

# Best of British TOP 10 checklist

**BUYING BRITISH: HERE ARE 10 TOP BRANDS SHOWCASING THE BEST OF BRITISH CULTURE AND TRADITION**  
 (Eventual title will be chosen by the MailOnline on basis of SEO score to drive highest traffic, engagement and searchability)



## PUBLISHED WITH MailOnline

The Best of British 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.

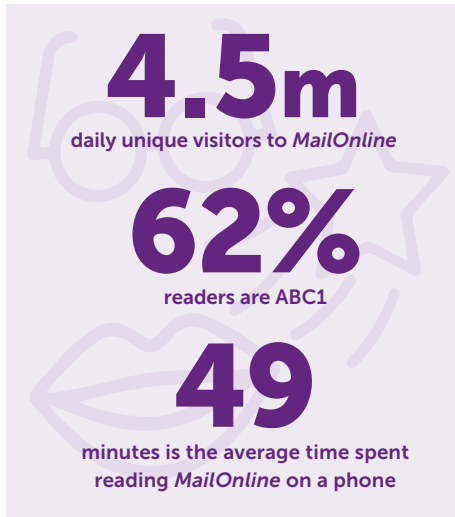
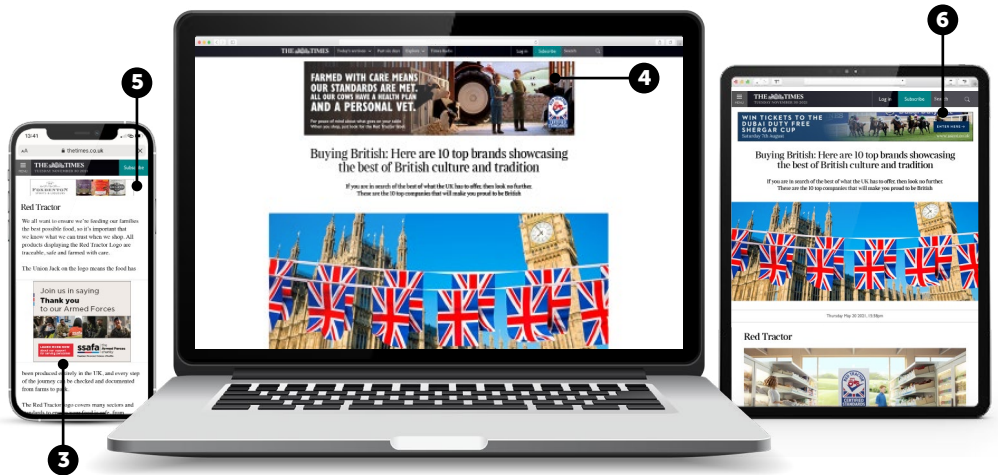
MailOnline is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The MailOnline boasts a young, affluent readership, with 69% aged between 15-44 and 62% who are ABC1. The Best of British Top 10 Checklist serves as the essential guide for readers who are looking for new and exciting ways to spend their money.

Curated by an experienced team of MailOnline copywriters, the Best of British Top 10 Checklist showcases a high-quality selection of quintessentially British products and services, including Royal Warrant Holders, ranging from food & drink, fashion, gadgets & technology, travel, days out and attractions.

The Best of British 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

**Red Tractor**

We all want to ensure we're feeding our families the best possible food, so it's important that we know what we can trust when we shop.

All products displaying the Red Tractor Logo are traceable, safe and farmed with care.

The Union Jack on the logo means the food has been produced entirely in the UK, and every step of the journey can be checked and documented from farms to pack.

The Red Tractor logo covers many sectors and standards to ensure your food is safe, from responsible antibiotic and pesticide use to water safety, and they only assure good quality, British food at its seasonal best.

They've also partnered with animal welfare experts and vets since 2000 to strengthen requirements on animal welfare. They work to ensure all livestock are healthy, with the right living space, food and water.

[Click here to find out more.](#)

### 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

### DISTRIBUTION

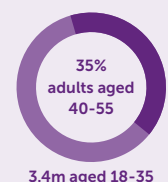
- Initially promoted on the sidebar of the MailOnline homepage (24,000 UVs), and then in content-relevant locations (10 million ad-site traffic drivers).
- 1000x extra guaranteed clicks delivered from additional ROS banners.

### DEMOGRAPHICS

#### GENDER

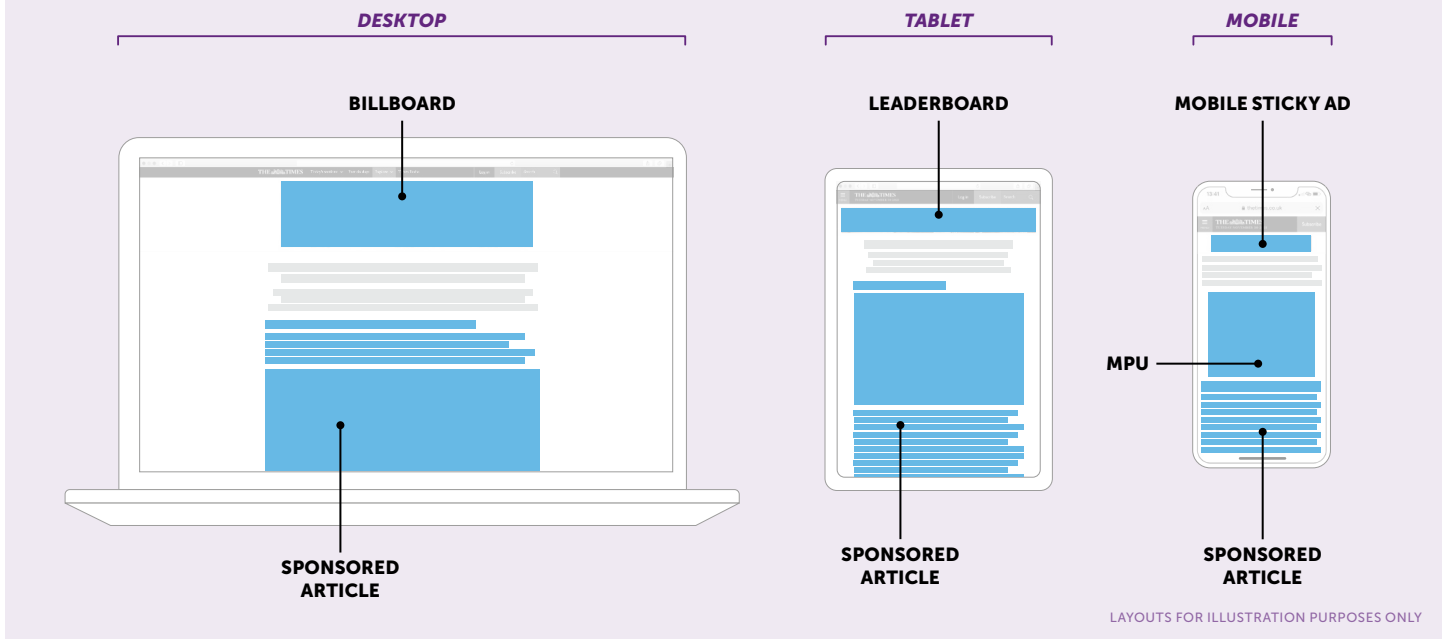


#### AGE



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

# ADVERTISING POSITIONS



## SPONSORED ARTICLE SPECS

### COPY SPECIFICATION

- **Word count:** 150 words
- **Headline:** Written by *Times Online*
- **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. In case of a video upgrade, that should be supplied as a *Vimeo* link or MP4 file.

## DISPLAY AD SPECS

### BILLBOARD

- Displays on desktop only
- **Size:** 970px (w) x 250px (h)

### LEADERBOARD

- Displays on tablet only
- **Size:** 728px (w) x 90px (h)

### MOBILE STICKY AD

- Displays on mobile only
- **Size:** 320px (w) x 50px (h)

### MPU (MID PAGE UNIT)

- Displays on mobile only
- **Size:** 300px (w) x 250px (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](mailto:production@hurstmediacompany.co.uk)

## CREATION, PROOFING & APPROVAL

### CREATION PROCESS

- After receiving your content, Hurst Media Company will review and forward to *Times Online*.
- Copy for advertorial features will be subedited by *Times Online'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

- Best of British Top 10 Checklist is advertorial content compiled by Checklist who takes sole responsibility for the content, but is published on *Times Online*.
- 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 *Times Online'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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