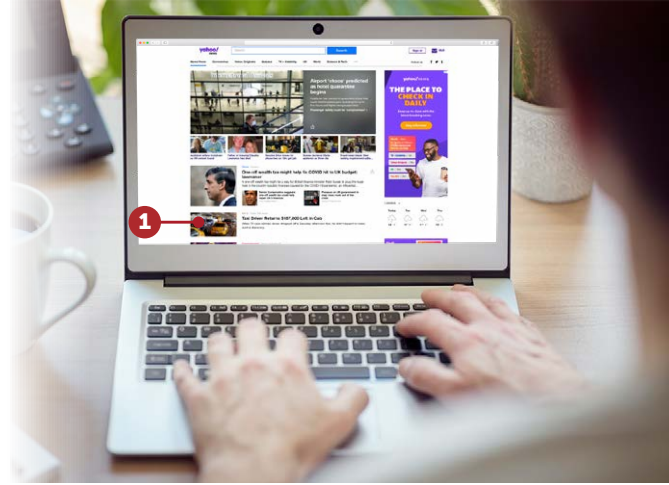


# Health and Wellbeing

## checklist

10 TOP WAYS TO HELP YOU FEEL FABULOUS AND LIVE BETTER



PUBLISHED WITH **yahoo!**news ON FRIDAYS

The **Health & Wellbeing Checklist** is a native feature of 10 sponsored articles published on the *Yahoo! News* homepage. It appears in content relevant locations across the website by way of over 20 million ad-site traffic drivers **1**. The advertorial content is hosted perpetually on the *Style* section of the website and includes individual links for the benefit of all 10 advertising partners.

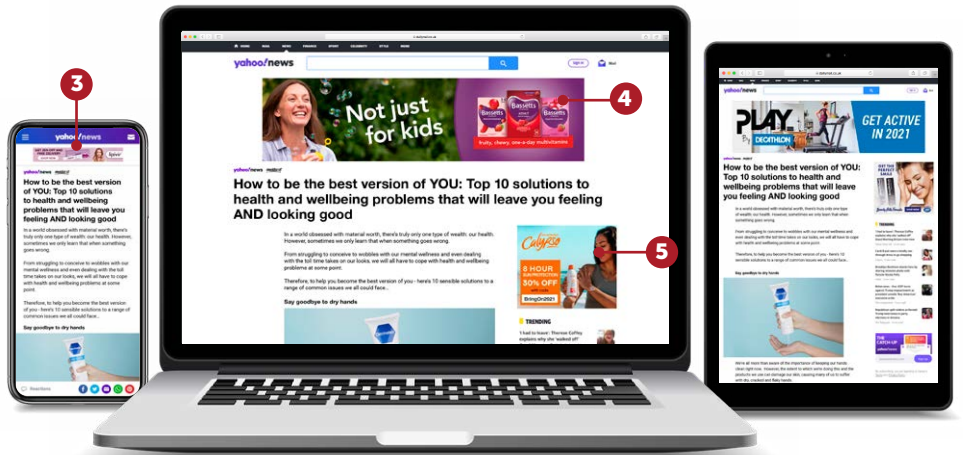
*Yahoo! News* is among one of the top global news sites, bringing light relief alongside the day's big stories, with 4.8m unique browsers every month. *Yahoo! News* boasts a mature affluent readership, with 41% aged between 35-54 and 67% who are ABC1. **Health & Wellbeing Checklist** serves as the essential guide to help health-conscious readers make positive changes in order to lead an improved lifestyle.

Curated by an experienced team of copywriters at *Yahoo! News*, **Health & Wellbeing Checklist** showcases a quality selection of 10 products and services, ranging from over the counter remedies, specialist clinics, beauty & cosmetic treatments, alternative therapy, and diet & fitness solutions.

**Health & Wellbeing Checklist** is the perfect shop window for brands and organisations looking to benefit from *Yahoo! News*'s robust editorial environment, a mass readership who are concerned about their health and crucially the gravitas of being featured on one of the world's most visited websites.

### PARTICULARLY CONSIDERING

- Visitors spend 8 minutes more time on the *Yahoo! Style* section than on the *Guardian* or *Telegraph*'s lifestyle section
- The *Style* section on *Yahoo!* attracts a readership which is 65% female
- Out of this audience, 74% of female *Style* readers are in the ABC1 social group.



### SPONSORED ARTICLE EXAMPLE

Say goodbye to dry hands **2**



UK0303-0391

We're all more than aware of the importance of keeping our hands clean right now. However, the extent to which we're doing this and the products we use can damage our skin, causing many of us to suffer with dry, cracked and flaky hands.

Not only is this unsightly, but it can be sore, too. In fact, it can even trigger eczema or dermatitis flare-ups – and the last thing we need at the moment is more to worry about.

Fortunately, Dermalex can help us combat this. Its Repair+ Restore ultra-hydrating moisturiser hydrates while strengthening and helping to repair dry skin, which means your hands will be better protected against future flare-ups and will leave hands feeling lovely and soft.

90 per cent of users experienced fewer eczema flare-ups, after using Dermalex, while 84 per cent saw immediate improvement.

[Click here to order Dermalex today and enjoy moisturised, happy hands!](#)

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

### RATE CARD

**Sponsored article and banner package**  
Promoted by way of over 20 million ad-site traffic drivers: **1**

- 1 sponsored article** **2**
- 1 mobile banner** **3**
- 1 billboard** **4**
- 1 MPU** **5**

**£19,950**

### DISTRIBUTION

- Published on the *Yahoo News* homepage and live in the *Style* perpetually
- Promoted by way of over 20 million ad-site traffic drivers
- Available nationwide

### DEMOGRAPHICS

**SOCIAL DEMOGRAPHIC**

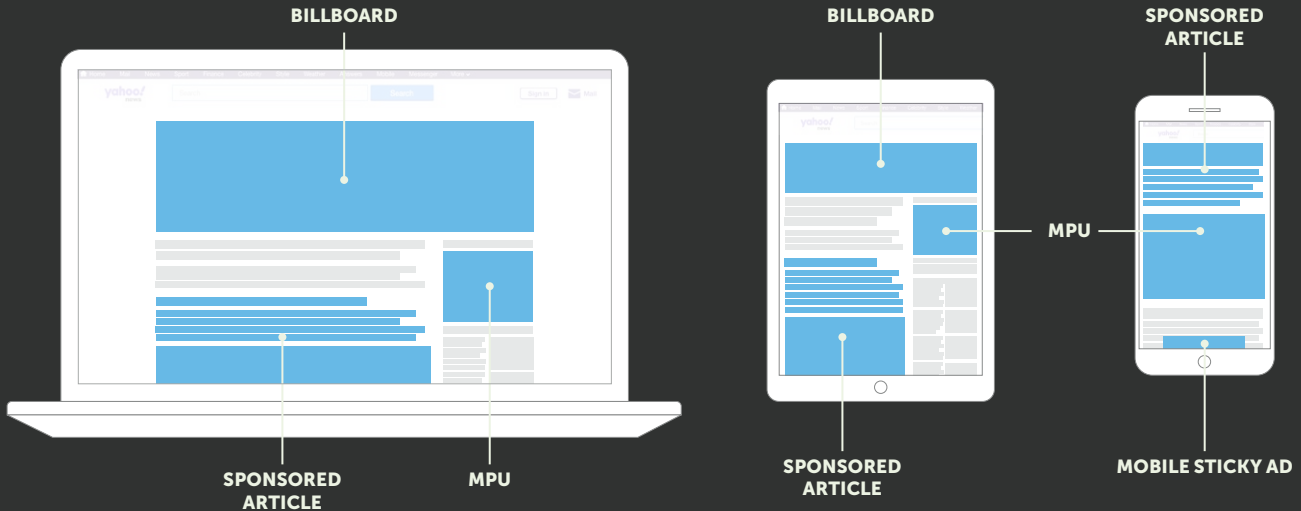
- ABC1 - 74%
- C2DE - 26%

**GENDER**

- 65% Female
- 35% Male

\*Style section readership

## ADVERTISING POSITIONS



LAYOUTS FOR ILLUSTRATION PURPOSES ONLY

### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

- **Brief:** A brief will be supplied for the client to fill out. On this brief client will tell Yahoo News what they'd like the article to be about
- **Article word count:** 150 words

Editorial control of this features lies with *Yahoo News*. Advertisers can request amends to the article, which will be subject to *Yahoo News*' approval.

#### IMAGE SPECIFICATION

- **Image size:** 634px (w) x 423px (h)
- **Format:** RGB JPEG or PNG

Images should be high quality images promoting your product or service, and should not contain additional graphics or logos.

### DISPLAY AD SPECS

#### BILLBOARD (desktop and tablet)

- **Size:** 970px (w) x 250px (h)

#### MPU (MID PAGE UNIT) (desktop, tablet and mobile)

- **Size:** 300px (w) x 250px (h)

#### MOBILE STICKY AD (mobile only)

- **Size:** 320px (w) x 50px (h)

All sizes are required.

### 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](mailto:production@hurstmediacompany.co.uk)

### CREATION, PROOFING & APPROVAL

#### CREATION PROCESS

- After receiving your content, Hurst Media Company will review and forward to *Yahoo News*.
- Copy for advertorial features will be written by *Yahoo News*'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 time will be advised by the Production team.

### TERMS & CONDITIONS

- Health & Wellbeing Checklist is advertorial content compiled by Checklist (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on *Yahoo News*.
- All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](http://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 *Yahoo News*'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**  
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Company number: 08357910  
VAT number: 161866882

**MEDIA SALES**  
Tel: 0203 478 6017 | [sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)  
**PRODUCTION DEPT.**  
Tel: 0203 770 4024 | [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

**checklist**

**HURST MEDIA**  
The UK's trusted media partner