

# Health and Wellbeing TOP 10 *checklist*

## 10 TOP WAYS TO HELP YOU FEEL FABULOUS AND LIVE BETTER

(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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iab.europe

The **Health & Wellbeing 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 Femail section and includes individual links for the benefit of all ten advertising partners.

The *DailyMail.co.uk* is one of the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The Femail page of *DailyMail.co.uk* boasts a young, affluent readership, with 69% aged between 15-44 and 73% who are ABC1. **Health & Wellbeing Checklist** serves as the essential guide to help these health-conscious readers make positive changes in order to lead an improved lifestyle.

Curated by an experienced team of *DailyMail.co.uk* copywriters, **Health & Wellbeing Checklist** showcases a high-quality selection of 10 products and services, ranging from over the counter remedies, specialist clinics, beauty & cosmetic treatments, alternative therapy, and diet & fitness solutions.

**Health & Wellbeing Checklist** is the perfect shop window for brands and organisations looking to benefit from *DailyMail.co.uk*'s robust editorial environment, a mass readership who are concerned about their health and crucially the gravitas of being featured on one of the world's most visited websites.

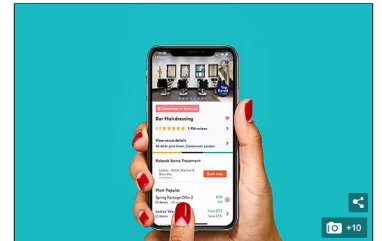
### PARTICULARLY CONSIDERING

- 41% of readers are more likely to have bought health products online
- 1 in 2 readers look after their health to improve their appearance
- 13 million readers are eating more healthily now than they have in the past



### SPONSORED ARTICLE EXAMPLE

Get pampered at the click of a button



We're free to re-enter the world - so it's time to make sure you're looking your best.

With Treatwell, the hair and beauty app and website, you can choose from thousands of hair, beauty, and wellness salons across the country.

It's so simple to use. Choose your preferred time, budget and location then browse suitable salons by your chosen area.

Every place has millions of real-life reviews to help you find the best place for your needs. You can even do a really granular search to find places with parking or that welcome your furry friends to join you for your appointment. It has hair and beauty treatments to fit your schedule, budget, and location.

What's more, thanks to the app, you can book multiple treatments in one place 24/7, saving you the trouble of calling multiple salons - and giving you the freedom to book a pampering sesh spontaneously should you feel like it.

Need to reschedule or cancel? No problem. Managing your appointments is easy with the Treatwell app, and cancellations are usually free within 24 hours of your appointment.

**The Info:** [Click here](#) to find out more and use discount code **CHECKTREATIS** for 15% off on your first order.

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

### 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

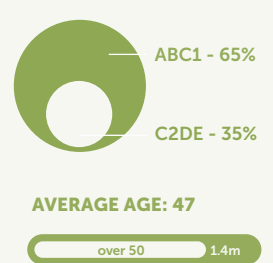
- Initially promoted on the sidebar of the *DailyMail.co.uk* homepage (24,000 UVs), and then in content-relevant locations (10 million ad-site traffic drivers).
- 1000x extra guaranteed clicks delivered from additional ROS banners.

### DEMOGRAPHICS\*

#### GENDER



#### SOCIAL

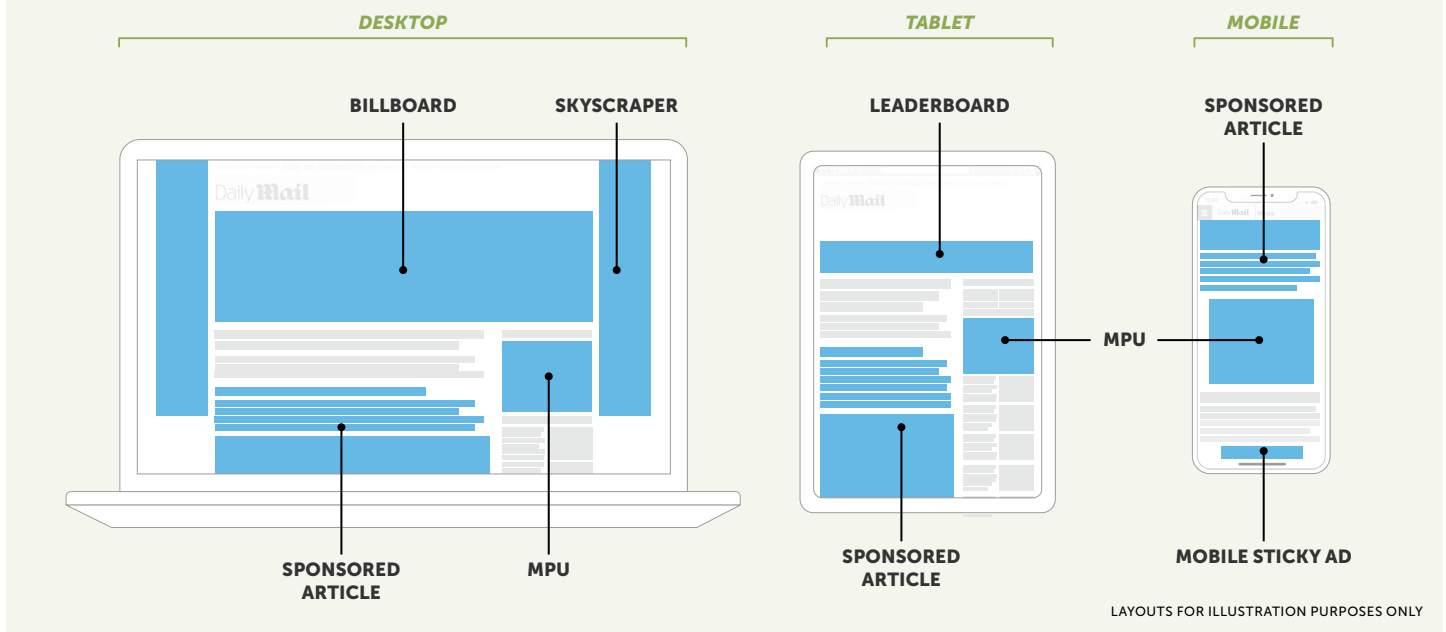


AVERAGE AGE: 47

over 50 1.4m

\*Facts and figures from MailMetroMedia

## 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](mailto: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 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.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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