

# 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.com on basis of SEO score to drive highest traffic, engagement and searchability)



**PUBLISHED WITH Daily Mail.com**



The Best of British Top 10 Checklist is a native feature of ten sponsored articles published on *DailyMail.com*. 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.com* and includes individual links for the benefit of all ten advertising partners.

*DailyMail.com* is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The *DailyMail.com* 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.com* 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.com*'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.com* boasts 4.4m daily unique visitors
- The *DailyMail.com* audience are 32% more likely to have a credit card
- *DailyMail.com* readers are 65% ABC1.




**4.4m**  
daily unique visitors to  
*DailyMail.com*

**65%**  
of *DailyMail.com* readers are  
ABC1

**70**  
minutes is the average time spent  
per visitor.

### SPONSORED ARTICLE EXAMPLE

London's Historic Pharmacy with Royal Warrants **7**



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 Rotley (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 1838, 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.com* 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.com 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

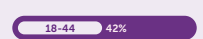
**GENDER**



**SOCIAL**

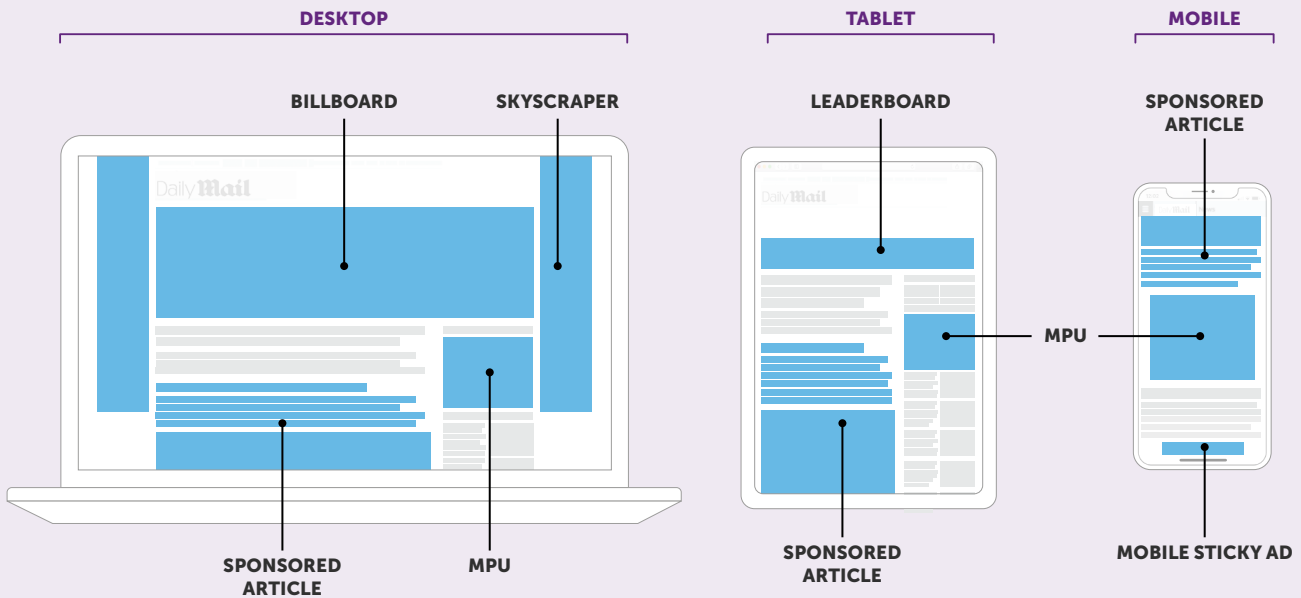


**AVERAGE AGE: 47**



**CLICK HERE TO SEE THE COMPETITION MEDIA PACK**

# 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](mailto:production@hurstmediacompany.co.uk)

## CREATION, PROOFING & APPROVAL

### CREATION PROCESS

- After receiving your content, Hurst Media Company will review and forward to *DailyMail.com*
- Copy for advertorial features will be written by *DailyMail.com'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.com'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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### MEDIA SALES

Tel: 0203 478 6017 | [sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPT.

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