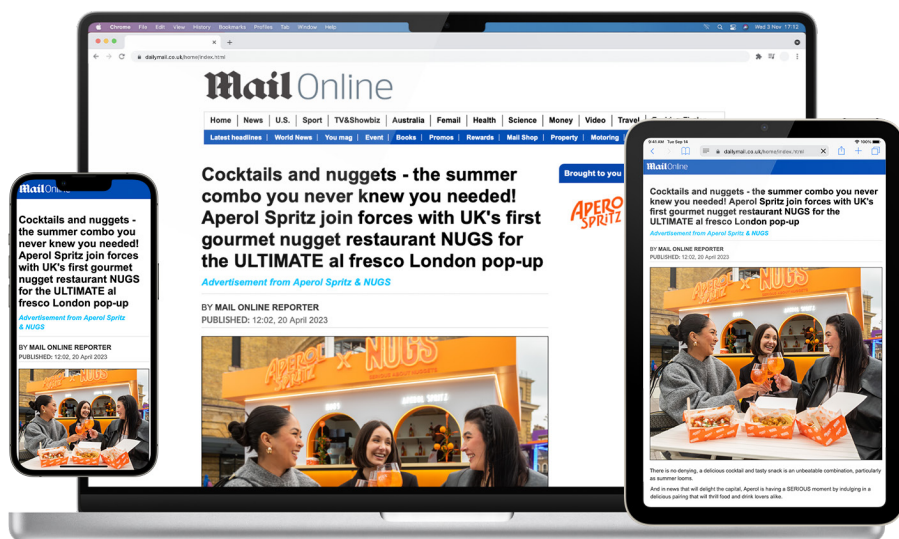


SOLUS NATIVE FEATURE

PUBLISHED WITH MailOnline



A solus native feature with MailOnline is your brand's unique sponsored article published on the MailOnline. It appears in content relevant locations across the website by way of 1 million ad-site traffic drivers ¹ - the advertorial content is hosted perpetually on the MailOnline and includes links for the benefit of one advertising partner.

Written by an in-house copywriter from your briefing form, this solus native feature puts one brand in the spotlight, offering a fully produced 500-word native article. The MailOnline is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. A solus article with MailOnline provides the opportunity to get your brand in front of this large audience. The content is created by MailOnline and you stay in control of the story that goes live on the site.

A solus native feature is the perfect shop window for brands and organisations to benefit from MailOnline's robust editorial environment, an engaged and affluent ABC1 audience and crucially the gravitas of being featured on one of the world's most visited websites

4.5M Daily unique visitors to MailOnline

68% of readers are ABC1

49 minutes is the average time spent reading MailOnline on a phone

PARTICULARLY CONSIDERING

- 60% of traffic comes directly to MailOnline
- The average reader age of a MailOnline reader is 43
- MailOnline readers account for £1 in every 55p spent on groceries per week.

SPONSORED ARTICLE EXAMPLE

MailOnline

Home | News | U.S. | Sport | TV&Showbiz | Australia | Femal | Health | Science | Latest headlines | World News | You mag | Event | Books | Promos | Rewards | Mail Shop | Property | Motoring

Cocktails and nuggets - the summer combo you never knew you needed! Aperol Spritz join forces with UK's first gourmet nugget restaurant NUGS for the ULTIMATE al fresco London pop-up

Advertisement from Aperol Spritz & NUGS

BY MAIL ONLINE REPORTER
PUBLISHED: 12:02, 20 April 2023



There is no denying, a delicious cocktail and tasty snack is an unbeatable combination, particularly as summer looms.

And in news that will delight the capital, Aperol is having a SERIOUS moment by indulging in a delicious pairing that will thrill food and drink lovers alike.

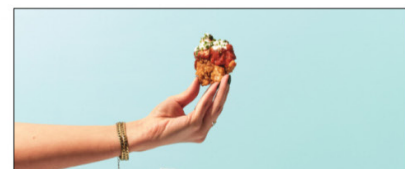
As part of the **Aperol Spritz** Socials Presents... the iconic orange cocktail is launching an early evening experience designed to be enjoyed with pals.

Introducing - the beloved Italian aperitivo partnering with **NUGS** - the UK's first food concept dedicated to the nugget, on a selection of delicious gourmet nugget pairings - to launch a delicious pop-up in King's Cross.

Diners will be treated to the option of three mouthwatering flavours - including those with a chicken or cauliflower base and a vegan option - and will be on offer in the London hotspot on 20th and 21st April, in a nod to the next big thing in al fresco dining.

The food and drink is designed to be shared and by using only the finest ingredients an unrivalled taste experience is provided - with the gourmet nugget and Aperol Spritz pairings bringing a fun twist to the Italian tradition for Aperitivo.

The simple, unique and delicious nugget flavours include Life Is Butter with Garlic, Mozzar-hella Good Nugs, and Simply the Zest - a feast for the eyes (and the 'gram), as well as the senses.



RATE CARD

Sponsored article and banner package £18,750

1 sponsored article ², 1 MPU ¹, 1 mobile banner ¹

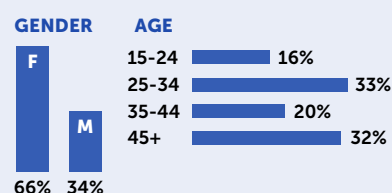
Video upgrade £1,000

Competition upgrade £1,000

DISTRIBUTION

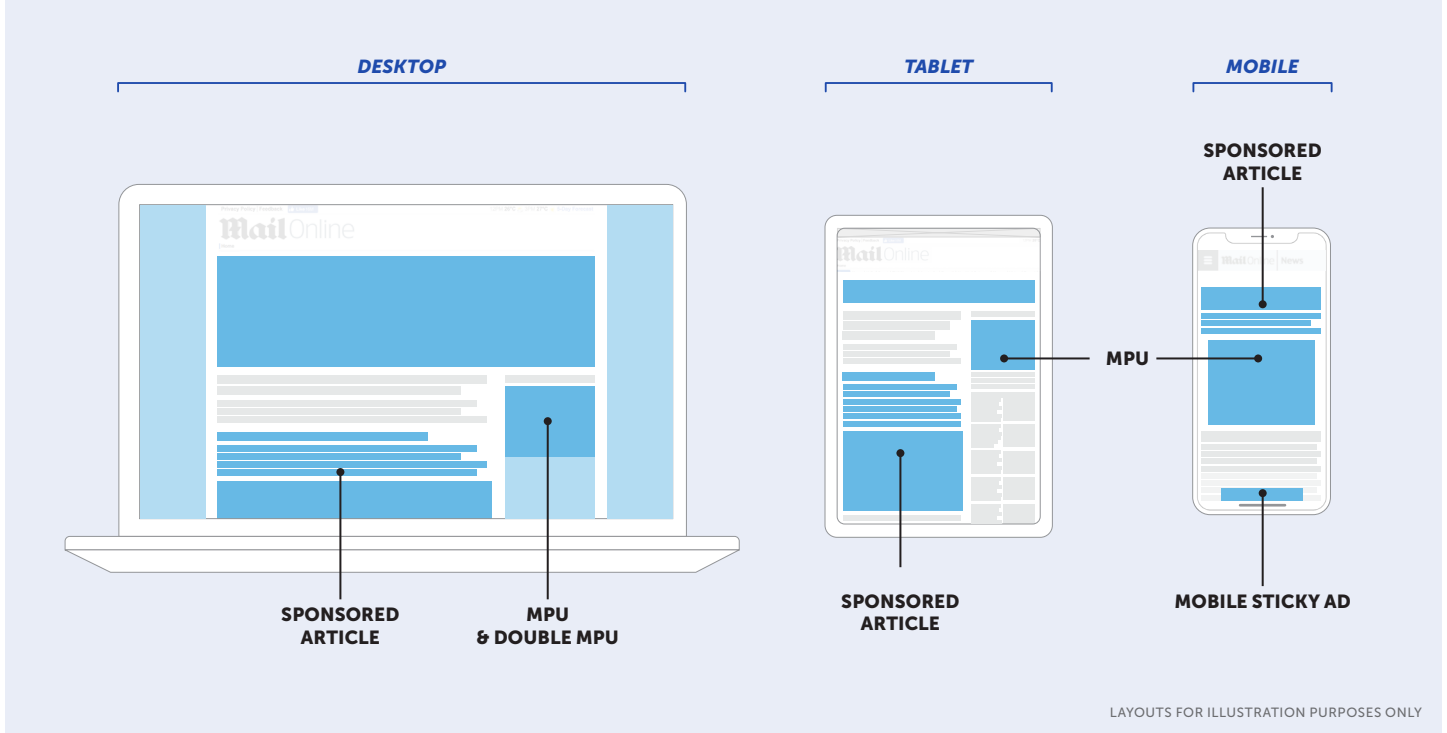
- Published on the MailOnline and promoted by way of 1 million ad-site traffic drivers*
- Advertiser will receive a guaranteed 1,000 clicks from ads served on MailOnline
- Available nationwide

DEMOGRAPHICS



CLICK HERE TO SEE THE COMPETITION MEDIA PACK

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Word count:** 500 words
- **Headline:** Written by MailOnline
- **Contact information:** Your website

IMAGE SPECIFICATION

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

Images should be high quality lifestyle photographs promoting your product or service. You can supply 2-3 images. In case of a video upgrade, that should be supplied as a Vimeo link or MP4 file.

DISPLAY ADS SPECS

MPU

- 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)

If you'd like the team to design display adverts for you, please fill in the artwork brief.

You can provide your own tracking links for the display ads, or we can arrange this for you.

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 PROCESS

- After receiving your content, Hurst Media Company will review and forward to MailOnline.
- Copy for advertorials 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 approval to publish the article or any factual copy corrections.
- 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 48 hours unless advised otherwise.

TERMS & CONDITIONS

- Checklist takes sole responsibility for the advertorial content that is published on MailOnline.
- 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 MailOnline'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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Company number: 08357910
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