

# Weddings 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)



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iab.europe

The **Weddings Checklist** is a native feature of ten sponsored articles published on **DailyMail.co.uk**. It initially appears as one of the first five 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 5 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.

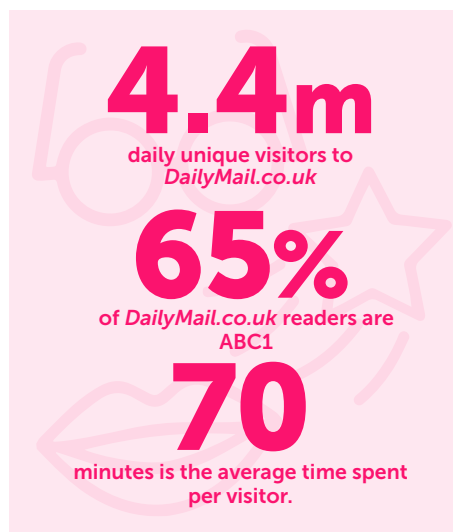
DailyMail.co.uk is one of the world's largest English-speaking newspaper websites, with more than 252m unique browsers around the world. The Femail page of DailyMail.co.uk boasts a young, affluent readership, with 69% aged between 18-44 and 42% who are ABC1. **Weddings Checklist** serves as the essential guide for newlyweds to be, providing a handpicked selection of brands committed to ensuring that their special day is everything they had ever dreamed of.

Curated by an experienced team of DailyMail.co.uk copywriters, **Weddings Checklist** showcases a selection of high-quality products and services including everything from party planners, cakes, dresses, venues, and photographers to car hire, DJs, caterers, florists and much more.

**Weddings Checklist** is the perfect shop window for brands and organisations looking to benefit from DailyMail.co.uk's robust editorial environment, a mass engaged readership, and crucially the gravitas of being featured on one of the world's most visited websites.

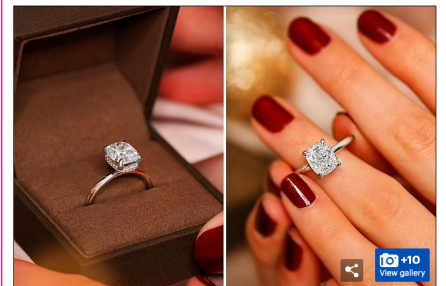
## PARTICULARLY CONSIDERING

- DailyMail.co.uk readers are 65% ABC1
- 70 mins is the average time a reader spends with DailyMail.co.uk each month.
- 2 in 3 DailyMail.co.uk readers agree shopping online makes their life easier.



## 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

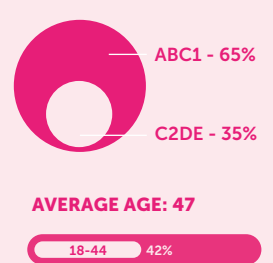
- Initially promoted on the sidebar of the DailyMail.co.uk homepage (24,000 UVs), and then in content-relevant locations (5 million ad-site traffic drivers).
- 1000x extra guaranteed clicks delivered from additional ROS banners.

## DEMOGRAPHICS

### GENDER



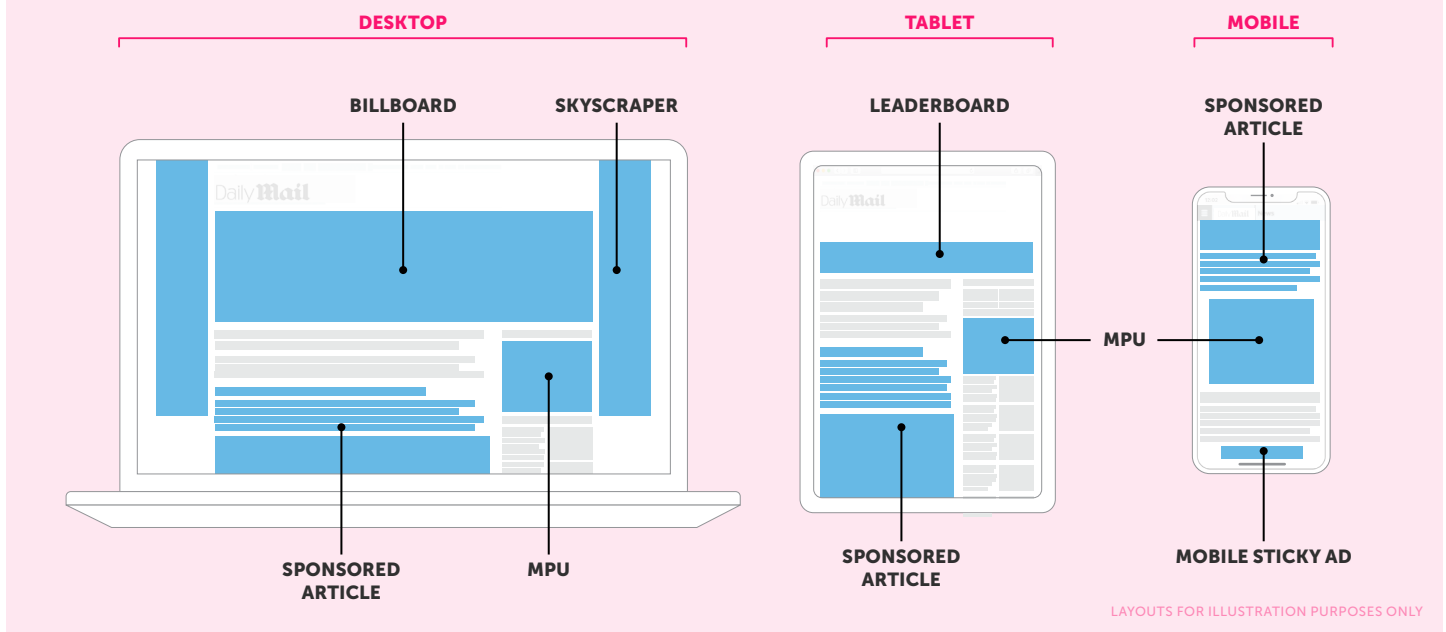
### SOCIAL



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](#).