

Weddings TOP 10 *checklist* ✓

MAKE YOUR SPECIAL DAY ONE TO REMEMBER WITH THESE 10 TOP BRANDS

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



PUBLISHED WITH **MailOnline**

Weddings Checklist is a native feature of 10 sponsored articles published on the *MailOnline* homepage. It initially appears in the first 10 articles of the sidebar **1** and is guaranteed a minimum of 200,000 views. The advertorial content is hosted perpetually on the popular *Femail* section and includes individual links for the benefit of all 10 advertising partners.

MailOnline is one of the world's largest English-speaking newspaper websites, with more than 252m 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. **Weddings Checklist** serves as the essential guide for newlyweds to be, providing a handpicked selection of brands committed to ensuring that their special day is everything they had ever dreamed of.

Curated by an experienced team of *MailOnline* copywriters, **Weddings Checklist** showcases a selection of high-quality products and services including everything from party planners, cakes, dresses, venues, and photographers to car hire, DJs, caterers, florists and much more.

Weddings Checklist is the perfect shop window for brands and organisations looking to benefit from *MailOnline*'s robust editorial environment, a mass engaged readership, and crucially the gravitas of being featured on one of the world's most visited websites.

PARTICULARLY CONSIDERING

- MailOnline readers are 73% ABC1
- 53 mins is the average time a reader spends with MailOnline
- 2 in 3 MailOnline readers agree shopping online makes their life easier.



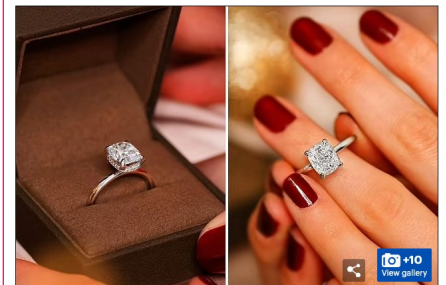
4.5m
daily unique visitors to MailOnline

62%
of MailOnline readers are ABC1

70
minutes is the average time spent
reading MailOnline per month

SPONSORED ARTICLE EXAMPLE

The most romantic time of the year!



Browns specialise in traditional diamonds as well as their all-new Lab Grown Diamond, a gorgeous alternative which takes considerably less energy to produce than digging for the natural kind. Rest assured that you'll still be able to guarantee the origin of your diamond and it will come fully certified as standard. What's more, lab-grown is equally as breathtaking as any other kind of diamond - and they are typically 20-30% cheaper than their natural counterparts!

Discover the huge range of gorgeous engagement rings Browns Family Jewellers have to offer this Christmas. Their concierge team is also able to discuss bespoke requirements to ensure your proposal will be unforgettable.

The Info: [Click here](#) to find out more and use discount code **CHECKLIST** to get a **FREE** pair of aquamarine earrings with any order over £250.

[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

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

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

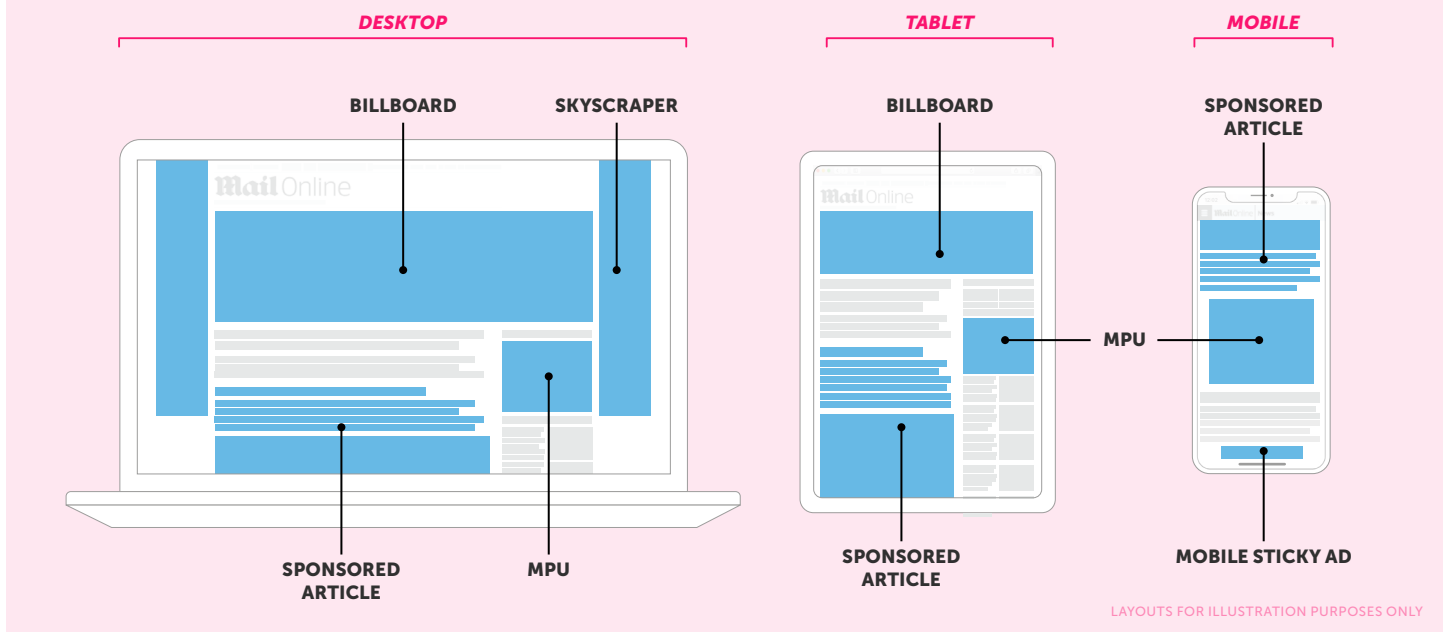


45%



55%

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

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

- Weddings 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](#).