

# Education

## TOP 10 *checklist* ✓

### TIME TO FOCUS ON LEARNING: TOP 10 IDEAS THAT WILL TAKE YOUR KNOWLEDGE TO NEW HEIGHTS

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



## PUBLISHED WITH MailOnline

**Education Top 10 Checklist** is a native feature of top 10 sponsored articles published on the MailOnline homepage. It initially appears on the sidebar 1 and is guaranteed a minimum of 200,000 views. The advertorial content is hosted perpetually on the *Femail* section of MailOnline with individual links for the benefit of all 10 advertising partners.

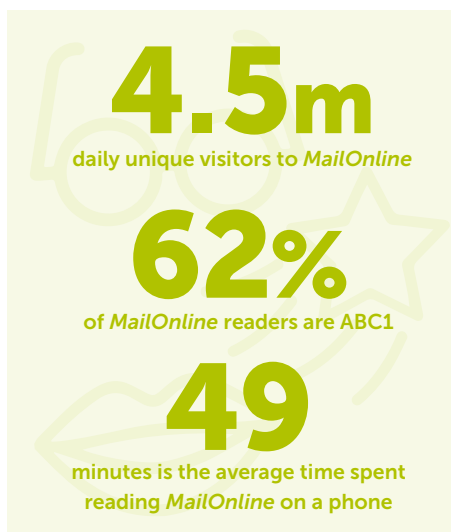
The MailOnline is one of the world's largest English-speaking newspaper websites, with more than 160m unique browsers around the world. The *Femail* page of the MailOnline boasts an affluent readership, with 62% who are ABC1. Packed full of inspiration, **Education Top 10 Checklist** serves as the essential guide for readers during a time when life-changing decisions are made.

Curated by an experienced team of MailOnline copywriters, this native feature showcases a high-quality selection of top 10 products and services, including vocational studies and apprenticeships, short courses, home learning, student loan advice, online training, tutoring, evening or flexible learning classes and more.

Hosted on the *Femail* page of the MailOnline, **Education Top 10 Checklist** is the perfect shop window for brands and organisations to benefit from MailOnline'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
- The average visitor spends three times longer per month on MailOnline than other news brand websites.



### SPONSORED ARTICLE EXAMPLE

2

2014 should be your chance to start a new era with several of these...

Many of us have the world's largest selection of online video courses available to us in our own homes...

Education isn't just a series of hours spent with an open book or a set of notes in your hands. For many of us it's a lifelong journey that has allowed us to reach our goals and overcome what is an already vast sea of information...

More than that, it's a chance to explore the world that you live in and to gain self-improvement by learning new skills or learning something completely new that could potentially lead to new opportunities in your career - and that's where lifelong learning comes in.

Whether it's a photography course taught by a professional photographer with a background in business or a learning course, there are a huge number of exciting courses to choose from and to support your personal goals. Why not give it a try?

What if I don't have time to complete the course or the offer...

[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 MailOnline 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

AGE	Percentage
15-24	16%
25-34	33%
35-44	20%
45+	32%

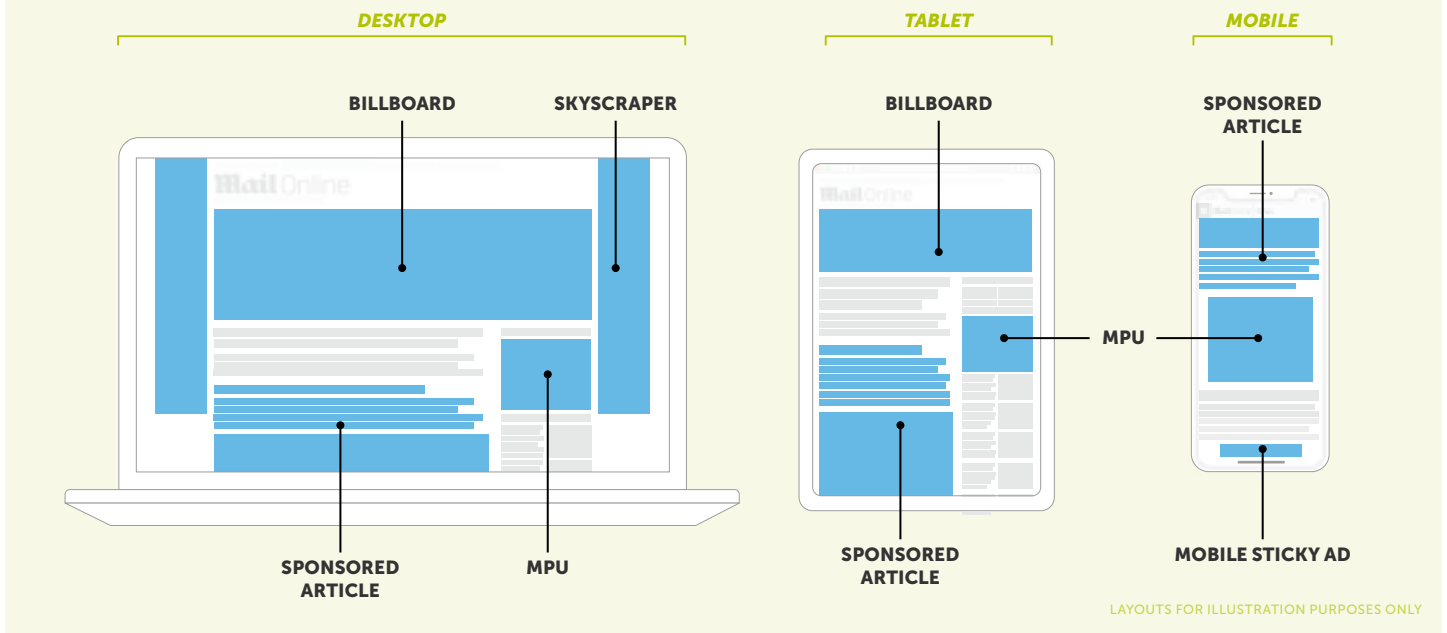
  

GENDER	Percentage
Female (♀)	66%
Male (♂)	34%

\*Femail section readership

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

## ADVERTISING POSITIONS



### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

- **Brief:** A brief will be supplied for the client to fill out
- **Headline of article:** Written by MailOnline
- **Article word count:** 150 words

#### IMAGE SPECIFICATION

- **Image size:** 1000px (w) x 667px (h)
- **Image caption:** Written by MailOnline
- **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)

### 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 *MailOnline*.
- Copy for advertorial features will be subedited by *MailOnline'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

- Education Top 10 Checklist is advertorial content compiled by Checklist (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on *MailOnline*.
- 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 *MailOnline'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](#).

**CONTACT DETAILS**  
Hurst Media Company  
1 Phipp Street, London,  
EC2A 4PS

Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

**MEDIA SALES**  
Tel: 0203 478 6017 | [sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)  
**PRODUCTION DEPT.**  
Tel: 0203 770 4024 | [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

