

# Food and Drink TOP 10 *checklist*

GET INSPIRED AND TRANSFORM YOUR EATING HABITS WITH THESE 10 TOP TRENDS THAT WILL TRANSFORM THE WAY YOU EAT AND DRINK

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



PUBLISHED WITH **MailOnline**

**Food & Drink Top 10 Checklist** is a native feature of 10 sponsored articles published on the MailOnline homepage. 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.

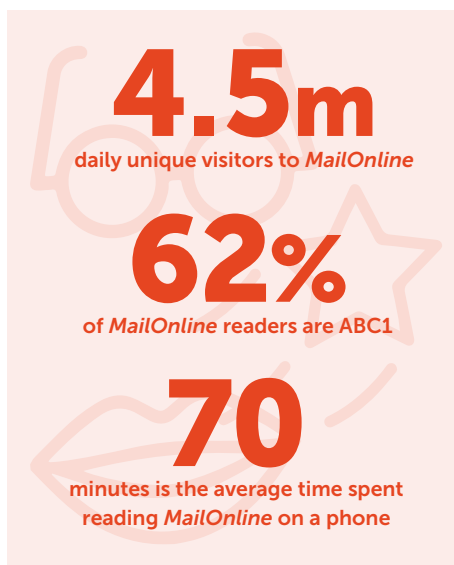
MailOnline is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The Femail page of MailOnline boasts a young, affluent readership, with 69% aged between 15-44 and 62% who are ABC1. **Food & Drink Top 10 Checklist** serves as the essential guide for readers to transform the way they eat in and dine out.

It showcases a high-quality selection of products, services and experiences to benefit the food savvy, ranging from gourmet goods, kitchen tech and gadgets, culinary travel, wines, spirits and cocktails, and alfresco dining options.

Hosted on the Femail page of the MailOnline, **Food & Drink Top 10 Checklist** is the perfect shop window for brands and organisations to benefit from an affluent audience, who are highly suggestible to new purchasing ideas.


## PARTICULARLY CONSIDERING

- 30% of readers agree with the statement 'News on food influences my dietary habits'
- 6/10 readers like to try out new food recipes
- 35% of all website traffic comes direct to the Femail channel.



### SPONSORED ARTICLE EXAMPLE **7**

Fall in love with cooking again



Looking to expand your cooking horizons? Many of us have taken to the kitchen during lockdown to put our culinary skills to the test. But if you feel you've peaked, or need some inspiration so you can try new cuisines, you might want to give a recipe box from SimplyCook a try.

These recipe kits comprise sensational spice blends, marinades, herbs and pastes inspired by world cuisines, so you are armed with amazing flavours to give your cooking a serious upgrade.

With over 100 recipes to choose from, boring meals will be a thing of the past. Each box contains kits and step-by-step recipe cards to cook four exciting meals. Following their recipe, just add 4-6 items from your fridge or cupboard to cook a delicious meal in around 20 minutes.

**TRY IT:** Click [here](#) to try cooking four new and exciting meals for free, and pay just £1 for delivery.

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

## RATE CARD

### Native package **£12,000**

Promoted on the sidebar of the MailOnline homepage and then by 10 million ad-site traffic drivers x1 MPU **3**, x1 billboard **4**, x1 skyscraper **5**, x1 mobile banner **6**, x1 sponsored content **7**

### Video upgrade **£1,000**

### Competition Upgrade **£1,000**

## DISTRIBUTION

- Initially promoted on the sidebar of the MailOnline 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

AVERAGE AGE

**47**

1.4m Are Aged Over 50

GENDER



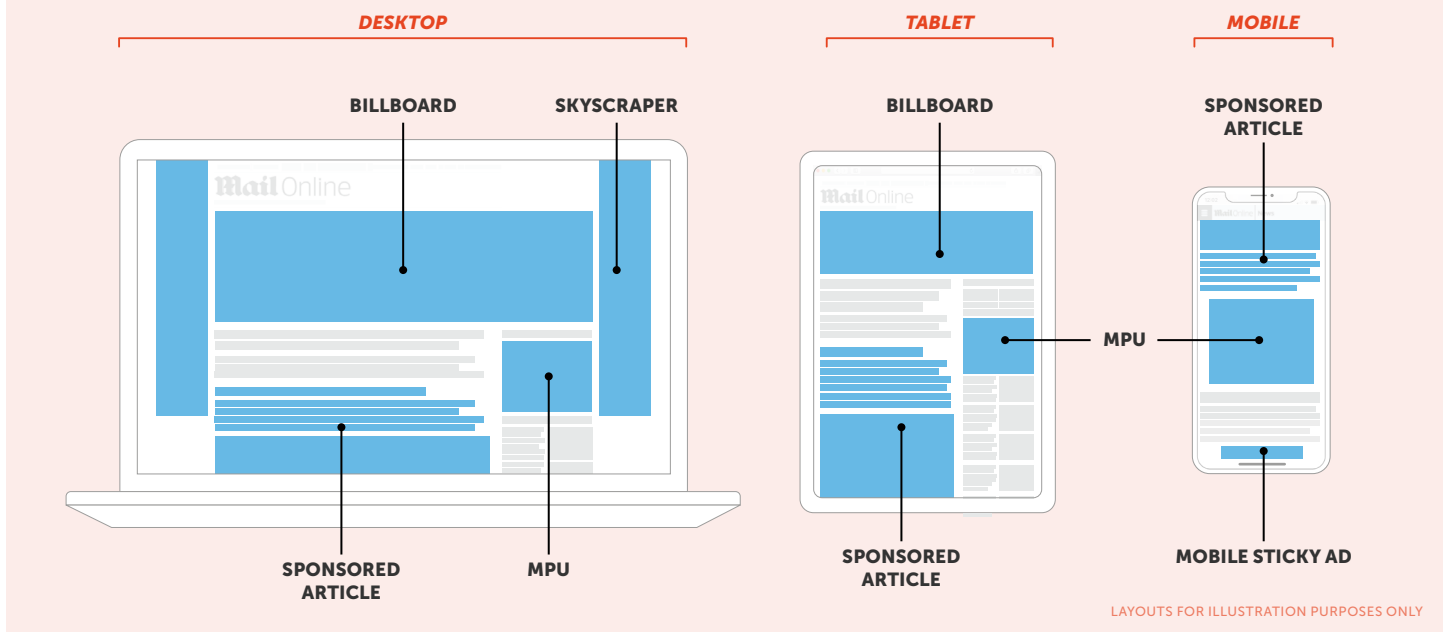
45%



55%

[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 MailOnline
- **Article word count:** 150 words

#### IMAGE SPECIFICATION

- **Image size:** 1000px (w) x 667px (h)
- **Image caption:** Written by MailOnline
- **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](mailto:production@hurstmediacompany.co.uk)

### CREATION, PROOFING & APPROVAL

#### CREATION PROCESS

- After receiving your content, Hurst Media Company will review and forward to MailOnline.
- Copy for advertorial features will be subedited by MailOnline'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

- Food & Drink Top 10 Checklist is advertorial content compiled by Checklist (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on MailOnline.
- 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 MailOnline'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](#).