

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 DailyMail.co.uk on basis of SEO score to drive highest traffic, engagement and searchability)



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The **Best of British Top 10 Checklist** is a native feature of ten sponsored articles published on *DailyMail.co.uk*. It initially appears as one of the first ten 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 in content relevant locations to users who have buying intent in the subject matter. The advertorial content is hosted perpetually on *DailyMail.co.uk* and includes individual links for the benefit of all ten advertising partners.

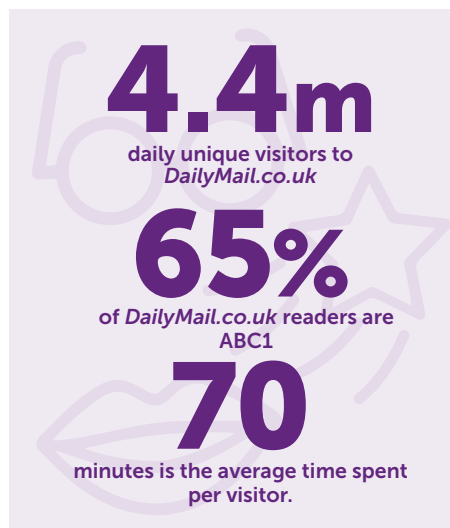
DailyMail.co.uk is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The *DailyMail.co.uk* boasts a young, affluent readership, with 42% aged between 18 -44 and 65% who are ABC1. The **Best of British Top 10 Checklist** serves as the essential guide for readers who are looking for new and exciting ways to spend their money.

Curated by an experienced team of *DailyMail.co.uk* 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 *DailyMail.co.uk*'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

- *DailyMail.co.uk* boasts 4.4m daily unique visitors
- The *DailyMail.co.uk* audience are 32% more likely to have a credit card
- *DailyMail.co.uk* readers are 65% ABC1.



SPONSORED ARTICLE EXAMPLE

London's Historic Pharmacy with Royal Warrants



Established as an apothecary in 1790, D R Harris is London's oldest pharmacy, dispensing private and NHS prescriptions and producing a wide range of products made in the UK.

From the company's earliest days on St James's Street, just off Piccadilly, its founders – cousins Henry Harris and Daniel Rotely (D R) Harris – started selling colognes and toilet waters alongside medications, lotions, tonics and tinctures.

Many of those earliest fragrances remain popular to this day, including Milk of Cucumber & Roses, Classic Cologne, Old English Lavender Water, Almond Oil Soap, Talcum Powder and a wide range of shaving soaps and creams.

Still owned by the Harris family, still on St James's Street and still serving the local community, the apothecary is also loved by visitors who travel further to try its famed and idiosyncratic array of products.

A proud Royal Warrant holder since 1938, the company has recently also been granted Royal Warrants as chemists by the present King and Queen.

The Info: [Click Here](#) to discover more about its unique product range

RATE CARD

Native package £12,000

Promoted on the sidebar of the *DailyMail.co.uk* homepage and then by 5 million ad-site traffic drivers

x1 MPU **2**, x1 billboard **3**, x1 skyscraper **4**
x1 mobile banner **5**, x1 leaderboard **6**
x1 sponsored content **7**

Video Upgrade £1,000 | Competition Upgrade £1000

DISTRIBUTION

- Initially promoted on the sidebar of the *DailyMail.co.uk* 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



SOCIAL



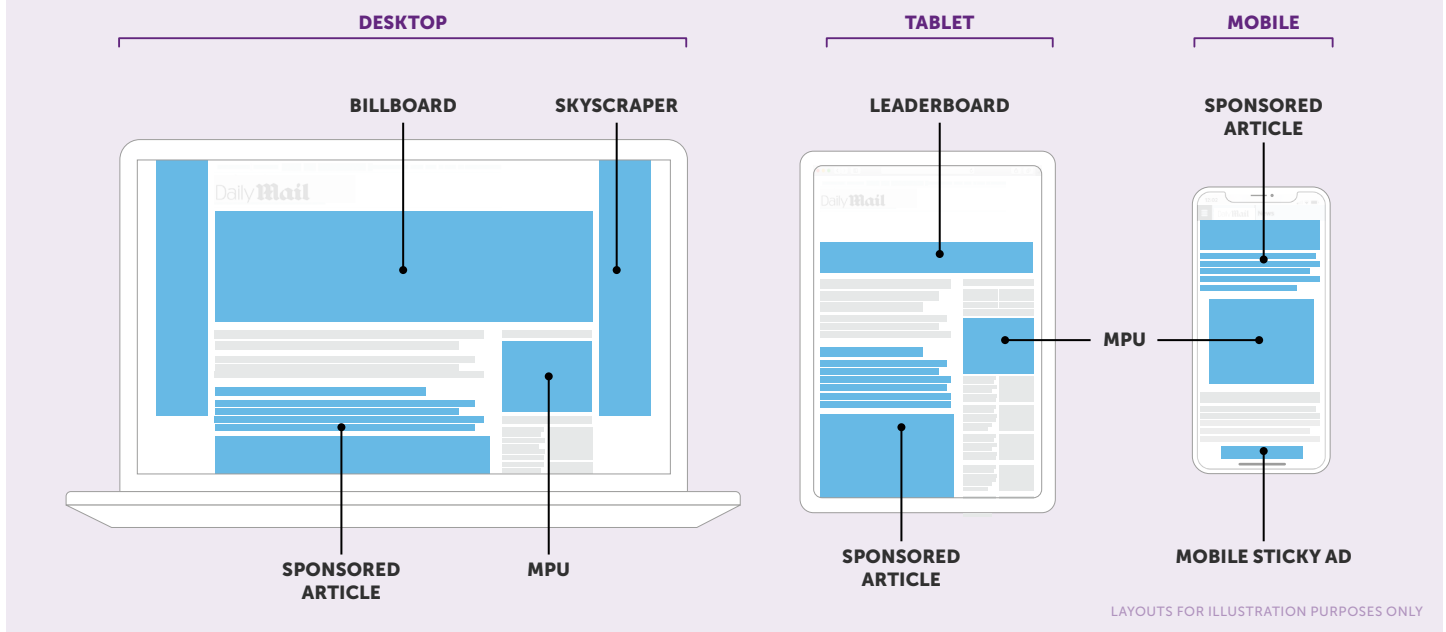
AVERAGE AGE: 47



CLICK HERE TO SEE THE COMPETITION MEDIA PACK

All ad-site drivers are dictated by *DailyMail.co.uk*'s algorithms, promoted at MailMetroMedia's discretion

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 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)

LEADERBOARD

- Displays on desktop and tablet
- **Size:** 728px (w) x 90px (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 *DailyMail.co.uk*
- Copy for advertorial features will be written by *DailyMail.co.uk*'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

- 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 *DailyMail.co.uk*'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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