

Food and Drink TOP 5 *checklist*

GET INSPIRED AND TRANSFORM YOUR EATING HABITS WITH THESE 5 TOP TRENDS THAT WILL TRANSFORM THE WAY YOU EAT AND DRINK

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



PUBLISHED WITH Daily Mail ONLINE



Food & Drink Top 5 Checklist is a native feature of ten sponsored articles published on the DailyMail.co.uk homepage. It initially appears as one of the first ten 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 five advertising partners.

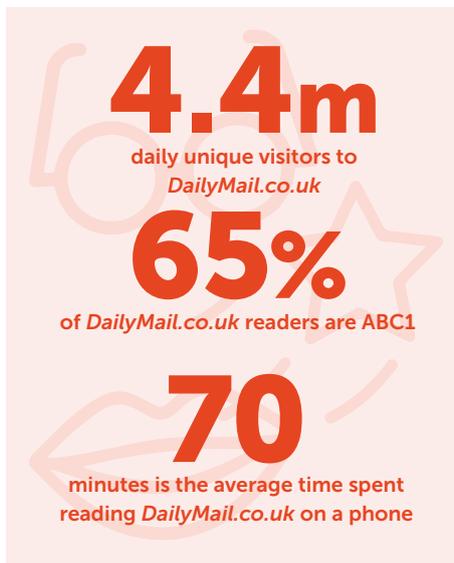
DailyMail.co.uk is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The Femail page of DailyMail.co.uk boasts a young, affluent readership, with 69% aged between 15-44 and 65% who are ABC1. **Food & Drink Top 5 Checklist** serves as the essential guide for readers to transform the way they eat in and dine out.

It showcases a high-quality selection of products, services and experiences to benefit the food savvy, ranging from gourmet goods, kitchen tech and gadgets, culinary travel, wines, spirits and cocktails, and alfresco dining options.

Hosted on the Femail page of the DailyMail.co.uk, **Top 5 Checklist** is the perfect shop window for brands and organisations to benefit from an affluent audience, who are highly suggestible to new purchasing ideas.

PARTICULARLY CONSIDERING

- 30% of readers agree with the statement 'News on food influences my dietary habits'
- 6/10 readers like to try out new food recipes
- 35% of all website traffic comes direct to the Femail channel.



SPONSORED ARTICLE EXAMPLE **8**

Fall in love with cooking again

Looking to expand your cooking horizons? Many of us have taken to the kitchen during lockdown to put our culinary skills to the test. But if you feel you've peaked, or need some inspiration so you can try new cuisines, you might want to give a recipe box from SimplyCook a try.

These recipe kits comprise sensational spice blends, marinades, herbs and pastes inspired by world cuisines, so you are armed with amazing flavours to give your cooking a serious upgrade.

With over 100 recipes to choose from, boring meals will be a thing of the past. Each box contains kits and step-by-step recipe cards to cook 4 exciting meals. Following their recipe, just add 4-6 items from your fridge or cupboard to cook a delicious meal in around 20 minutes.

TRY IT: [Click here](#) to try cooking four new and exciting meals for free, and pay just £1 for delivery.

[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 (12,000 UVs), and then in content-relevant locations (5 million ad-site traffic drivers).
- 1000x extra guaranteed clicks delivered from additional ROS banners.

DEMOGRAPHICS

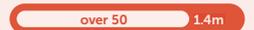
GENDER



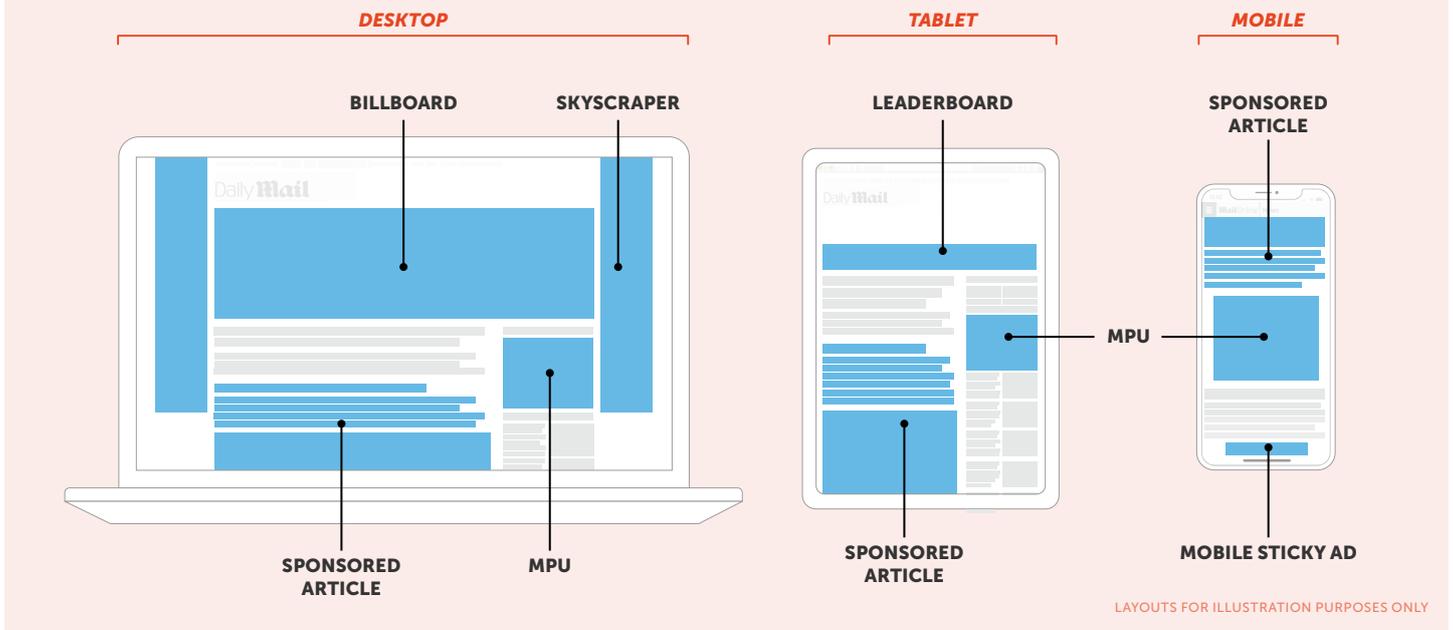
SOCIAL



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

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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