

Education TOP 10 *checklist*

TIME TO FOCUS ON LEARNING: TOP TEN IDEAS THAT WILL TAKE YOUR KNOWLEDGE TO NEW HEIGHTS

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



PUBLISHED WITH DailyMail.com

Education Top Ten Checklist is a native feature of five sponsored articles published on the DailyMail.com homepage. It initially appears as one of the first five 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 ten million ad-site traffic drivers **2** in content relevant locations to users who have buying intent in the subject matter.

The DailyMail.com is one of the world's largest English-speaking newspaper websites, with more than 160m unique browsers around the world. The *Femail* page of the *DailyMail.com* boasts an affluent readership, with 65% who are ABC1. Packed full of inspiration, **Education Top Ten Checklist** serves as the essential guide for readers during a time when life-changing decisions are made.

Curated by an experienced team of *DailyMail.com* copywriters, this native feature showcases a high-quality selection of top five products and services, including vocational studies and apprenticeships, short courses, home learning, student loan advice, online training, tutoring, evening or flexible learning classes and more.

Hosted on the *Femail* page of the *DailyMail.com*, **Education Top Ten Checklist** is the perfect shop window for brands and organisations to benefit from *DailyMail.com*'s robust editorial environment, an engaged and affluent ABC1 audience and crucially the gravitas of being featured on one of the world's most visited websites.

PARTICULARLY CONSIDERING

- 35% of all website traffic comes direct to the *Femail* channel
- The average visitor spends three times longer per month on *DailyMail.com* than other news brand websites.
- 1 in 2 readers have ISA, investments or premium bonds



4.5m
daily unique visitors to *DailyMail*.

65%
of *DailyMail.com* readers are ABC1

70
minutes is the average time spent reading *DailyMail.com* on a phone

SPONSORED ARTICLE EXAMPLE



Udemy offers the world's largest selection of online video courses, enabling you to learn new techniques and skills at home.

Somewhat unexpectedly, we've all found ourselves with an awful lot of time on our hands. For many of us it's a blessing, because it has allowed us to re-eval and re-evaluate what it is we actually want from life. However, some of us have been left climbing the walls as we try to keep ourselves entertained.

Now more than ever, it makes sense to dedicate this free time to some self-improvement, be it refining an existing skill or learning something completely new that could potentially better or even completely change your career - and that's where Udemy can help.

Whether it's a photography masterclass taught by a professional photographer, web development bootcamps or drawing classes, there are a huge number of exciting classes to choose from and expand your horizons with. Why not give it a try?

TRY IT: [Click here](#) to explore the classes on offer.

[CLICK HERE TO SEE A LIVE FEATURE](#)

RATE CARD

Native package £12,000

Promoted on the sidebar of the *DailyMail.com* homepage and then by five million ad-site traffic drivers

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

Video upgrade £1,000

Competition Upgrade £1,000

DISTRIBUTION

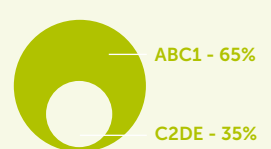
- Initially promoted on the sidebar of the *DailyMail.com* homepage (24,000 UVs), and then in content-relevant locations (five million ad-site traffic drivers).
- 1000x extra guaranteed clicks delivered from additional ROS banners.

DEMOGRAPHICS

GENDER



SOCIAL

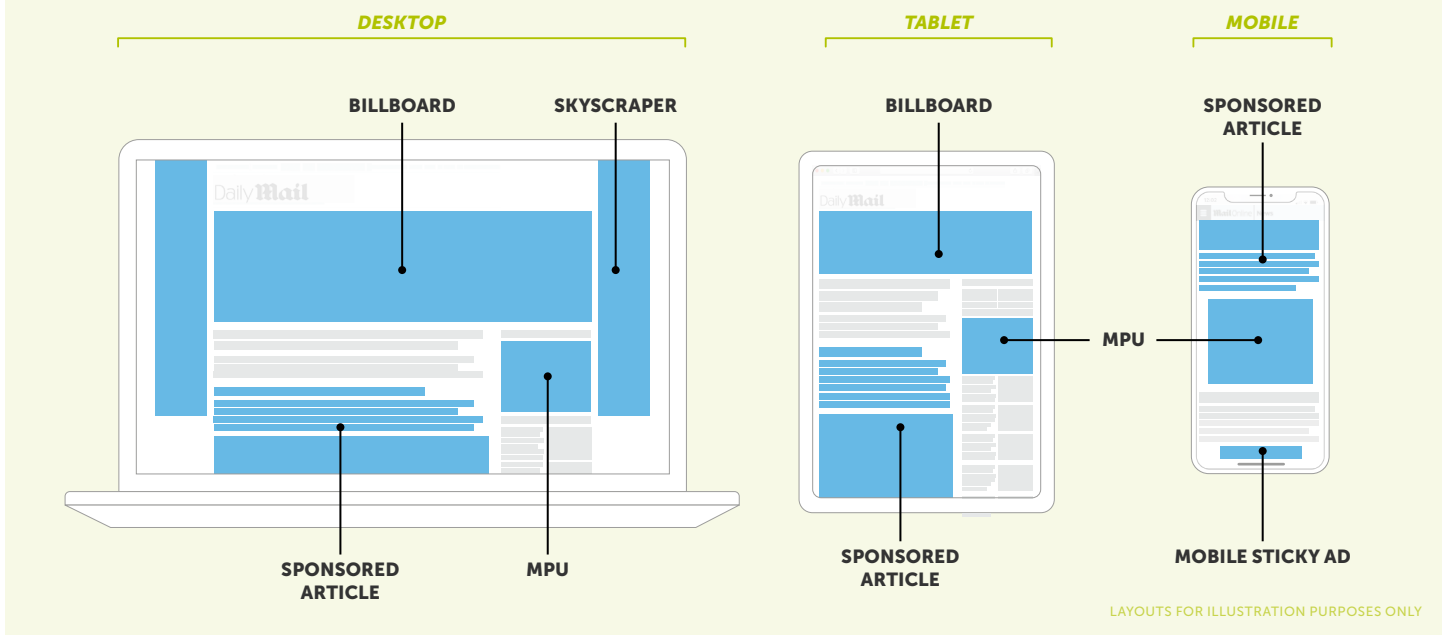


AVERAGE AGE: 47



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

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Brief:** A brief will be supplied for the client to fill out
- **Headline of article:** Written by DailyMail.com
- **Article word count:** 150 words

IMAGE SPECIFICATION

- **Image size:** 1000px (w) x 667px (h)
- **Image caption:** Written by DailyMail.com
- **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 *DailyMail.com*.
- Copy for advertorial features will be subedited 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 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

- 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](#).