

[illegible]

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

Published on a Saturday, the [At Home Checklist](#) is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend reading their newspaper, and a greater disposable income to spend on products and services to use whilst staying indoors.

- 83% of readers trust *The Guardian's* content, the most trusted publication in the UK
- 65% of readers say *The Guardian* helps them to make up their mind
- *The Guardian* reaches 894,200 readers within the affluent ABC1 demographic
- 85% of *The Guardian* readers are ABC1, with an average household income of £59,764
- 95% of *The Guardian* readers claim that they don't read any other quality newspaper

# HOMES AND PROPERTY

checklist of

You choose to furnish your home or leave barefooted, all your walls to be in a good condition. This is a requirement of the top up maintenance pricing.

## Effortless savings on your energy bills, forever

With the energy crisis in full swing, it's more than ever that you need to take steps to reduce your energy bills. Here are some ways to do this:

- Energy efficient light bulbs:** LED bulbs use up to 80% less energy than incandescent bulbs and last up to 25 times longer.
- Energy efficient appliances:** Look for the Energy Star label on appliances. These are designed to use less energy than standard models.
- Energy efficient windows:** Double-pane windows are more energy efficient than single-pane windows.
- Energy efficient doors:** Weatherstripping doors can help reduce energy loss.
- Energy efficient heating and cooling systems:** Regular maintenance of your heating and cooling systems can help them run more efficiently.

## Wake up pain free thanks to the Emma Original – the UK's most-awarded mattress in 2019

Emma Original is a 100% natural latex mattress, designed to provide the perfect balance of support and comfort. It's the UK's most-awarded mattress in 2019, and for good reason. Emma Original is made from 100% natural latex, which is a renewable resource. It's also free from harmful chemicals, so you can sleep peacefully knowing you're getting a healthy night's rest.

## Unlike others, we're not just full of hot air

At Topps Tiles, we're not just full of hot air. We're full of quality tiles, designed to last. Our tiles are made from the finest materials, and our manufacturing process is rigorous. This means you can be confident that your tiles will look great for years to come.

## Beat the burglar: new British Standard locks

As the British Standard for burglar-resistant locks, BS 3642, is updated, it's time to consider upgrading your locks. The new standard, BS 3642-2:2016, sets out the requirements for burglar-resistant locks, and includes a new category of 'enhanced' locks.

## Flipper

Flipper is a new energy-saving device that can be installed on any electrical plug. It's designed to reduce the energy consumption of the appliance it's plugged into, and can save up to 10% on your energy bills.

## Tile designs for a new, nature-loving world

Topps Tiles has a new collection of tiles designed to help you create a nature-loving world in your home. The collection includes tiles with natural stone patterns, wood grain patterns, and more. These tiles are made from recycled materials, and are designed to last.

## Discover more of the range at

Call 0800 554 2021 for a free quote to visit either of our showrooms.

## Make house keys a thing of the past with the Nuki Smart Lock 2.0

The Nuki Smart Lock 2.0 is a smart lock that can be controlled via a smartphone app. It's designed to be easy to use, and to provide a secure way to lock and unlock your door. The lock is made from high-quality materials, and is designed to last.

## Remove damp air for a healthier home

Kilrock is a dehumidifier that can help remove damp air from your home. It's designed to be easy to use, and to provide a healthy environment for you and your family. The dehumidifier is made from high-quality materials, and is designed to last.

## Curtains and blinds for elegance at home

Harvey Water features a range of curtains and blinds designed to add elegance to your home. The range includes a variety of styles, colors, and materials. All the products are made from high-quality materials, and are designed to last.

## Cleaner burning stoves for the future

There's a cleaner stove and better stove available for the future. The new stove is designed to burn cleaner, and to provide a better experience for the user. It's made from high-quality materials, and is designed to last.

## Softened water for a cleaner, better home

Harvey Water features a range of water softeners designed to provide softened water for your home. The softeners are designed to be easy to use, and to provide a cleaner, better home environment.

## MADE IN AUSTRIA

Harvey Water features a range of products made in Austria. The products are made from high-quality materials, and are designed to last. They are also designed to be easy to use, and to provide a better experience for the user.

Facts and figures from The Guardian, Ofcom UK and Canopy Media

**GENDER**

- 57% Female
- 43% Male

**AGE**

- 18-34: 19%
- 35+: 81%

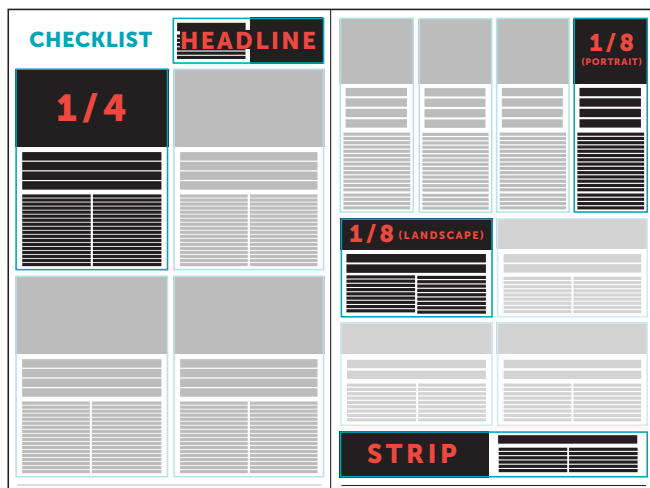
- 254,223 copies of *The Guardian* are published on a Saturday
- 1,006,000 average weekday readership
- Distributed UK wide

|                     |               |
|---------------------|---------------|
| Third page          | <b>£8,500</b> |
| Quarter page        | <b>£6,750</b> |
| Sixth page          | <b>£5,000</b> |
| Competition upgrade | <b>£1,000</b> |

**CLICK HERE TO SEE THE COMPETITION MEDIA PACK**

## 1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



### QUARTER PAGE

Portrait: 129.5 x 135.7 mm

|                         |  |
|-------------------------|--|
| <b>Total word count</b> | 200-250 words  |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 2 images + logo                                      |

### EIGHTH PAGE

Landscape: 129.5 x 66 mm  
Portrait: 62.8 x 135.7 mm

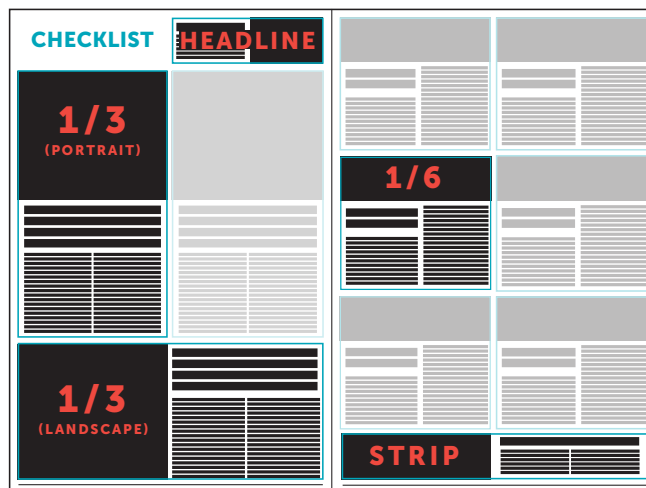
|                         |  |
|-------------------------|--|
| <b>Total word count</b> | 70-100 words   |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 1 image + logo                                       |

### STRIP Landscape: 263 x 42.5 mm

|                         |  |
|-------------------------|--|
| <b>Total word count</b> | 120-150 words  |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 2 images + logo                                      |

## 1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



### THIRD PAGE

Landscape: 263 x 89 mm  
Portrait: 192.5 x 182.4 mm

|                         |  |
|-------------------------|--|
| <b>Total word count</b> | 200-300 words  |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 2-3 images + logo                                    |

### SIXTH PAGE

Landscape: 129.5 x 89 mm

|                         |  |
|-------------------------|--|
| <b>Total word count</b> | 120-150 words  |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 1-2 image + logo                                     |

### HEADLINE Landscape: 129.5 x 42.5 mm

|                         |  |
|-------------------------|--|
| <b>Total word count</b> | 60-80 words  |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 1 image + logo                                       |

## SUPPLYING CONTENT

### IMAGE SPECIFICATIONS\*

- CMYK images in JPEG, TIFF or PSD format.
- All images are high resolution (at least 300dpi).
- Please supply images at their original size and aspect ratio. We will crop images to an appropriate size when laying out your advertorial.
- Please do not supply images with any copy i.e. slogans on top.
- We recommend supplying lifestyle images depicting your target audience, service or general message; or product shots.

### COPY SPECIFICATIONS

- Total word count includes max. 10 words for headline and max. 20 words for a call to action.
- Hurst Media reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

### FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

Files less than 8mb (total attachment limit) can be emailed to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via the free file sharing service [wetransfer.com](https://www.wetransfer.com). Please clarify in your message your company name, publication, theme and on sale date as per your booking.

### DESIGN PROCESS

- Once all material is submitted according to specification, **Hurst Media will layout your advertorial** within the pre-approved house style of the publication.
- Supplied copy will be **subedited by Hurst Media's editorial team**. Spelling, grammar and punctuation will also be corrected to the house style.
- Layouts may vary depending on style of images and/or text supplied.

### APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required. Please ensure any amendments are clear and concise.
- Approval is required within 48 hours.
- Please note that the newspaper must also approve all advertorials and they reserve the right to make changes or corrections to ensure copy passes their compliance standards.

\* Image use subject to editorial discretion and may vary depending quality, size and layout. We cannot guarantee the quality of the final print for images supplied outside of these specifications.

Bespoke advertorials (in which Hurst Media supplies the copy ONLY, and all images/logos are provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.

Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.

### CONTACT DETAILS

Hurst Media Company, United House, North Road, N7 9DP  
Company number: 08357910 VAT number: 161866882

At Home Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Guardian*  
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The UK's trusted media partner