

Homes and Gardens TOP 10 *checklist*

10 TOP INSPIRATIONS FOR THOSE LOOKING TO LIVE A HAPPY, HEALTHIER AND FULFILLING LIFE AT HOME

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



PUBLISHED WITH MailOnline

The [Homes & Garden Top 10 Checklist](#) is a native feature of ten sponsored articles published on *MailOnline*. It initially appears as one of the first 10 articles on the sidebar **1** and is guaranteed a minimum of 24,000 unique views, after which the article is also promoted by way of 10 million ad-site traffic drivers **2** in content relevant locations to users who have buying intent in the subject matter. The advertorial content is hosted perpetually on *MailOnline* and includes individual links for the benefit of all ten advertising partners.

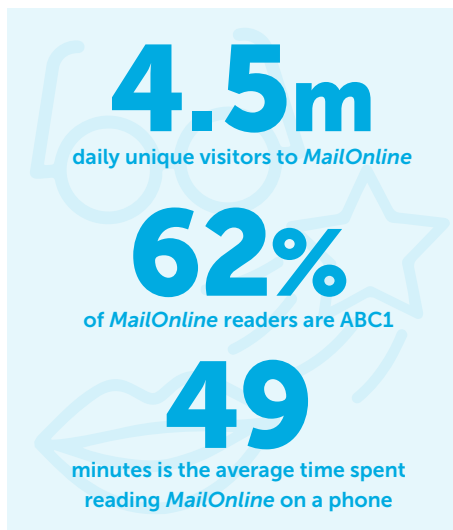
MailOnline is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The *MailOnline* boasts a young, affluent readership, with 69% aged between 15-44 and 62% who are ABC1. The [Homes & Garden Top 10 Checklist](#) serves as the essential guide for readers when looking to make improvements to their homes and gardens.

Curated by an experienced team of *MailOnline* copywriters, the [Homes & Garden Top 10 Checklist](#) showcases a high-quality selection of 10 top products and services. This includes furnishings, smart appliances, energy-saving products, al fresco dining, DIY inspiration and gardening must haves.

[Homes & Garden Top 10 Checklist](#) is the perfect shop window for brands and organisations looking to benefit from *MailOnline*'s robust editorial environment, an affluent ABC1 audience 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 62% ABC1.



SPONSORED ARTICLE EXAMPLE **7**

Add value - and protection - to your home

From glass verandas to garage doors - and security systems - Crocodile products add style and value to your home

No matter how perfect your home feels, there is always room for improvement. And if you can add value in the process, all the better!

With Crocodile, you can put your own stamp on your house - while even boosting its worth.

From their super-stylish Stowaway garage doors operated at the push of a button to chic enclosed glass verandas and winter gardens that allow you to enjoy your garden whatever the weather, there's a Crocodile product for everyone.

They are also experts in giving you peace of mind at home thanks to their Homecare Security Shutters system that offers all round protection.

All products are bespoke to your specific requirements and your wallet won't take a huge hit, either - Crocodile offer two years' interest free credit.

The Info: Click [here](#) for more information about Crocodile products.

RATE CARD

Native package £12,000

Promoted on the sidebar of the *MailOnline* homepage and then by 10 million ad-site traffic drivers.

x1 MPU **3**, x1 billboard **4**, x1 skyscraper **5**
x1 mobile banner **6**, 1x sponsored content **7**

Video upgrade £1,000

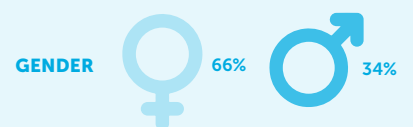
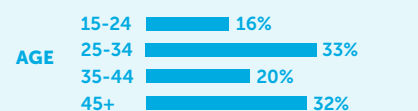
Competition Upgrade £1,000

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

DISTRIBUTION

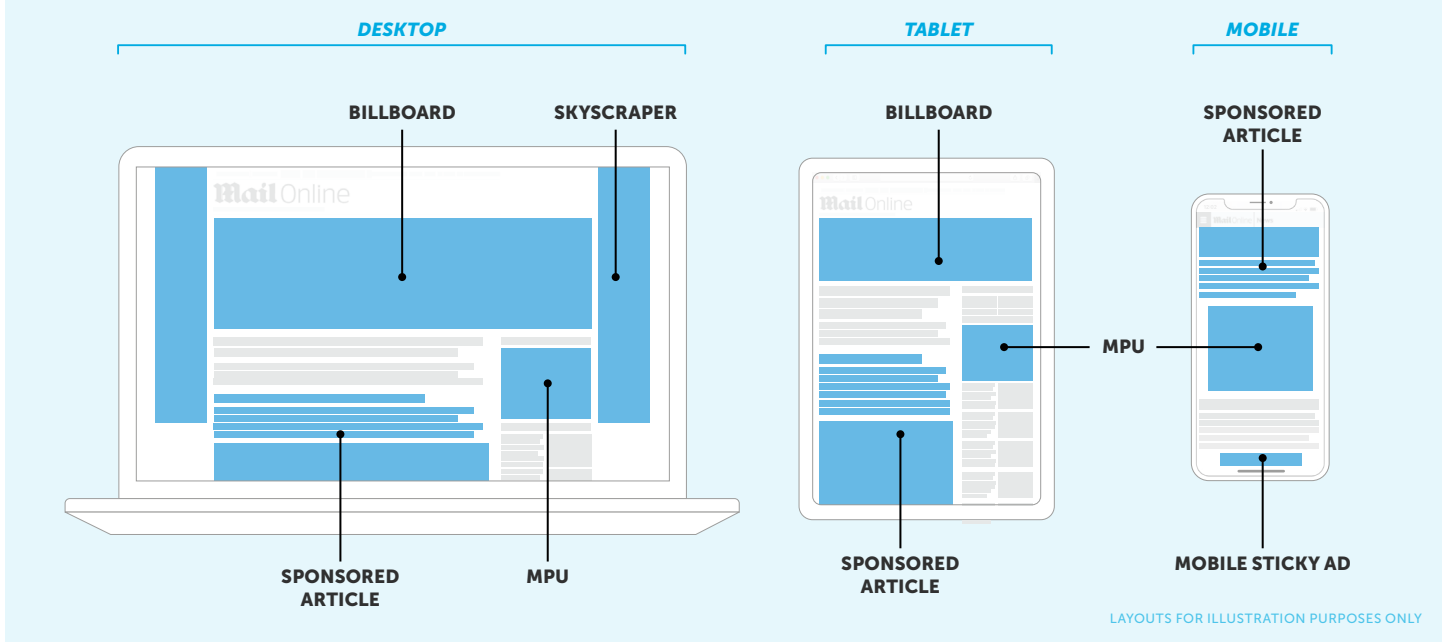
- Initially promoted on the sidebar of the *MailOnline* homepage (24,000 UVs), and then in content-relevant locations (10 million ad-site traffic drivers).
- 1000x extra guaranteed clicks delivered from additional ROS banners.

DEMOGRAPHICS



*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 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

- At Home & Garden 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](#).

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