

# Event Planning

## checklist

### ELEVATE YOUR EVENT WITH THE HELPING HAND OF THESE TOP 10 COMPANIES

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

## PUBLISHED WITH MailOnline

Event Planning Checklist is a sponsored article of native content published on the MailOnline homepage. It appears on the first 10 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 advertising partners.

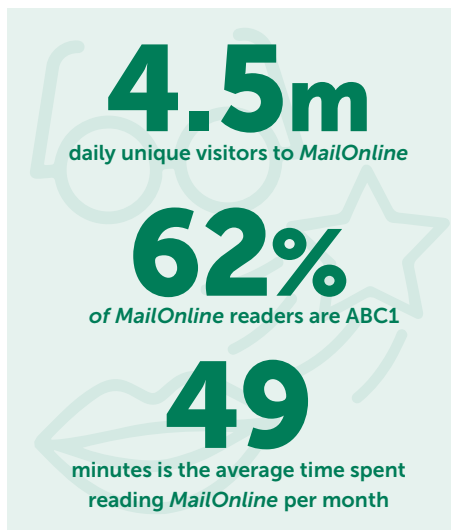
MailOnline is one of the world's largest English-speaking newspaper websites, with more than 160m unique browsers around the world. The Femail page of MailOnline boasts a young, affluent readership, with 69% aged between 15-44 and 62% who are ABC1. Event Planning Checklist serves as the essential guide to help readers elevate their next event or party.

Event Planning Checklist showcases a high-quality selection of 10 products and services, ranging from party planners, cakes, venues and photographers, to car hire, DJs, caterers, florists and more.

Hosted on the Femail page of the MailOnline, Event Planning Checklist is the perfect shop window for brands and organisations to benefit from an affluent audience, who are highly susceptible to new purchasing ideas.

### PARTICULARLY CONSIDERING

- 41% of readers are more likely to have bought health products online
- 13million readers are eating more healthily now than they have in the past
- 1 in 2 readers look after their health to improve their appearance.



### SPONSORED ARTICLE EXAMPLE

**Indulge in Parisian elegance**

Mademoiselle Macaron invites you to experience the magic of the season with its exquisite range of handcrafted macarons. Born from founder Rachel's love affair with Paris, this Edinburgh-based gem has been delighting taste buds since 2013 with over 60 irresistible flavours.

This winter, Mademoiselle Macaron's Luxury Christmas Box is the ultimate festive treat, featuring indulgent creations like Mince Pie, Caramel Gingerbread, and After Eight. Craving a showstopping addition to your holiday party? The Winter Soiree Box boasts cocktail-inspired favourites like Baileys and Hot Toddy macarons, perfect for impressing your guests with a chic twist.

From award-winning classics to vegan delights, Mademoiselle Macaron ensures there's a flavour for every palate. Whether you're hosting a soiree or searching for the perfect gift, these macarons bring a touch of Parisian luxury to any occasion. Explore the collection and savour the elegance this season!

[Click here to find out more.](#)

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

### RATE CARD

**Native package £12,000**

200k article views **2** + circa 60,000 banner impressions respectively across:

x1 MPU **3**, x1 billboard **4**, x1 skyscraper **5**, x1 mobile banner **6**

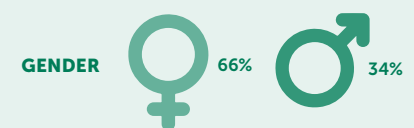
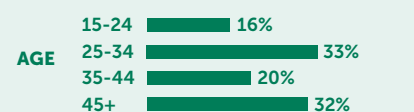
**Video upgrade £1,000**

**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.

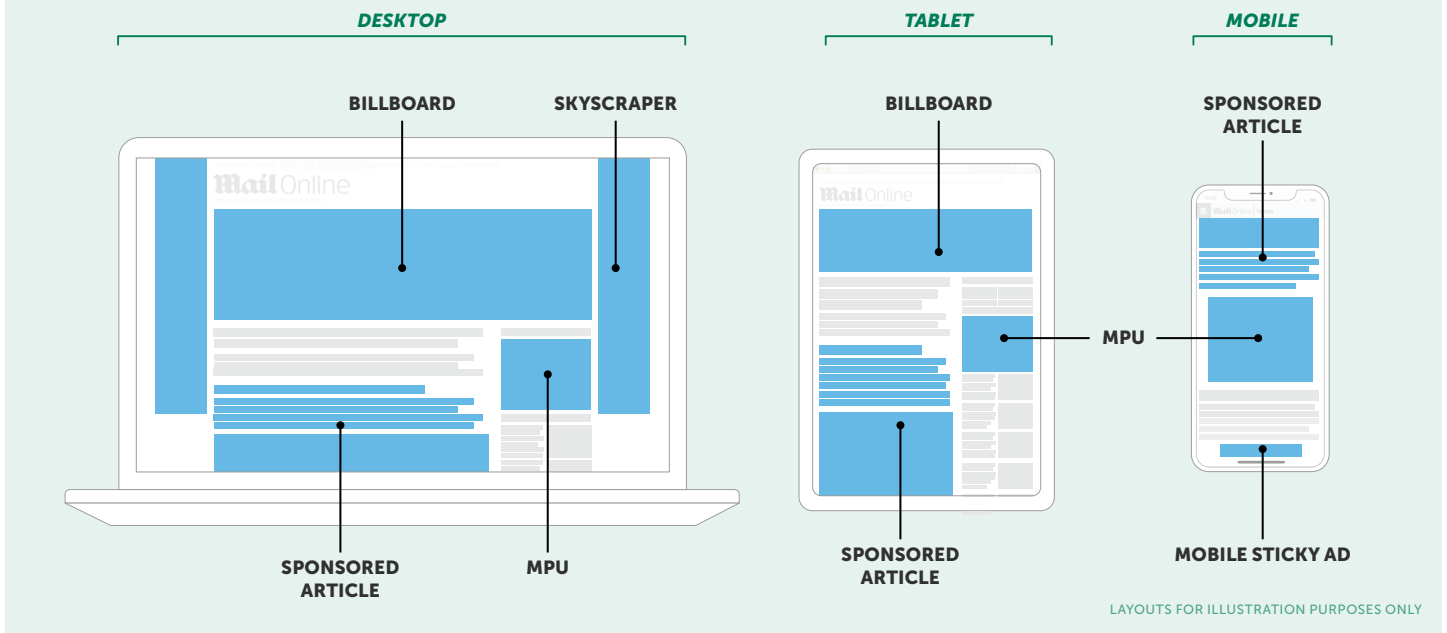
### DEMOGRAPHICS



\*Femil 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

- New Year's Resolutions 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  
United House, North Road  
N7 9DP

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)

