

# Health, Beauty & Fashion TOP 10 checklist

WANT TO LOOK GOOD AND LIVE BETTER? THESE ARE 10 BRANDS THAT WILL HELP YOU FEEL AND LOOK YOUR BEST

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



## PUBLISHED WITH Daily Mail ONLINE

Health, Beauty and Fashion Top 10 Secrets is a native feature of 10 sponsored articles published on the DailyMail.co.uk homepage. It initially appears on the first 10 articles of the sidebar ① and is guaranteed a minimum of 24,000 views - the advertorial content is hosted perpetually on the popular Femail section and includes individual links for the benefit of all 10 advertising partners.

DailyMail.co.uk has 4.4 million daily unique visitors, therefore **Health, Beauty and Fashion Top 10 Secrets** serves as an essential guide for readers who buy a wide range of products. Furthermore, with an audience of 65% ABC1 users, DailyMail.co.uk's mid-market users are interested in high-quality, trusted brands to ensure they take care of their bodies and keep up with all of the latest trends.

**Health, Beauty and Fashion Top 10 Secrets** showcases a high-quality selection of products and services to suit all tastes and ages, including over-the-counter remedies, weight loss and fitness solutions, specialist clinics, cosmetic treatments, makeup products, food supplements, the latest luxury looks, elegant beachwear and more.

**Health, Beauty and Fashion Top 10 Secrets** is the perfect shop window for brands and organisations looking to benefit from an impressionable audience accustomed to expert commentary from award-winning journalists. Featuring on DailyMail.co.uk presents an amazing opportunity to directly target a new and actively engaged reader.

### PARTICULARLY CONSIDERING

- 35% of all website traffic comes direct to the *Femail* channel
- The average visitor spends three times longer per month on DailyMail.co.uk than other news brand websites.

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

### RATE CARD

#### Native package £12,000

Promoted on the sidebar of the DailyMail.co.uk homepage and then by 10 million ad-site traffic drivers

x1 MPU ②, x1 billboard ③, x1 skyscraper ④, x1 mobile banner ⑤, x1 leaderboard ⑥, x1 sponsored content ⑦

Video Upgrade £1,000 | Competition Upgrade £1000

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

### DISTRIBUTION

- Initially promoted on the sidebar of the DailyMail.co.uk homepage (24,000 UVs), and then in content-relevant locations (10 million ad-site traffic drivers).
- 1000x extra guaranteed clicks delivered from additional ROS banners.

### DEMOGRAPHICS

#### GENDER



#### SOCIAL

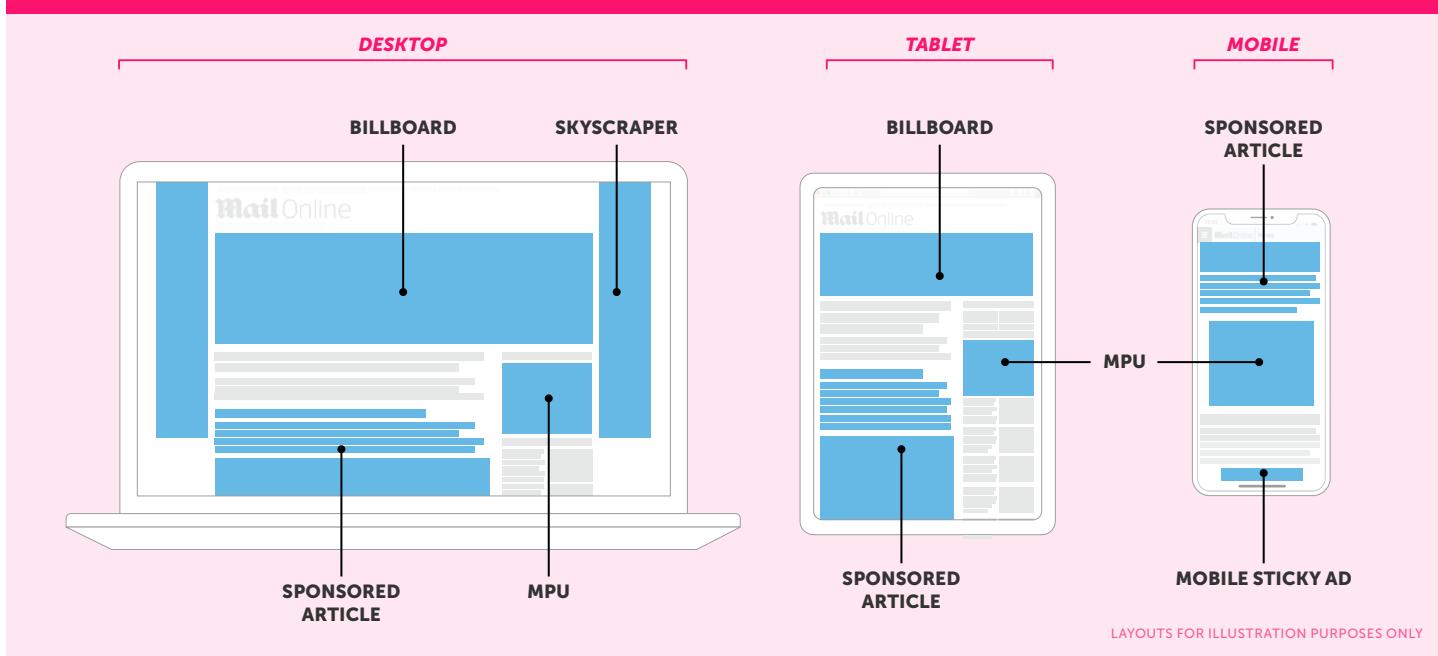


AVERAGE AGE: 47

18-44 42%

\*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.co.uk
- Article word count:** 150 words

#### IMAGE SPECIFICATION

- Image size:** 1000px (w) x 667px (h)
- Image caption:** Written by DailyMail.co.uk
- 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](mailto:production@hurstmediacompany.co.uk)

### CREATION, PROOFING & APPROVAL

#### CREATION PROCESS

- After receiving your content, Hurst Media Company will review and forward to *DailyMail.co.uk*.
- Copy for advertorial features will be subedited by *DailyMail.co.uk*'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

- 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 *DailyMail.co.uk*'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](#).

#### CONTACT DETAILS

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London, EC2A 4PS

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#### 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)

