

Travel *checklist*

**FEELING THE TRAVEL BUG?
THESE ARE 10 TOP BRANDS THAT WILL
HELP INSPIRE YOUR NEXT GETAWAY**

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



PUBLISHED WITH **MailOnline**

Travel Checklist is a native feature of 10 sponsored articles published on the MailOnline homepage. It initially appears on 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 Travel section and includes individual links for the benefit of all 10 advertising partners.

MailOnline is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The Travel page of MailOnline boasts a young, affluent readership, with 69% aged between 15-44 and 73% who are ABC1. **Travel Checklist** serves as the essential guide for readers when booking their holidays and planning escapes.

Curated by an experienced team of MailOnline copywriters, **Travel Checklist** showcases a high-quality selection of 10 top products and services, ranging from holidays, accommodation, and family days out, to spa breaks, holiday essentials, theatre & shows, sporting days out and tourist attractions.

Hosted on the Travel page of the MailOnline, **Travel Checklist** is the perfect shop window for brands looking to benefit from a robust editorial environment, a mass readership focused on family days out, travel and attractions, and crucially the gravitas of being featured on one of the most popular news websites.

PARTICULARLY CONSIDERING

- MailOnline boasts 4.5m daily unique visitors
- The MailOnline audience are 32% more likely to have a credit card
- MailOnline readers are 73% ABC1.



4.5m
daily unique visitors to MailOnline

73%
of MailOnline Travel section
readers are ABC1

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

SPONSORED ARTICLE EXAMPLE

How do you plan the perfect family-friendly holidays?



Our holiday plans may have been disrupted, but that doesn't mean we can't dream of future adventures. If you're planning to go away as a family, TWISPER might prove to be your ideal travelling companion.

This free social travel app helps mums and dads find family-friendly destinations across the world. When you download it, you can build your own network of friends and fellow parents to see their recommendations, so you can find the tried and tested places your family will love.

It's not just cities and countries TWISPER can help with, though. This app also collates information about the best restaurants, bars and hotels for family groups using feedback from its users, so you can properly plan your entire getaway without any nasty surprises.

[Click here to find out more about TWISPER, and download for free on iOS App Store and Google Play.](#)

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**

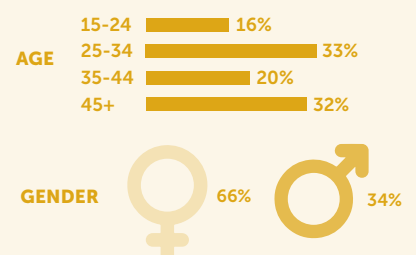
Video upgrade £1,000

Competition Upgrade £1,000

DISTRIBUTION

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

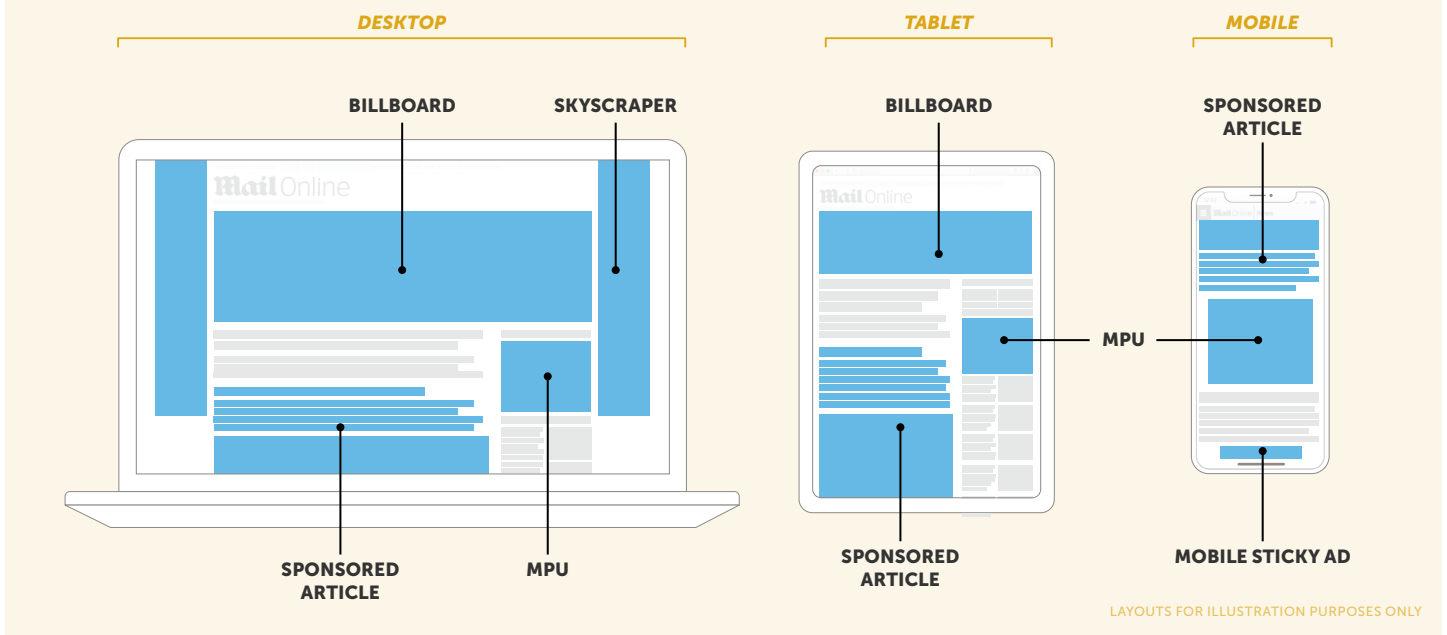
DEMOGRAPHICS



*Travel 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

- Travel Checklist is advertorial content compiled by The 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

Hurst Media Company
The Frames, 1 Phipp Street,
London, EC2A 4PS

Tel: 020 3478 6017

hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

Tel: 0203 478 6017 | sales@hurstmediacompany.co.uk

PRODUCTION DEPT.

Tel: 0203 770 4024 | production@hurstmediacompany.co.uk

