

# Homes & Property Checklist

## The North Edition



Published with **THE TIMES** Saturday 27<sup>th</sup> September 2018

**Homes & Property Checklist: The North Edition** is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the Saturday *Times*.

*The Times* is a trusted source of information for the latest property news and analysis. Packed full of inspiration for those looking to buy, sell or merely upgrade an existing property, *Homes & Property Checklist: The North Edition* will serve as an essential guide for how to buy, rent or simply improve the quality and value of your home.

It will showcase a high-quality selection of products and services, including new-builds and developments, estate agents and lettings, interior design and fine furnishings and accessories.

Published on a Saturday, *Homes & Property Checklist: The North Edition* is the perfect shop window for developers, brands and organisations looking to benefit from a readership that has more time to spend with their newspaper than a weekday instalment, and one accustomed to expert property commentary from award-winning journalists.

## Particularly Considering

- 29% of *Times* readers say they are always looking for new ideas to improve their home
- *Times* readers are 31% more likely to own their own home
- *Times* readers have on average 5.1 conversations about their home every week
- *The Times* is read for an average of 76 minutes on a Saturday
- *The Times* reaches 938,000 readers within the affluent ABC1 demographic

### Homes & Property Showcase

**The best eco-friendly furnishings for your home**

From fine furnishings to top-quality estate agents, these products and services will help you improve your home and get back on the property ladder.

**The next generation of sustainable homes in the UK**

**The number one estate agent to get your property sold**

**The finest interior design ideas to transform your home**

### Classic art pieces to revamp your home

**Interiors to decorate your new home in style**

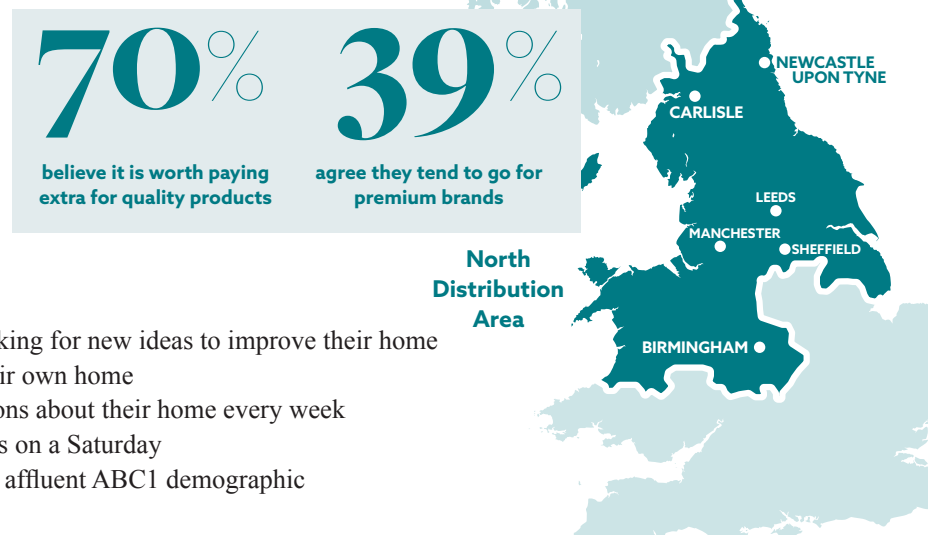
**Make a statement with these luxury home furnishings**

**Give your home decor a seasonal upgrade with a £500 gift card from this furnishing and fashion brand**

### Award-winning new build properties to buy or to rent

**Make your dream bathroom a reality**

**The best smart kitchen devices and appliances**



## RATE CARD

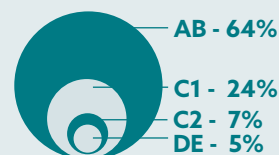
- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership **P.O.A**  
(Advertorial or Advert)

## DISTRIBUTION

- 163,240 copies of The Times published on a Saturday
- 369,000 average Saturday readership
- North distribution area

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC



### AGE



### GENDER



## 1/4 , 1/8 FEATURE REQUIREMENTS

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



### QUARTER PAGE

Landscape - 269x66mm  
Portrait - 133x136mm

### EIGHTH PAGE

Landscape - 133x66mm  
Portrait - 64x136mm

<b>Headline</b>	Written in house	<b>Headline</b>	Written in house
<b>Main body copy</b>	160 - 250 words supplied in a word document	<b>Main body copy</b>	60 - 90 words supplied in a word document
<b>Contact</b>	Website, Phone number	<b>Contact</b>	Website, Phone number
<b>Images</b>	1 - 2 high resolution images*	<b>Images</b>	1 high resolution image*

## SUPPLYING CONTENT

### NAMING FILES

Content should be supplied clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg.T\_HP1018\_YOURCLIENTNAME.pdf

### IMAGE SPECIFICATIONS\*

- All images are high resolution (at least 300dpi) & CMYK colour.
- CMYK JPEGS
- We can not use images from a client website as these are too low resolution to print

We cannot guarantee the quality of the final print for images supplied outside of these specifications. Colours variations will occur if your files do not utilise the colour profile and respect the ink density limit outlined above.

### COPY SPECIFICATIONS

- All copy content provided in word processor file
- Avoid supplying in PDF format.

### FILE TRANSFER

Files less than 8Mb can be emailed directly to:  
[jennifer@hurstmediacompany.co.uk](mailto:jennifer@hurstmediacompany.co.uk)

For larger files please call the Production Department on:  
**+44 (0) 20 478 6016**

### CONTACT DETAILS

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## 1/3 , 1/6 FEATURE REQUIREMENTS

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



### THIRD PAGE

Landscape - 269x89mm  
Portrait - 133x182mm

### SIXTH PAGE

Landscape - 133x90mm  
Portrait - 64x182mm

<b>Headline</b>	Written in house	<b>Headline</b>	Written in house
<b>Main body copy</b>	200 - 300 words supplied in a word document	<b>Main body copy</b>	120 - 150 words supplied in a word document
<b>Contact</b>	Website, Phone number	<b>Contact</b>	Website, Phone number
<b>Images</b>	1 - 3 high resolution images*	<b>Images</b>	1 high resolution image*

### COMPETITION 269x42mm

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

## SUPPLYING CONTENT

### DESIGN PROCESS

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

Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style.

### APPROVALS & AMENDMENTS

- Hurst Media Company will provide a PDF for client approval.
- The client will have the option of two sets of amendments before final approval.
- 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 provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.

Please note that all bookings are made subject to our terms and conditions of advertising, which are available by [clicking here](#).

\* Image use subject to editorial discretion and may vary depending quality, size and layout.

Full pages: 2-5 used; half pages and smaller, may use just one image.

† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour

