

Financial and Legal TOP 10 checklist

HERE ARE 10 TOP BRANDS TO HELP YOU IMPROVE YOUR FINANCES

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



PUBLISHED WITH **Daily Mail** ONLINE

Financial & Legal Checklist is a native feature of ten sponsored articles published on the *DailyMail.co.uk* homepage. It initially appears on the first 5 articles of the sidebar **1** and is guaranteed a minimum of 200,000 views - the advertorial content is hosted perpetually on the popular *News* section of *DailyMail.co.uk* and includes individual links for the benefit of all ten advertising partners.

The *DailyMail.co.uk* is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The *News* section of *DailyMail.co.uk* boasts an affluent readership, with average savings and investments of £26,500 and 65% who are ABC1. **Financial & Legal Checklist** serves as the essential guide for these wealthy readers, with the latest advice for how they can make the most of their money.

Curated by an experienced team of *DailyMail.co.uk* copywriters, it showcases a high-quality selection of 10 products and services, ranging from activities and leisure, travel options, legal advice, homecare and healthcare options.

Hosted on the *News* page of the *DailyMail.co.uk*, **Financial & Legal Checklist** is the perfect shop window for brands and organisations to benefit from *DailyMail.co.uk*'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

- 1 in 2 readers have ISA, investments or premium bonds
- Readers are 24% more likely to buy/sell their home in the next 12 months
- 42% of readers agree 'I look for profitable ways to invest my money'



SPONSORED ARTICLE EXAMPLE

Make your savings work for you

Are you keen to maximise your money and really make your savings work as hard as you did? If so then it might be time to swap banks. And Hampshire Trust Bank (HTB) could be the one for you. This specialist bank, staffed by experts, is focused on helping both UK personal and business customers fully realise their ambitions.

Its award-winning personal savings accounts are a great alternative to keeping cash in a regular current account, while fixed and variable rates give customers a range of options to choose from when it comes to their saving goals.

And the best bit? HTB is dedicated to lending to UK businesses, so you can be assured that your investments are helping to drive the British economy.

HTB: For more information on the range of savings accounts and rates available, click [here](#) or call their dedicated UK-based support team.



Let the experts at Hampshire Trust Bank get your savings working hard for you.

[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

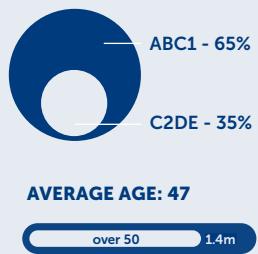
- Initially promoted on the sidebar of the *DailyMail.co.uk* homepage (24,000 UVs), and then in content-relevant locations (10 million ad-site traffic drivers).
- 1000x extra guaranteed clicks delivered from additional ROS banners.

DEMOGRAPHICS

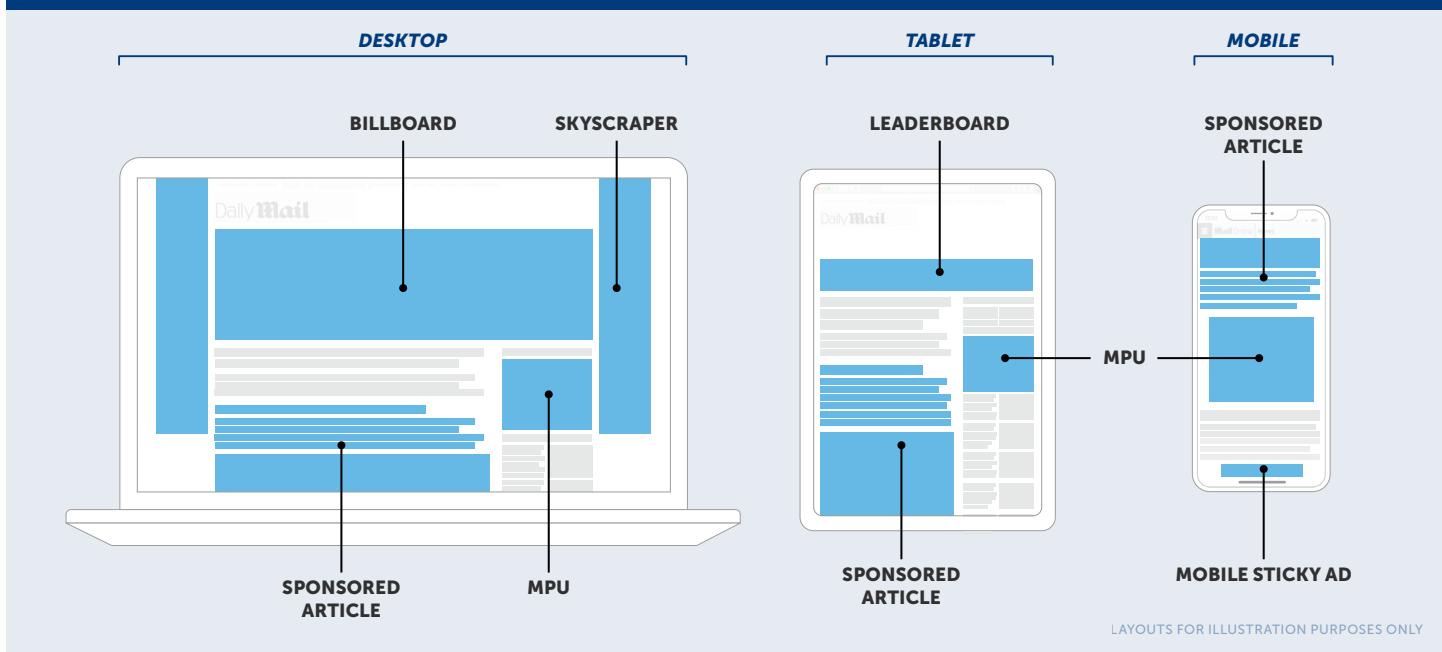
GENDER



SOCIAL



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

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 subedited 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

- Financial, Legal & Retirement Checklist is advertorial content compiled by Checklist (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on *DailyMail.co.uk*.
- 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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