

# Valentine's Day TOP 5 checklist

MAKE YOUR SPECIAL DAY ONE TO REMEMBER WITH THESE 5 TOP BRANDS

(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 **Valentine's Day Checklist** is a native feature of five sponsored articles published on the *DailyMail.co.uk* homepage. It initially appears in the first five articles of the sidebar **1** and is guaranteed a minimum of 200,000 views. The advertorial content is hosted perpetually on the popular *Femail* section and includes individual links for the benefit of all five advertising partners.

*DailyMail.co.uk* is one of the world's largest English-speaking newspaper websites, with more than 252m unique browsers around the world. The *Femail* page of *DailyMail.co.uk* boasts a young, affluent readership, with 42% aged between 15-44 and 65% who are ABC1.

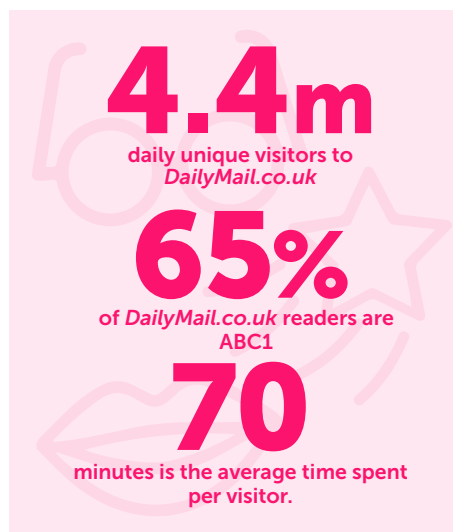
The **Valentine's Day Checklist** serves as the essential guide for anyone looking for the perfect gift for that special someone at the most romantic time of the year.

Curated by an experienced team of *DailyMail.co.uk* copywriters, The **Valentine's Day Checklist** showcases a high-quality selection of gifts and experiences ranging from stunning jewellery pieces, tantalising tipples and decadent dining options to fabulous flowers and romantic getaways.

Published at a time when readers are searching for the perfect gifts, the **Valentine's Day Checklist** is the perfect shop window for brands and organisations looking to benefit from *DailyMail.co.uk*'s robust editorial environment and the gravitas of being featured on one of the world's most visited websites.

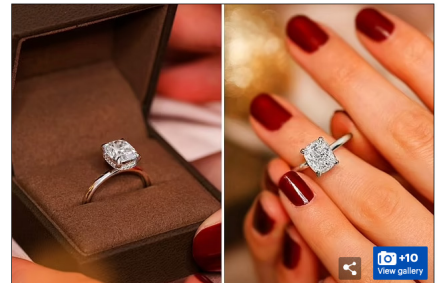
## PARTICULARLY CONSIDERING

- 35% of all website traffic comes direct to the Femail channel
- The average visitor spends three times longer per month on *DailyMail.co.uk* than other news brand websites.



## SPONSORED ARTICLE EXAMPLE

The most romantic time of the year!



Browns specialise in traditional diamonds as well as their all-new Lab Grown Diamond, a gorgeous alternative which takes considerably less energy to produce than digging for the natural kind. Rest assured that you'll still be able to guarantee the origin of your diamond and it will come fully certified as standard. What's more, lab-grown is equally as breathtaking as any other kind of diamond - and they are typically 20-30% cheaper than their natural counterparts!

Discover the huge range of gorgeous engagement rings Browns Family Jewellers have to offer this Christmas. Their concierge team is also able to discuss bespoke requirements to ensure your proposal will be unforgettable.

**The Info:** [Click here](#) to find out more and use discount code **CHECKLIST** to get a **FREE** pair of aquamarine earrings with any order over £250.

**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



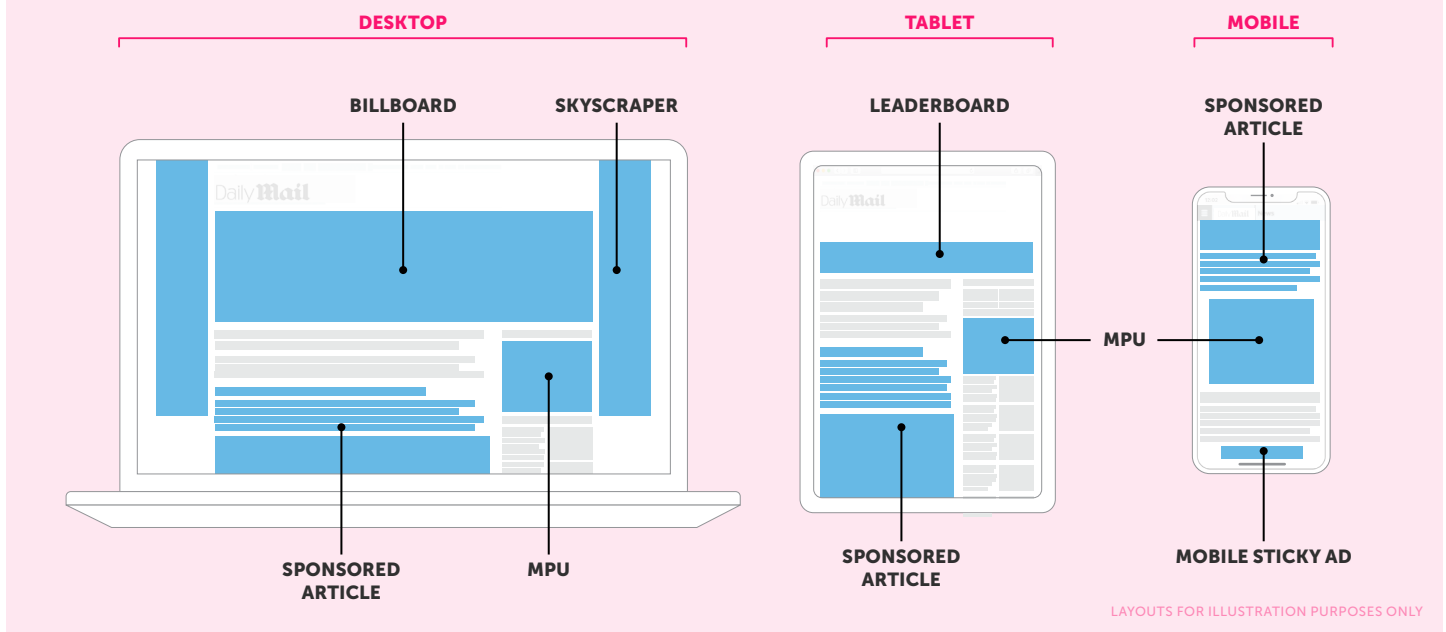
### SOCIAL



**AVERAGE AGE: 47**

18-44 42%

## 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](#).