

HOMES AND GARDENS

checklist 

PUBLISHED WITH THE  TIMES FRIDAY 24TH MAY 2019

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

Homes & Gardens Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Bricks & Mortar section of *The Times*.

With a 1.04m daily readership, of which 62% are in the AB social-economic profile, *The Times* boasts a wealthy readership with high disposable incomes. They have the spare money to invest into their properties, either to improve their home or simply maximise their enjoyment of day-to-day living.

Full of inspiration for those looking to move, improve or merely make a house a home, the **Homes & Gardens Checklist** serves as an essential guide for readers on the latest trends, inspirations and ways to increase the value of their homes through the power of home improvements. It showcases a high-quality selection of products and services for the home and garden, indoor and outdoor furniture, household gadgets, tools, accessories, interior and exterior design ideas.

The **Homes & Gardens Checklist** provides a perfect shop window for brands and organizations with a focus on homes and gardens, and is published at a time when many readers are beginning to make their buying decisions for the new season.

PARTICULARLY CONSIDERING

- Readers of *The Times* are 28% more likely to buy or sell their property over the next 12 months
- Readers of *The Times* are 25% more likely to mention advertisements when they talk about brands
- *The Times* readers have an average family income of £55,885



The collage features several advertisements for home improvement products and services. Key ads include:

- HOMES AND GARDENS checklist**: A central banner with the title and a checkmark icon.
- Operate your blinds with your voice**: An advertisement for smart home technology.
- Garden escape**: An advertisement for garden sheds and outdoor furniture.
- BBQ cabins - a genuine Nordic experience**: An advertisement for outdoor BBQ cabins.
- Renovate your sash windows**: An advertisement for window restoration services.
- A spring makeover for doors - create much-needed extra space in your home**: An advertisement for door replacement and renovation.
- Koivu: The Birch Plywood Company**: An advertisement for plywood products.
- Family-owned developer Shanly Homes celebrates half-century**: An advertisement for a housing developer.
- doorstuff**: An advertisement for interior doors and hardware.
- architectyourhome**: An advertisement for architectural services.
- A BIBO Classic installed by a BIBO technician, worth £750!**: An advertisement for home security systems.

1.04m
Daily readership of
The Times

34%
are likely to take action after
seeing adverts in this section

70%
believe it is worth
paying extra for
quality products

39%
agree they tend to go for
premium brands

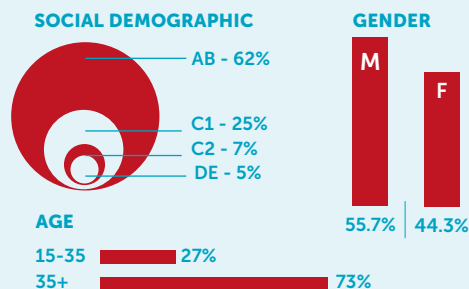
RATE CARD

Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A.

DISTRIBUTION

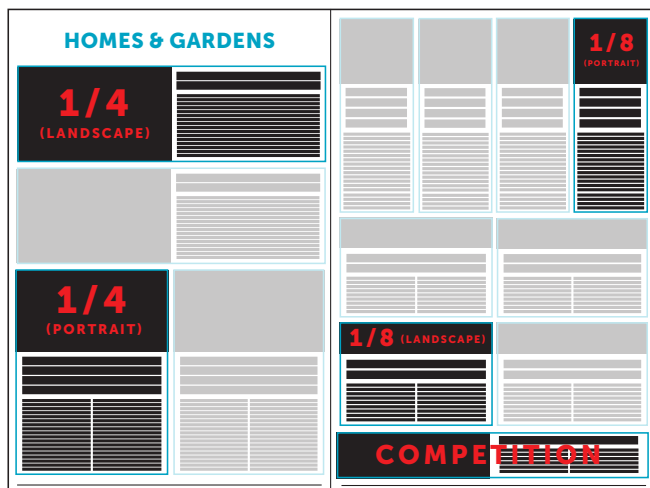
- 415,577 printed copies of *The Times* are circulated on weekdays (ABC, Dec 2018)
- There are 141,534 paying subscribers to *The Times*
- UK-wide distribution.

DEMOGRAPHICS



1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Landscape: 268 x 66.25 mm
Portrait: 132 x 136.6 mm

Headline	Written in-house	Headline	Written in-house
Main body copy	200-250 words	Main body copy	70-100 words
Contact	Website, phone number	Contact	Website, phone number
Images	1-2 high resolution images*	Images	1 high resolution image*

EIGHTH PAGE

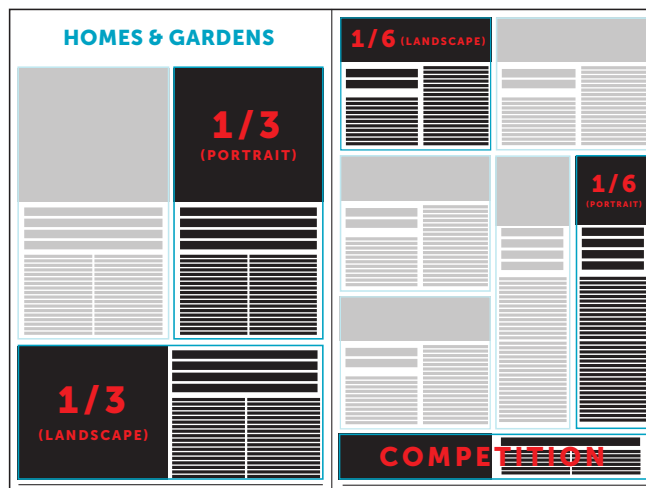
Landscape: 132 x 66.25 mm
Portrait: 64 x 136.6 mm

COMPETITION: 268 x 41.35 mm

Headline	Written in-house	Main body copy	50-70 words	Contact	Website, phone number	Images	1-3 high resolution images*
Prize	Prize and value						

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape: 268 x 89.7 mm
Portrait: 183.6 x 132 mm

Headline	Written in-house	Headline	Written in-house
Main body copy	200-300 words	Main body copy	120-150 words
Contact	Website, phone number	Contact	Website, phone number
Images	1-3 high resolution images*	Images	1 high resolution image*

SIXTH PAGE

Landscape: 132 x 89.7 mm
Portrait: 183.6 x 64 mm

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- Image ink density limit 240%
- 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.

We cannot guarantee the quality of the final print for images supplied outside of these specifications.

COPY SPECIFICATIONS

- All copy content provided in word processor file (avoid supplying in PDF format)
- Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style

* Image use subject to editorial discretion and may vary depending quality, size and layout.
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

FILE TRANSFER

Files less than 8mb can be emailed to production@hurstmediacompany.co.uk. For larger files please send to production@hurstmediacompany.co.uk via wettransfer.com. Please clarify in your message your company name, publication and on sale date as per your booking.

DESIGN PROCESS

- Once all material is submitted according to specification, **Hurst Media Company will layout your advertorial** within the house style of the publication
- Layouts may vary depending on images and/or text supplied

APPROVALS & AMENDMENTS

- Hurst Media Company will provide a PDF for client approval
- The client will have the option of two rounds of amendments before final approval is required
- The final third PDF is for fact checking/approval/records only, as such please ensure any amendments are clear and concise
- Approval is required within 48 hours

Bespoke advertorials (in which Hurst Media Company 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.

CONTACT DETAILS

Hurst Media Company
United House
N7 9DP
Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPT.

Tel: 0203 478 6016
production@hurstmediacompany.co.uk

