

Travel TOP 10 *checklist*

GIVE IN TO YOUR WANDERLUST WITH 10 TOP BRANDS TO MAKE YOUR NEXT TRIP ONE TO REMEMBER
(Eventual title will be chosen by DailyMail.co.uk on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH Daily Mail ONLINE

The **Travel Top 10 Checklist** is a native feature of ten sponsored articles published on *DailyMail.co.uk*. 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 the popular Travel section and includes individual links for the benefit of all ten advertising partners.

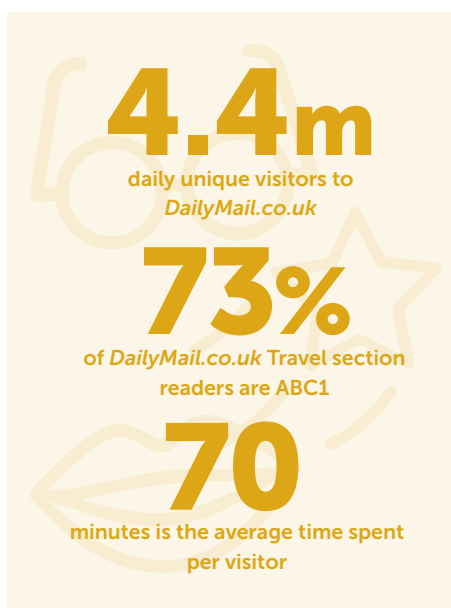
DailyMail.co.uk is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The Travel page of *DailyMail.co.uk* boasts a young, affluent readership, with 69% aged between 15-44 and 73% who are ABC1. The **Travel Top 10 Checklist** serves as the essential guide for readers when booking their holidays and planning escapes.

Curated by an experienced team of *DailyMail.co.uk* copywriters, the **Travel Top 10 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 *DailyMail.co.uk*, the **Travel Top 10 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

- *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* Travel section readers are 73% ABC1.



SPONSORED ARTICLE EXAMPLE

Barefoot chic in the tropical Maldives



Few places get as close to pure paradise as the Maldives. The white sand beaches, the turquoise waters, the year-round sunshine - it's no wonder it's become such a hotspot for celebrity holidays.

A glittering jewel of these luscious islands is Seaside Finolhu Baa Atoll Maldives, a tropical, barefoot-chic resort that puts a playful twist on luxury.

Renowned for its two-kilometre-long powdery beaches, the resort consists of 125 spacious and stylish villas, four fabulous restaurants and an exciting array of activities and excursions. Where better to try your hand at paddleboarding?

Designed with the entire family in mind, Finolhu was created to inspire multi-generational travel while also being a perfect spot for honeymooners. Newlyweds can even spend a night under the stars with their celebrated Beach Bubble 'Dream Eclipse' experience.

The info: Click [here](#) to book your stay.

RATE CARD

Native package **£12,000**

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

- x1 MPU **3**, x1 billboard **4**, x1 skyscraper **5**
- x1 mobile banner **6**, x1 leaderboard **7**
- x1 sponsored content **8**

Video Upgrade **£1,000** | Competition Upgrade **£1000**

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

DISTRIBUTION

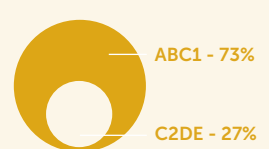
- Initially promoted on the sidebar of the *DailyMail.co.uk* homepage (24,000 UVs), and then in content-relevant locations (10 million ad-site traffic drivers).
- 1000x extra guaranteed clicks delivered from additional ROS banners.

DEMOGRAPHICS*

GENDER



SOCIAL

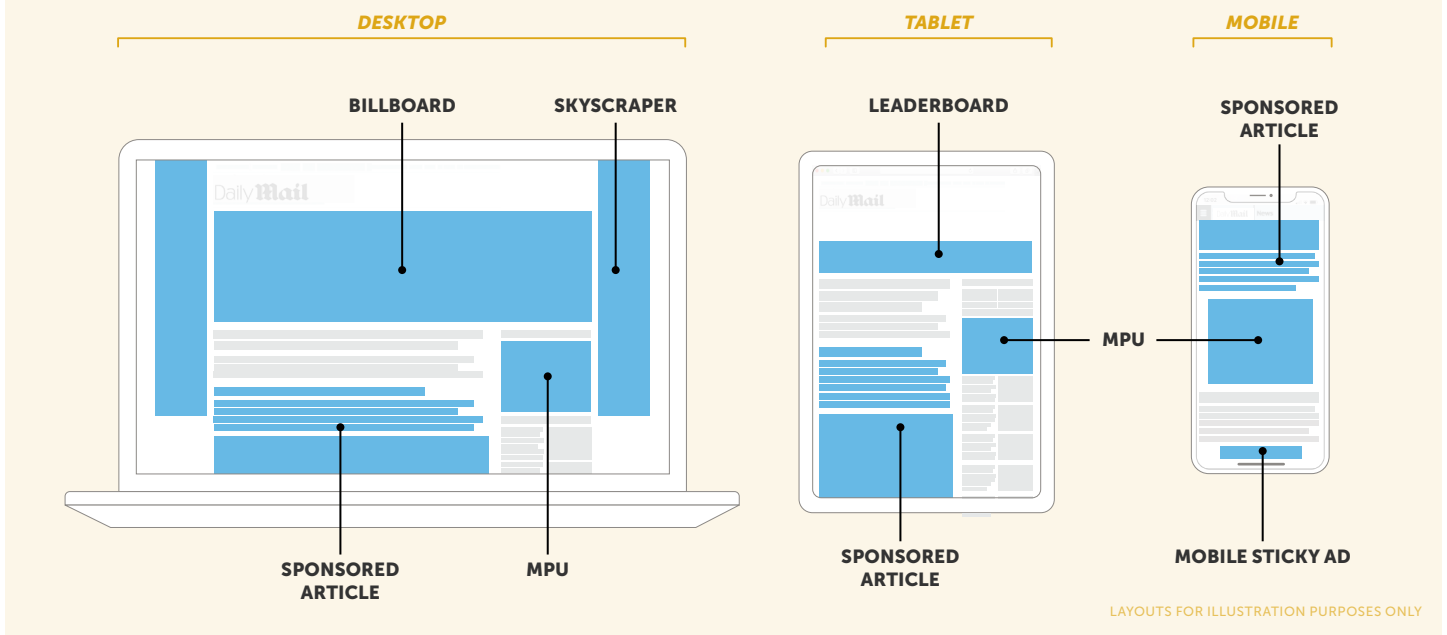


AVERAGE AGE: 47



*Travel 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 *DailyMail.co.uk*
- **Article word count:** 150 words

IMAGE SPECIFICATION

- **Image size:** 1000px (w) x 667px (h)
- **Image caption:** Written by *DailyMail.co.uk*
- **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)

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 subedited 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 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 *DailyMail.co.uk*.
- 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](#).

CONTACT DETAILS

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