

Homes and Interiors checklist

10 TOP INSPIRATIONS FOR THOSE LOOKING TO MOVE, IMPROVE OR MAKE A HOUSE A HOME

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



PUBLISHED WITH **Mail**Online ON FRIDAYS

Homes & Interiors Checklist is a native feature of 10 sponsored articles published on the DailyMail.com homepage. It initially appears on the first 5 articles of the sidebar **1** and is guaranteed a minimum of 24,000 unique views - the advertorial content is hosted perpetually on the Femail section of DailyMail.com and includes individual links for the benefit of all 10 advertising partners.

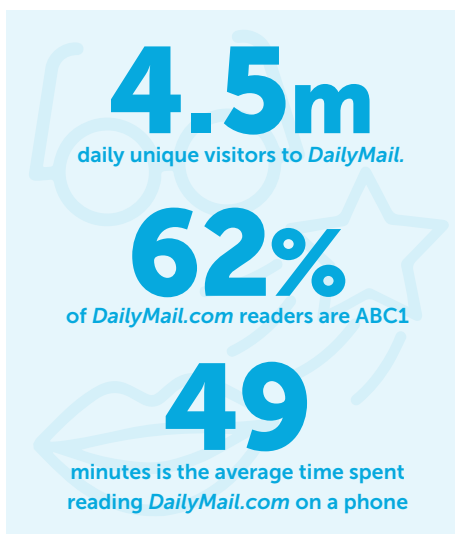
Curated by an experienced team of DailyMail.com copywriters, this native feature showcases a high-quality selection of 10 products and services, including new and old properties, power tools, household gadgets, accessories, interior design ideas and fine furnishings.

The DailyMail.com is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The Femail page of the DailyMail.com boasts an affluent readership, with 62% who are ABC1. Homes & Interiors 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.com, Homes & Interiors Checklist is the perfect shop window for brands and organisations to benefit from DailyMail.com'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 **2**

A beautiful night's sleep

We spend about a third of our lives sleeping, so investing in a good bed is an absolute must. But looking around for an attractive bed can be hard work.

Not with Button & Sprung. This British company offer a fresh approach to buying a bed, combining stylish upholstered beds with a commitment to excellent customer service.

They have a diverse range of made-to-order frames on offer starting from just £545, which all come with 100 nights free returns, a 10-year guarantee and free delivery within roughly 65 miles of London, so buying a perfect bed has never been easier.

Whether you're after a classic divan or an ottoman storage bed, Button & Sprung can help you design your dream bed in one of over 100 exclusive fabrics. Plus, because they design, make and deliver the beds themselves, it's a speedy and great value service. So much so, in fact, that 99% of reviewers would recommend Button & Sprung.

The Info: Click here to find out more or call to speak to the team to get advice on bed or mattress buying on **0333 320 1801**.

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

RATE CARD

Native package £15,000

200k article views **2** + circa 60,000 banner impressions respectively across:

x1 MPU **3**, x1 billboard **4**, x1 skyscraper **5**, x1 mobile banner **6**

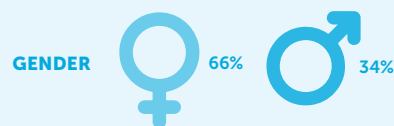
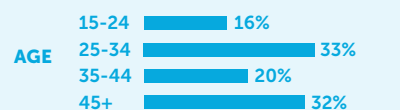
Video upgrade £1,000

Competition Upgrade £1,000

DISTRIBUTION

- Promoted on the sidebar of the DailyMail.com homepage and hosted on the Femail section perpetually. Available nationwide.
- Minimum 200,000 article views guaranteed.
- 1000x extra guaranteed clicks delivered from additional ROS banners.

DEMOGRAPHICS



*Femail section readership

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