

# HOMES, DIY AND IMPROVEMENTS *checklist* ✓



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

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

*The Sun* is Britain's No.1 selling newspaper in the UK, selling 18 copies a second. As a brand, it reaches over 33 million adults each month. *The Sun's* readers know that the best things in life aren't free – and are always interested in getting value for their money.

Full of inspiration for those looking to move, improve or merely make a house a home, the **Homes, DIY & Improvements 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, including new and old properties, power tools, household gadgets, accessories, interior design ideas and furnishings.

The **Homes, DIY & Improvements Checklist** provides a perfect shop window for developers, brands and organisations with a focus on homes and improvements. Advertise your property business or home-improvement goods and services now to the 600,000+ *Sun* readers who are planning to make major home improvements to their home in the next 12 months.

## PARTICULARLY CONSIDERING

- Some 863,000 *Sun* readers have over £25,000 deposited in savings and investments
- Sun* readers have spent over £831m on home improvement materials in the past year
- Some 404,000 *Sun* readers have a family income over £50K

### HOMES, DIY AND IMPROVEMENTS *checklist*

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

**Operate your blinds with your voice**

**ME PELLAGERONI**... **APPEAL**... **10000000**

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

**ME PELLAGERONI**... **doorstuff**... **10000000**

**Family-owned developer Shanly Homes celebrates half-century**

**SHANLY HOMES**... **50**... **10000000**

### Garden escape

**ME PELLAGERONI**... **BROWNS**... **10000000**

**Koivu: The Birch Plywood Company**

**ME PELLAGERONI**... **doorstuff**... **10000000**

### BBQ cabins – a genuine Nordic experience

**ME PELLAGERONI**... **ArcticCabins**... **10000000**

**Create extra space with a garden room**

**ME PELLAGERONI**... **Cabinmaster**... **10000000**

### Renovate your sash windows

**ME PELLAGERONI**... **architectyourhome**... **10000000**

**The building you visualise designed and brought to life**

**ME PELLAGERONI**... **architectyourhome**... **10000000**

# 3.2m No.1

Saturday print readership of *The Sun*

*The Sun* is the UK's No. 1 national daily newspaper

# 50%

more likely to purchase something as a result of seeing an advert in the newspaper

# 358k

are looking to purchase or sell a property in the next 12 months

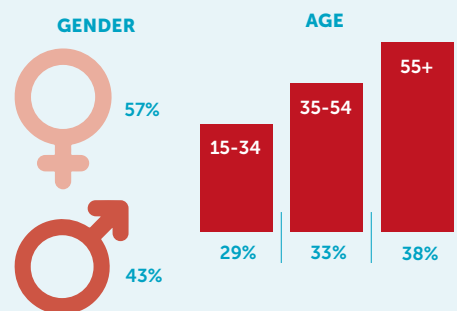
## RATE CARD

Third page	<b>£12,000</b>
Quarter page	<b>£9,000</b>
Sixth page	<b>£6,500</b>
Eighth page	<b>£5,000</b>
Competition Partnership (Advertorial or Advert)	<b>POA</b>

## DISTRIBUTION

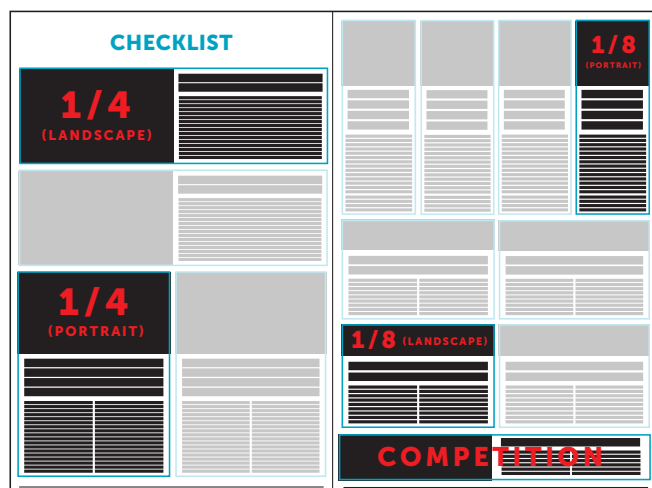
- 1,513,000 Saturday print circulation
- 3,243,000 Saturday print readership
- Distributed UK wide

## DEMOGRAPHICS



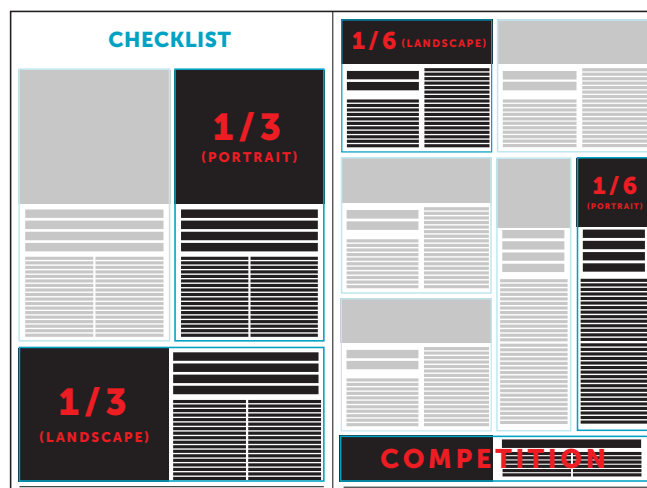
## 1/4 , 1/8 FEATURE REQUIREMENTS

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



## 1/3 , 1/6 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

<b>Headline</b>	Written in-house	<b>Headline</b>	Written in-house
<b>Main body copy</b>	200-250 words	<b>Main body copy</b>	70-100 words
<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*

### EIGHTH PAGE

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

### COMPETITION: 268 x 42.5 mm

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

### THIRD PAGE

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

<b>Headline</b>	Written in-house	<b>Headline</b>	Written in-house
<b>Main body copy</b>	200-300 words	<b>Main body copy</b>	120-150 words
<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*

### 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](mailto:production@hurstmediacompany.co.uk). For larger files please send to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wettransfer.com](http://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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United House  
N7 9DP  
Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
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VAT number: 161866882

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