

Health and Beauty checklist ✓

10 TOP WAYS TO LOOK AND FEEL YOUR BEST

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

PUBLISHED WITH **MailOnline** ON FRIDAYS

Health & Beauty 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 1 and is guaranteed a minimum of 200,000 views. The advertorial content is hosted perpetually on the popular *Femail* section and includes individual links for the benefit of all 10 advertising partners.

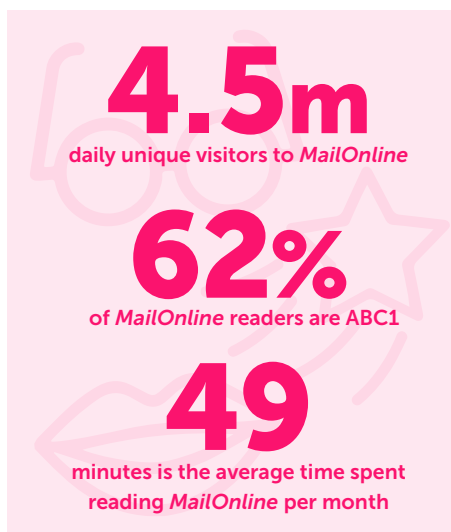
The MailOnline is one of the world's largest English-speaking newspaper websites, with more than 160m unique browsers around the world. The *Femail* page of MailOnline boasts a young, affluent readership, with 69% aged between 15 to 44 and 62% who are ABC1. **Health & Beauty Checklist** serves as the essential guide to help readers conscious about their appearance to make positive changes in order to look and feel their best.

Curated by an experienced team of MailOnline copywriters, **Health & Beauty Checklist** showcases a high-quality selection of 10 products and services, ranging from specialist clinics, hair and makeup essentials, skincare products, cosmetic & aesthetic procedures, spas, rejuvenation treatments, plus diet and fitness solutions.

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

PARTICULARLY CONSIDERING

- 41% of readers are more likely to have bought health products online
- 13million readers are eating more healthily now than they have in the past
- 3 in 4 female readers agree that having bad skin makes them feel less confident and their appearance affects their mood.



SPONSORED ARTICLE EXAMPLE

Get pampered at the click of a button 2

We're free to re-enter the world - so it's time to make sure you're looking your best. With Treatwell, the hair and beauty app and website, you can choose from thousands of hair, beauty, and wellness salons across the country. It's so simple to use. Choose your preferred time, budget and location then browse suitable salons by your chosen area. Every place has millions of real-life reviews to help you find the best place for your needs. You can even do a really granular search to find places with parking or that welcome your furry friends to join you for your appointment. It has hair and beauty treatments to fit your schedule, budget, and location. What's more, thanks to the app, you can book multiple treatments in one place 24/7, saving you the trouble of calling multiple salons - and giving you the freedom to book a pampering sesh spontaneously should you feel like it. Need to reschedule or cancel? No problem. Managing your appointments is easy with the Treatwell app, and cancellations are usually free within 24 hours of your appointment. The Info: Click here to find out more and use discount code CHECKTREAT15 for 15% off on your first booking.

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

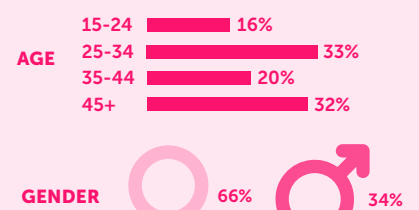
RATE CARD

- 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

DISTRIBUTION

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

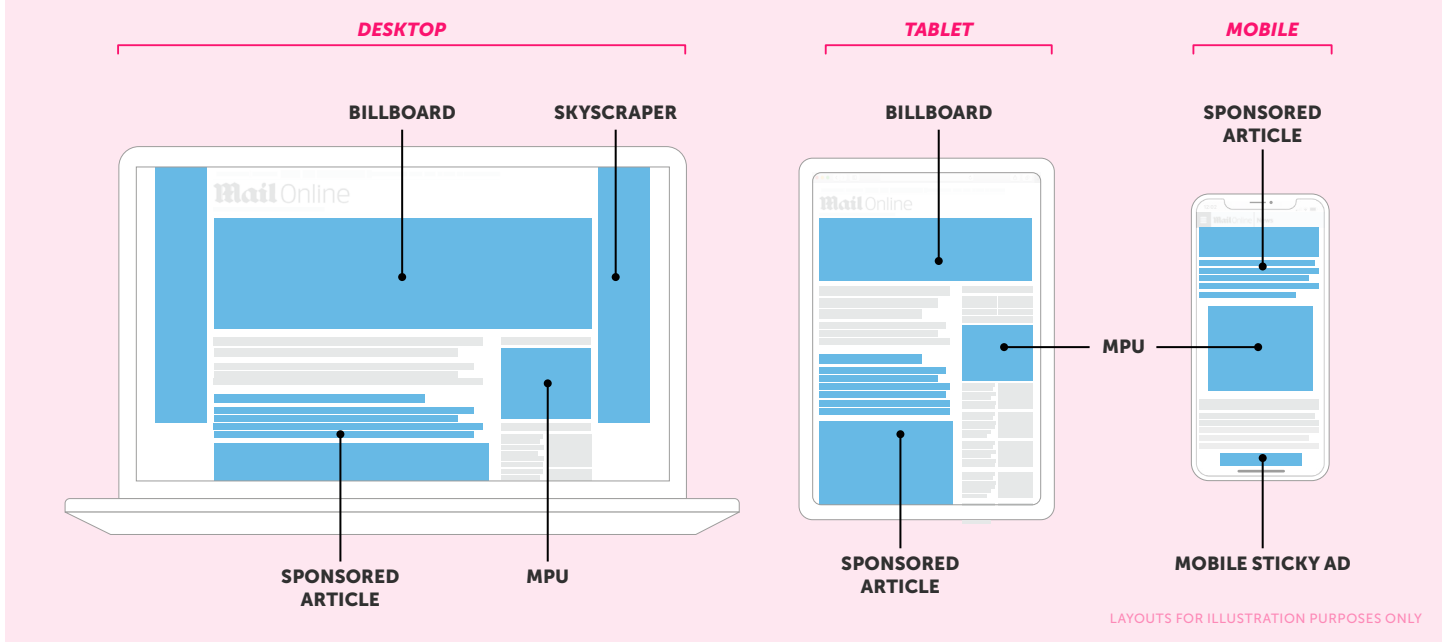
DEMOGRAPHICS



*Femail section readership

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

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

- Health & Beauty 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](#).

CONTACT DETAILS

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PRODUCTION DEPT.

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