

Homes and Improvements TOP 10 *checklist*

10 HOME IMPROVEMENT INSPIRATIONS FOR A MORE BEAUTIFUL SPACE

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



PUBLISHED WITH DailyMail.co.uk

iab.europe

The **Homes & Improvements 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.

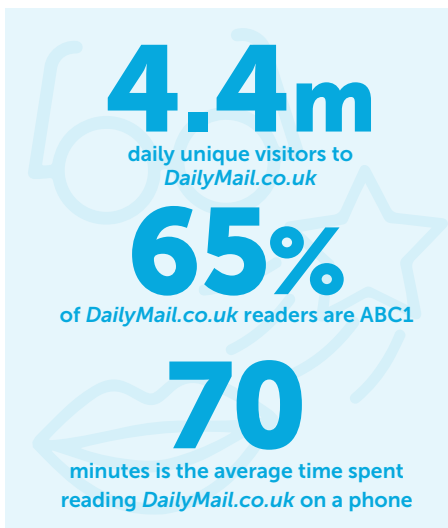
Curated by an experienced team of DailyMail.co.uk copywriters, this native feature showcases a high-quality selection of ten products and services, including home furnishings, interior accessories, smart appliances, energy saving products and DIY.

The DailyMail.co.uk is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The Femail page of the DailyMail.co.uk boasts an affluent readership, with 65% who are ABC1. **Homes & Improvements Checklist** serves as the essential guide for readers on the latest trends, inspirations and ways to increase the value of their homes through the power of home improvements.

Hosted on the Femail page of the DailyMail.co.uk, **Homes & Improvements 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

- 35% of all website traffic comes direct to the Femail channel
- 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



SPONSORED ARTICLE EXAMPLE



Crocodile Glass Verandas

One of the great pleasures of the summer is the chance to enjoy a spot of alfresco entertaining - but changeable weather forecasts can often put outdoor plans at risk.

Adding a Crocodile Glass Veranda to your home will not only add value, but also give you the chance to completely relax whilst you enjoy your garden.

This unique extension brings the outdoors in: a solid, open structure with a glass roof, it creates beautiful cover, a spot of shade and protection from the wind, creating a warm space to spend time with your family, hang out with friends, or simply unwind.

Constructed using powder-coated aluminium, Crocodile Glass Verandas are totally maintenance free, create extra light and space, and can be used to savour your garden all year round - as well as looking enviably stylish.

For free expert advice, call 0800 011 2234, or visit Crocodile for a free brochure or survey. [Click here](#) to find out more.

[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**

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

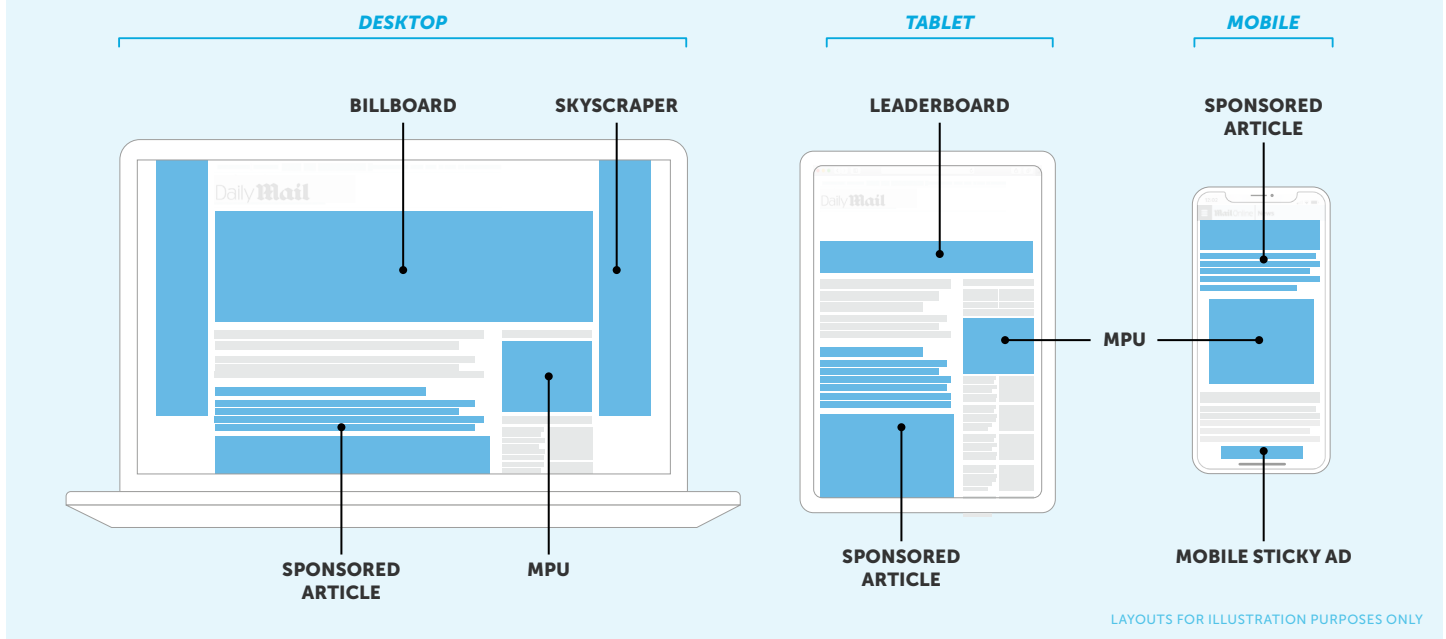


AVERAGE AGE: 47



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

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Word count:** 150 words
- **Headline:** Written by *DailyMail.co.uk*
- **Contact information:** Your website

IMAGE SPECIFICATION

- **Image size:** 1000px (w) x 667px (h)
- **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 a Vimeo link or MP4 file.

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 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 approval to publish the article or any factual copy corrections.
- 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 48 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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