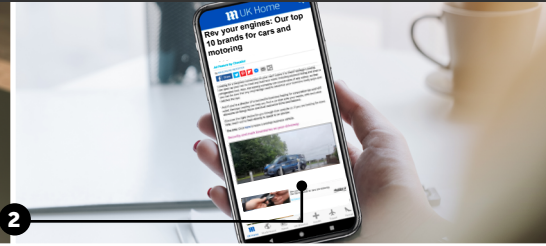


# Motoring and Transport TOP 5 *checklist*

FROM AUCTIONS TO EVS: 5 BRILLIANT MOTORING BRANDS EVERY DRIVER SHOULD KNOW - FROM FINANCE FIXES TO STUNNING ELECTRIC

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



PUBLISHED WITH DailyMail.co.uk

iab europe

Motoring & Transport Checklist is a native feature of five sponsored articles published on the DailyMail.co.uk 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 DailyMail.co.uk is one of the world's largest English-speaking newspaper websites, with more than 160m unique browsers around the world. The DailyMail.co.uk boasts a young, affluent readership, with 42% aged between 18 to 44 and 65% who are ABC1.

Motoring & Transport 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 DailyMail.co.uk copywriters, Motoring & Transport 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.

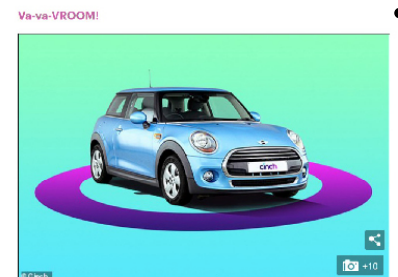
With 2.56 million cars on the road in London and 54% of London households owning at least one car, the Motoring & Transport Checklist published with DailyMail.co.uk is the perfect vehicle for getting your brand in front of an affluent, engaged and influential ABC1 audience, who are highly susceptible 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'
- 55% of millennials are reached every month.



## SPONSORED ARTICLE EXAMPLE



**Va-va-VROOM!**

Need a new car but can't be bothered with the 'haff of traipsing around showrooms? We hear you. Hiring a new motor comes with a lot of admin, from finding the icest model to getting it serviced.

However, buying a car doesn't need to be stressful anymore, thanks to a car club. A car club has over 4,000 fully vetted used cars available to buy online, so you can shop vehicles from the comfort of your home. All cars are fixed price and there are easy payment and finance options available online. There's also guaranteed part exchange and each will leave away your old vehicle when they deliver your new one to your front door.

Having your new car delivered to your home is free on a day of your choice any day of the week across main and UK. Plus, all club cars undergo a 225 point comprehensive car check and come with a 90-day free warranty.

To top it all off, in the event you decide your new car isn't for you, there's a no-quibble 14-day return policy, 5 mps.

**The Info:** Click here to find out more.

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

## RATE CARD

### Native package £15,000

Promoted on the sidebar of the DailyMail.co.uk homepage and then by 5 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

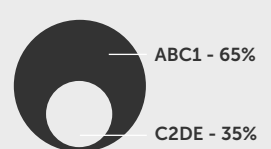
- Initially promoted on the sidebar of the DailyMail.co.uk homepage (24,000 UVs), and then in content-relevant locations (5 million ad-site traffic drivers).
- 1000x extra guaranteed clicks delivered from additional ROS banners.

## DEMOGRAPHICS

### GENDER



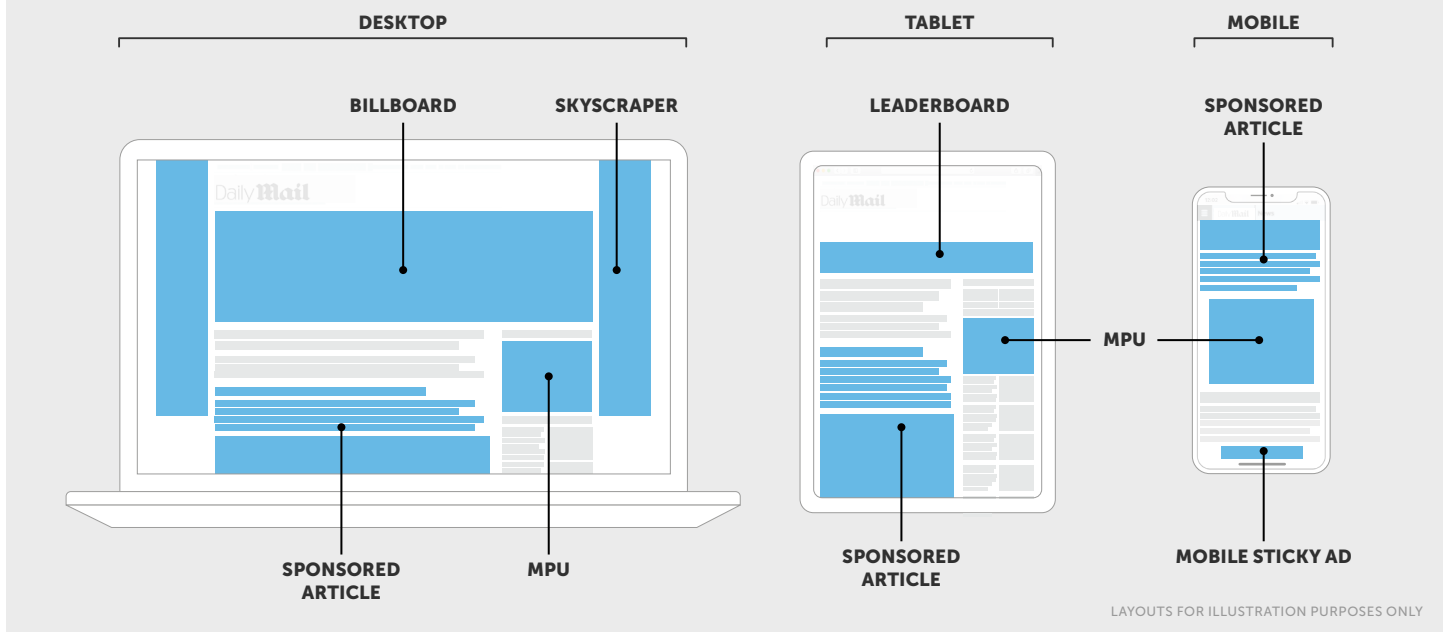
### SOCIAL



AVERAGE AGE: 47



## 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](mailto: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 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

- 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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