

AT HOME

checklist

10 TOP INSPIRATIONS FOR THOSE LOOKING TO LIVE A HAPPY, HEALTHIER AND FULFILLING LIFE AT HOME



PUBLISHED WITH DailyMail.com ON FRIDAYS

At Home Checklist is a native feature of the top 10 sponsored articles published on *DailyMail.com*'s 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 *Femail* section with individual links to the benefit of 10 advertising partners.

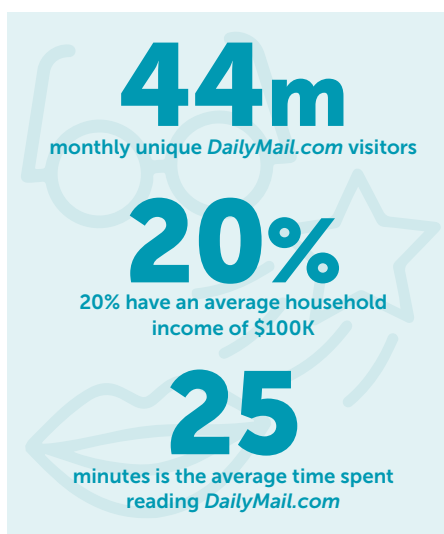
DailyMail.com is one of the world's largest English-speaking newspaper websites, with more than 160m unique browsers around the world. The *Femail* page of *DailyMail.com* boasts a young, affluent readership, with readers 1.7 times more likely to have a household income of over \$150k. **At Home Checklist** serves as the essential guide for readers on ways to live a happy, healthier and fulfilling life at home by keeping the entire family entertained.

Curated by an experienced team of *DailyMail.com* copywriters, **At Home Checklist** showcases a high-quality selection of 10 products and services, such as home learning, food delivery, entertainment, al fresco dining, DIY and interiors.

At Home 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 their family and crucially the gravitas of being featured on one of the world's most visited websites.

PARTICULARLY CONSIDERING

- 48% regularly shop for kids' clothes and toys
- Readers in the US are 2.2 times more likely to search for family content
- A family-focussed 49% have kids living at home
- Readers are 1.6 times more likely to purchase outdoor entertaining items
- *Femail*'s US readers are 1.6 times more likely to shop for improvement items.



SPONSORED ARTICLE EXAMPLE

Row, paddle and ski - all in your living room **2**



Physical exercise is key to keeping both the body and mind healthy, but with many of us reluctant to go back to the gym or join group classes, working out is harder than normal.

Although home workouts are fast becoming the norm, most of us have apartments or houses that simply can't accommodate large bulky gym equipment. Which is where Whipr comes in.

Not only is this nifty little device incredibly light (it weighs just 4lbs) and small enough to store next to your sneakers, but it acts as a 3-in-1 stand-up paddle, cross country ski and rowing machine.

In fact, the Whipr easily replaces \$4,000 worth of home gym equipment for less than \$500. It's also perfect for travel as it packs away to just 6x6", fitting neatly in a suitcase, so you can work out in your hotel room or Airbnb when away from home.

Whipr comes with Bluetooth connectivity so you can track your exercise, and if you have more than one device you can also have a go at twinning and larksing workouts - all without leaving the house.

The info: Click here to find out if Whipr could whip you into shape.

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

RATE CARD

Native package

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

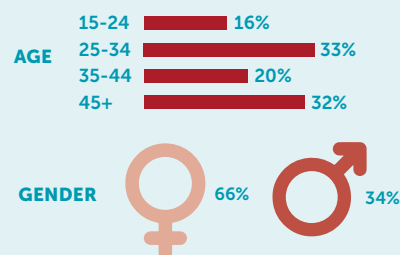
- x1 MPU **3**
- x1 billboard **4**
- x1 skyscraper **5**
- x1 mobile banner **6**

\$29,950 (£24,950)

DISTRIBUTION

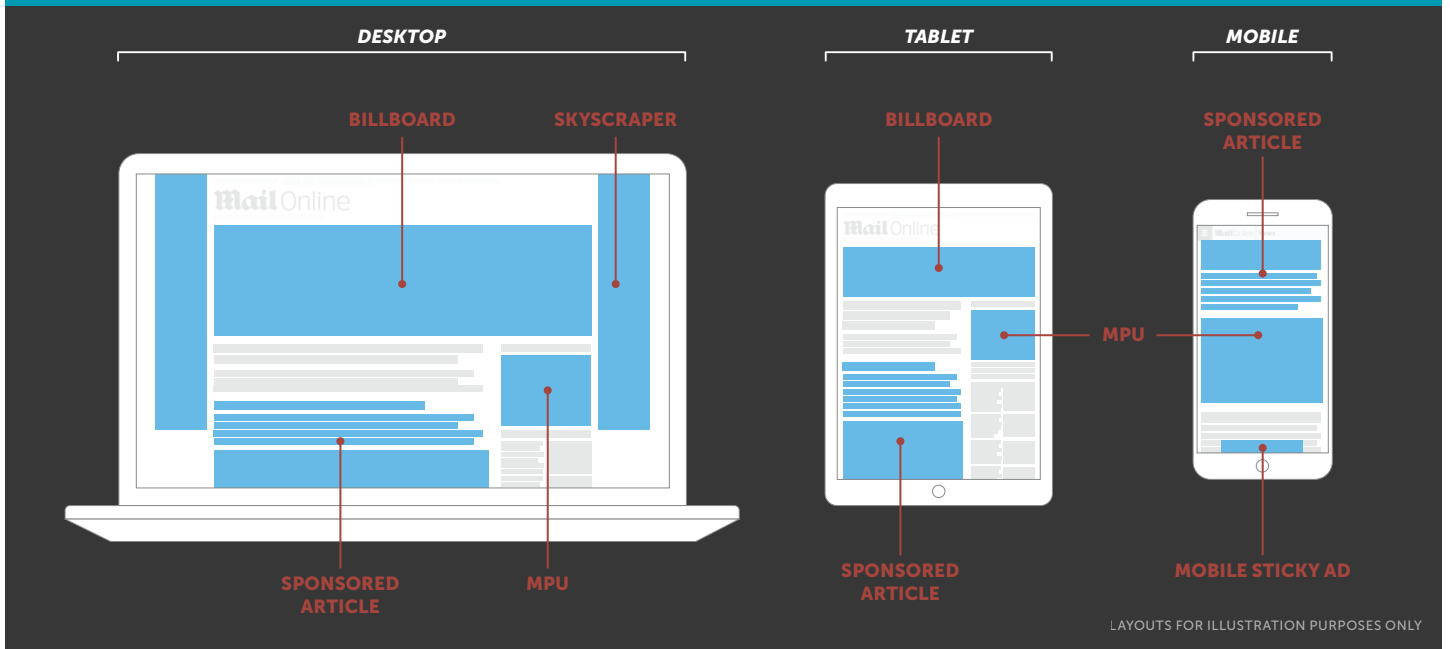
- Published within the first ten articles on the *DailyMail.com* homepage and hosted on the *Femail* page perpetually
- Minimum 100,000 article views guaranteed
- Available nationwide

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

- At Home 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).

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