETAILS
Hurst Media Company
United House, North Road
N7 9DP

Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES
Tel: 0203 478 6017 | sales@hurstmediacompany.co.uk
PRODUCTION DEPT.
Tel: 0203 770 4024 | production@hurstmediacompany.co.uk

