

Valentine's Day checklist ✓

LOVE IS IN THE AIR: 10 TOP GIFTS FOR THAT SPECIAL SOMEONE THIS VALENTINE'S DAY

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

PUBLISHED WITH **MailOnline**

The **Valentine's Day 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.

MailOnline is one of the world's largest English-speaking newspaper websites, with more than 252m unique browsers around the world. The *Femail* page of MailOnline boasts a young, affluent readership, with 69% aged between 15-44 and 62% who are ABC1.

The **Valentine's Day Checklist** serves as the essential guide for anyone looking for the perfect gift for that special someone at the most romantic time of the year.

Curated by an experienced team of MailOnline copywriters, The **Valentine's Day Checklist** showcases a high-quality selection of gifts and experiences ranging from stunning jewellery pieces, tantalising tipples and decadent dining options to fabulous flowers and romantic getaways.

Published at a time when readers are searching for the perfect gifts, the **Valentine's Day Checklist** is the perfect shop window for brands and organisations looking to benefit from MailOnline's robust editorial environment and the gravitas of being featured on one of the world's most visited websites.

PARTICULARLY CONSIDERING

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



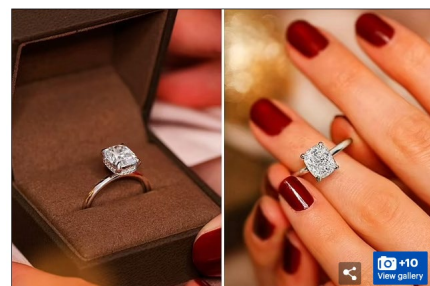
4.5m
daily unique visitors to MailOnline

62%
of MailOnline readers are ABC1

49
minutes is the average time spent reading MailOnline per month

SPONSORED ARTICLE EXAMPLE

The most romantic time of the year!



Browns specialise in traditional diamonds as well as their all-new Lab Grown Diamond, a gorgeous alternative which takes considerably less energy to produce than digging for the natural kind. Rest assured that you'll still be able to guarantee the origin of your diamond and it will come fully certified as standard. What's more, lab-grown is equally as breathtaking as any other kind of diamond - and they are typically 20-30% cheaper than their natural counterparts!

Discover the huge range of gorgeous engagement rings Browns Family Jewellers have to offer this Christmas. Their concierge team is also able to discuss bespoke requirements to ensure your proposal will be unforgettable.

The Info: [Click here](#) to find out more and use discount code **CHECKLIST** to get a **FREE** pair of aquamarine earrings with any order over £250.

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**

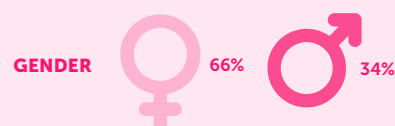
Competition Upgrade **£1,000**

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

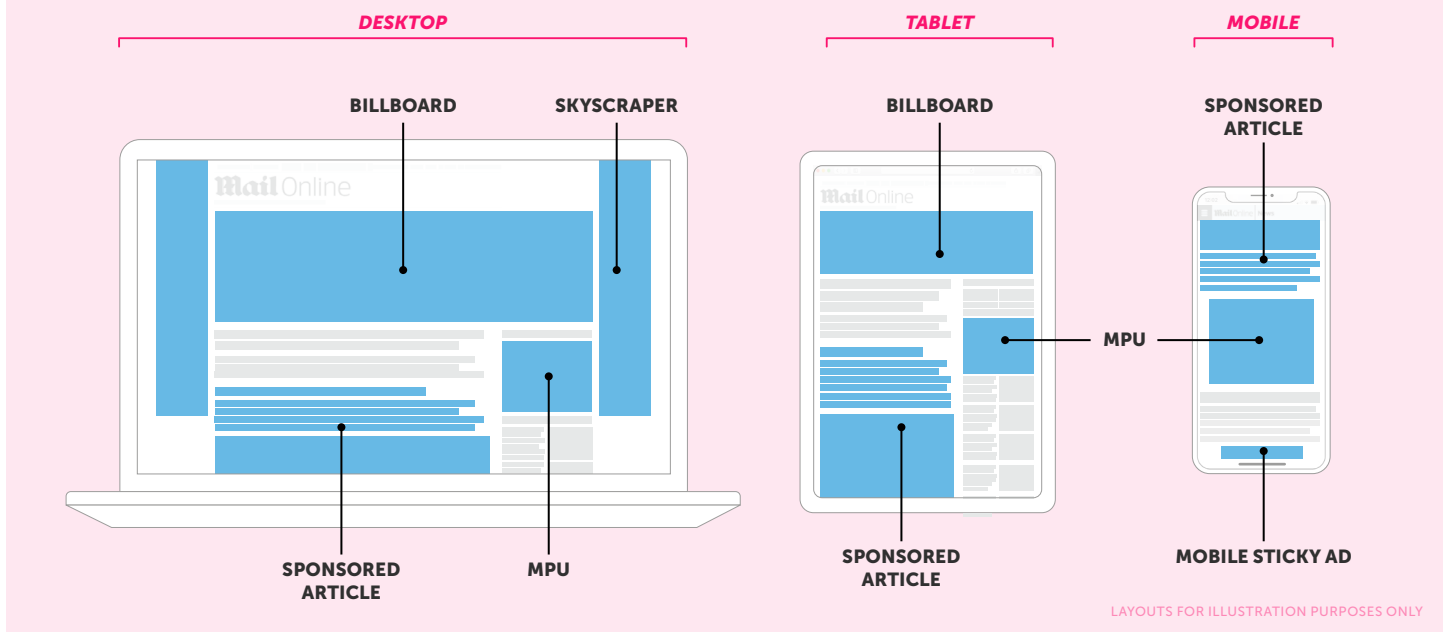
AGE	15-24	16%
	25-34	33%
	35-44	20%
	45+	32%



*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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