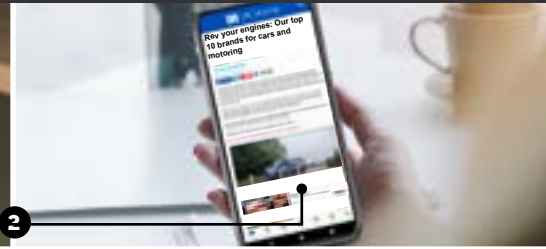


# Motoring and Transport TOP FIVE *checklist*

GET INSPIRED AND TRANSFORM YOUR EATING HABITS WITH THESE 5 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

Motoring & Transport Top Five Checklist is a native feature of five sponsored articles published on the MailOnline homepage. It initially appears as one of the first five articles on the sidebar **1** and is guaranteed a minimum of 12,000 unique views, after which the article is also promoted by way of five 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 MailOnline is one of the world's largest English-speaking newspaper websites, with more than 160m unique browsers around the world. The MailOnline boasts a young, affluent readership, with 49% aged between 18 to 44 and 62% who are ABC1.

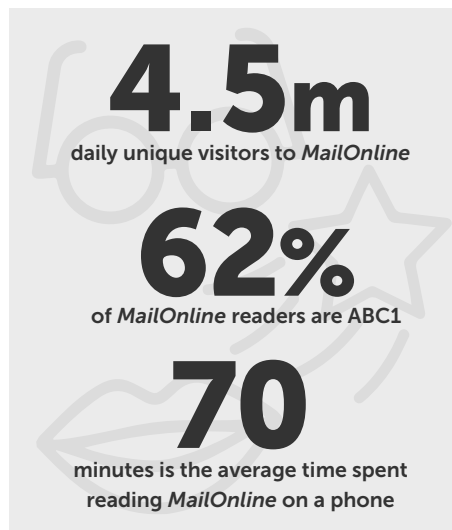
Motoring & Transport Top Five Checklist presents a high-quality selection of products and services to benefit driving or bike enthusiasts, ranging from new cars and motorbikes, classic car auctions, dealerships, insurance and leasing options, maintenance, and paint jobs, as well as courses, days out and more.

Curated by an experienced team of MailOnline copywriters, Motoring & Transport Top Five Checklist showcases a high-quality selection of five products and services, and serves as an essential guide for readers to learn more about the world of cars, cycling and transport.

With 2.56 million cars on the road in London and 54% of London households owning at least one car, the Motoring & Transport Top Five Checklist published with MailOnline is the perfect vehicle for getting your brand in front of an affluent, engaged and influential ABC1 audience, who are highly susceptible and confident in making their buying decisions.

### PARTICULARLY CONSIDERING

- 1 in 2 readers have ISA, investments or premium bonds
- 42% of readers agree 'I look for profitable ways to invest my money'



### SPONSORED ARTICLE EXAMPLE



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

### RATE CARD

#### Native package £12,000

Promoted on the sidebar of the MailOnline homepage and then by five 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 (12,000 UVs), and then in content-relevant locations (five 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



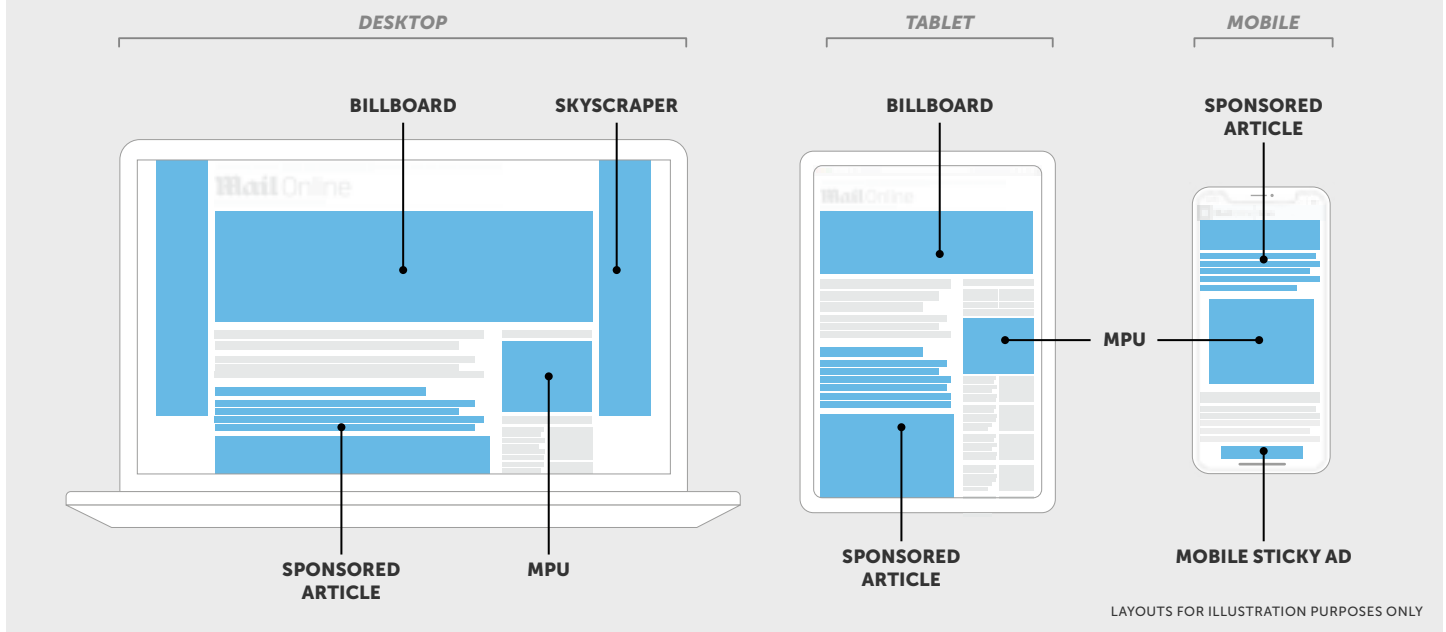
45%



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

- Motoring & Transport Top 5 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](#).

**CONTACT DETAILS**  
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