

Motoring and Transport checklist

10 TOP WAYS TO KEEP YOU ON THE ROAD

(Eventual title will be chosen by the MailOnline on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH **Mail**Online ON FRIDAYS

Motoring & Transport Checklist is a native feature of 10 sponsored articles published on the MailOnline homepage. It initially appears in the first 10 articles of the sidebar and is guaranteed a minimum of 200,000 views. The advertorial content is hosted perpetually on the MailOnline website and includes individual links for the benefit of all 10 advertising partners.

The MailOnline is one of the world's largest English-speaking newspaper websites, with more than 160m unique browsers around the world. The MailOnline boasts a young, affluent readership, with 49% aged between 18 to 44 and 62% who are ABC1.

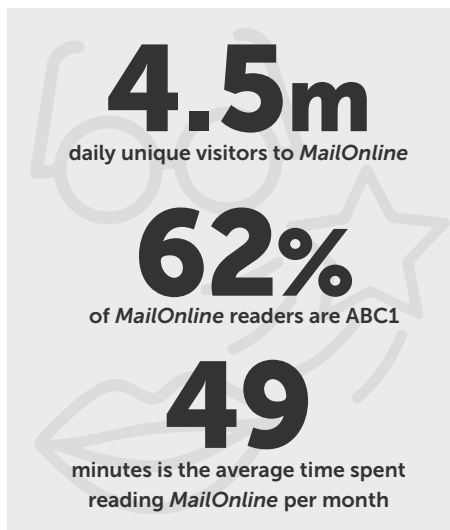
Motoring & Transport Checklist presents a high-quality selection of products and services to benefit driving or bike enthusiasts, ranging from new cars and motorbikes, classic car auctions, dealerships, insurance and leasing options, maintenance, and paint jobs, as well as courses, days out and bicycles.

Curated by an experienced team of MailOnline copywriters, Motoring & Transport Checklist showcases a high-quality selection of 10 products and services, and serves as an essential guide for readers to learn more about the world of cars, cycling and transport.

With 2.56 million cars on the road in London and 54% of London households owning at least one car, the Motoring & Transport Checklist published with MailOnline is the perfect vehicle for getting your brand in front of an affluent, engaged and influential ABC1 audience, who are highly susceptible and confident in making their buying decisions.


PARTICULARLY CONSIDERING

- 1 in 2 readers have ISA, investments or premium bonds
- 42% of readers agree 'I look for profitable ways to invest my money'
- 55% of millennials are reached every month



SPONSORED ARTICLE EXAMPLE

Va-va-VROOM!



Need a new car but can't be bothered with the faff of traipsing around showrooms? We hear you. Finding a new motor comes with a lot of admin, from finding the ideal model to getting it serviced.

However, buying a car doesn't need to be stressful anymore, thanks to cinch.

cinch has over 4,000 fully vetted used cars available to buy online, so you can shop vehicles from the comfort of your home. All cars are fixed price and there are easy payment and finance options available online. There's also guaranteed part-exchange and cinch will take away your old vehicle when they deliver your new one to your front door.

Having your new car delivered to your home is free on a day of your choice any day of the week across mainland UK. Plus, all cinch cars undertake a 225-point comprehensive car check and come with a 90-day free warranty.

To top it all off, in the event you decide your new car isn't for you, there's a no-quibble 14-day returns policy. Simple.

The Info: Click here to find out more.

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

RATE CARD

Native package **£15,000**

200k article views **2** + circa 60,000 banner impressions respectively across:
x1 MPU **3**, x1 billboard **4**, x1 skyscraper **5**,
x1 mobile banner **6**

Video upgrade **£1,000**

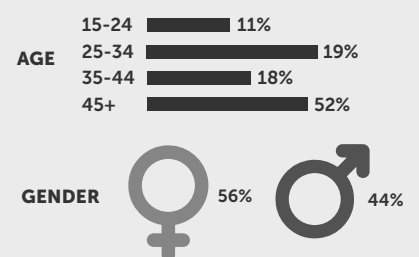
Competition Upgrade **£1,000**

[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

DISTRIBUTION

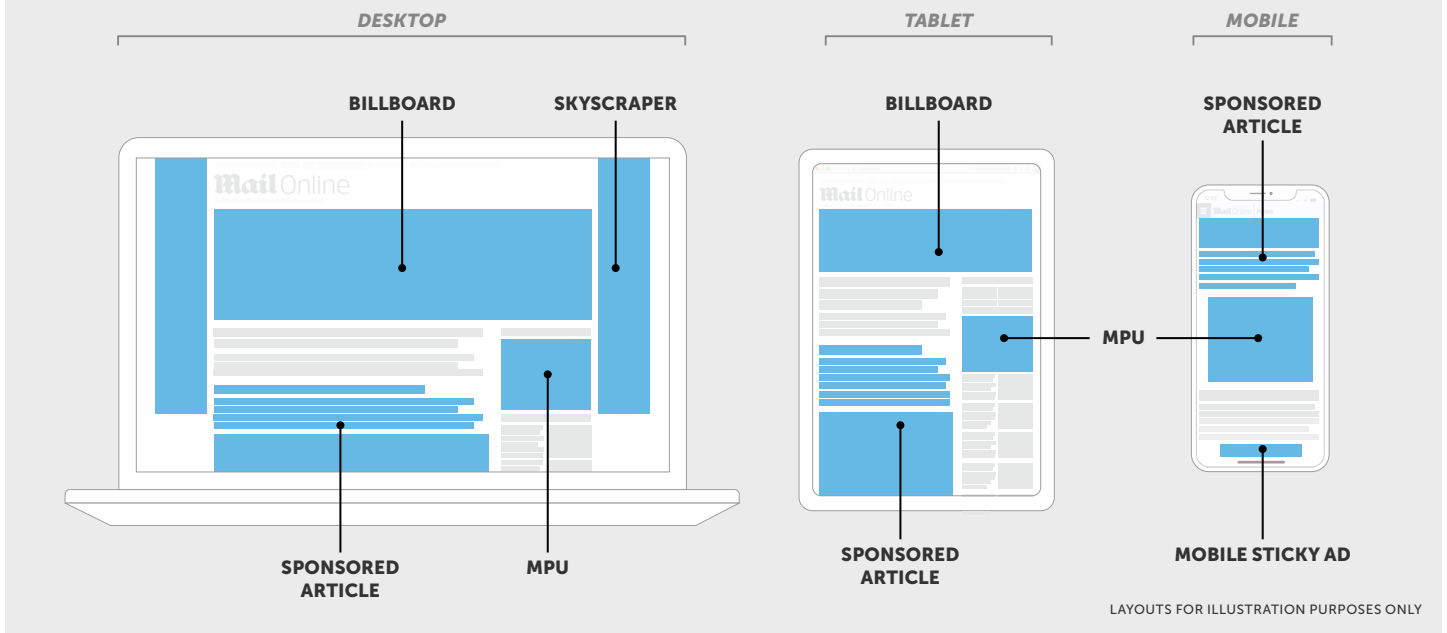
- Promoted on the sidebar of the MailOnline homepage and hosted on the Money section perpetually. Available nationwide.
- Minimum 200,000 article views guaranteed.
- 1000x extra guaranteed clicks delivered from additional ROS banners.

DEMOGRAPHICS



*Facts and figures from MailMetroMedia

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

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

IMAGE SPECIFICATION

- **Image size:** 1000px (w) x 667px (h)
- **Image caption:** Written by MailOnline
- **Format:** RGB JPEG or PNG
- **Resolution:** 72 dpi

Images should be high quality lifestyle photographs promoting your product or service. In case of a video upgrade, that should be supplied as an MP4 file (16:9 ratio, 30" recommended length).

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 *MailOnline*.
- Copy for advertorial features will be subedited by *MailOnline'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, unless advised otherwise.

TERMS & CONDITIONS

- Motoring & Transport Checklist is advertorial content compiled by Checklist (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on *MailOnline*.
- All bookings are made subject to our Terms & Conditions of advertising, which are available [here](#).
- 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 *MailOnline's* editorial discretion.
- Ads must adhere to the Advertising Standards Authority's (ASA) UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code), which can be read [here](#).

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