

HOMES AND PROPERTY

checklist 

The Guardian SATURDAY 28 SEPTEMBER 2019

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

Homes & Property Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Guardian* newspaper.

The Guardian 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** 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** 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

- 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

How you choose to furnish your home or make best use of the space within is a very personal statement. Here's a selection of ideas to get your creative juices flowing.

Never overpay for your energy ever again

FLIPPER ENERGY LTD. is a leading energy company that can help you reduce your energy bills. We offer a range of services including energy audits, smart meter installation, and energy-efficient lighting. Contact us today for a free quote.

Renovate your sash windows

VENTROLLOA is a specialist in the restoration and repair of sash windows. We use traditional techniques and modern materials to ensure your windows are in perfect condition. Call us for a free assessment.

A spring makeover for doors - create much-needed extra space in your home

DOORSTUFF is a leading door and window company. We offer a range of services including door replacement, repair, and maintenance. We can help you create a more spacious and functional home.

Family-owned developer Shanly Homes celebrates half-century

SHANLY HOMES is a family-owned developer with over 50 years of experience. We have built a reputation for quality and reliability, and we are proud to be a part of the community. Contact us for more information.

Get 2 FREE TICKETS to the Homebuilding & Renovating Show at a location near you

Homebuilding & Renovating Show is the UK's largest property show. It's a great opportunity to see the latest in homebuilding and renovation. Get 2 free tickets today.

Make the most of your space

POUL NASH ARCHITECTS is a leading interior design firm. We can help you make the most of your space and create a beautiful home. Contact us for a free consultation.

Add value at home with a loft conversion

LOFTS is a leading loft conversion company. We can help you add value to your home by converting your loft into a living space. Call us for a free quote.

Operate your blinds with your voice

TECHNICAL BLINDS is a leading blind company. We offer a range of services including blind installation, repair, and maintenance. We can help you operate your blinds with your voice.

The building you visualise designed and brought to life

ARCHITECTURE YOUR HOME is a leading architecture firm. We can help you bring your vision to life by designing and building your dream home. Contact us for more information.

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Saturday print readership of *The Guardian*

83%

trust *The Guardian's* content — making it the most trusted newspaper in the UK

65%

of readers say *The Guardian* helps them to make up their mind

54%

of readers believe they are more likely to respond to an advert if it appears from a trusted source

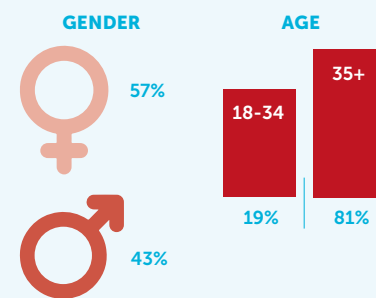
RATE CARD

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

DISTRIBUTION

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

DEMOGRAPHICS



1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Landscape: 263 x 66 mm
Portrait: 129.5 x 135.7 mm

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

EIGHTH PAGE

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

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

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

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

SIXTH PAGE

Landscape: 129.5 x 89 mm
Portrait: 62.8 x 182.4 mm

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

COMPETITION: 263 x 42.5 mm

Headline	Written in-house	Main body copy	50-70 words	Contact	Website, phone number	Images	2-3 high resolution images*
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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

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