

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

Find a tradesman that you can trust

Checkatrade.com

WD-40 has a new delivery system!

Want a professional workshop set-up?

Get your lawn spring-ready

REISSER

The Crate Mate: clever storage and stacking

How the latest virtual reality technology helps you plan your dream kitchen or bathroom

Insurance for your home renovation

Uplift yourself – learn how to upholster

Renovating or extending? Come to our show!

Homebuilding & Renovating Show

Planning to remodel or extend your property?

Amtech helps to make DIY easy

SHOREDITCH DESIGN

3.2m

Saturday print readership of *The Sun*

50%

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

No.1

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

358k

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

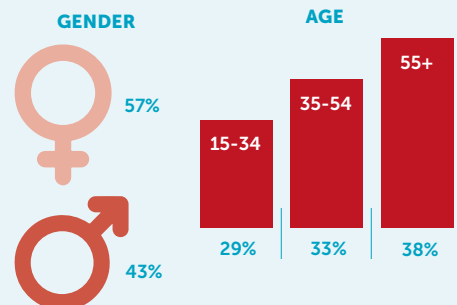
RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,750
Eighth page	£5,000
Competition Partnership (Advertorial or Advert)	POA

DISTRIBUTION

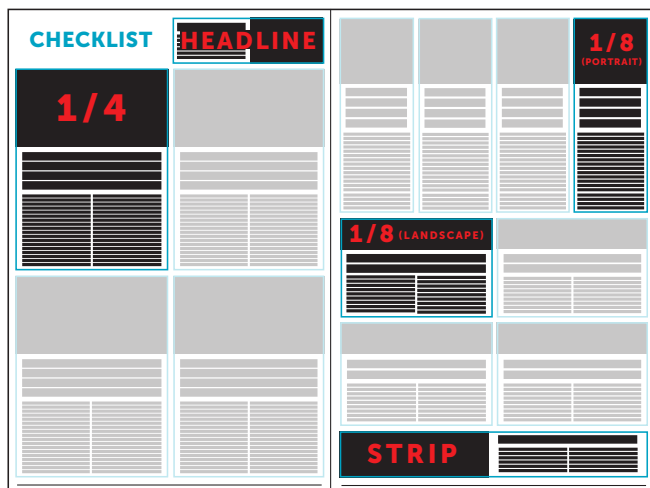
- 1,513,000 Saturday print circulation
- 3,243,000 Saturday print readership
- Distributed UK wide

DEMOGRAPHICS



1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Portrait: 132 x 136.6 mm

Total word count	200-250 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo

EIGHTH PAGE

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

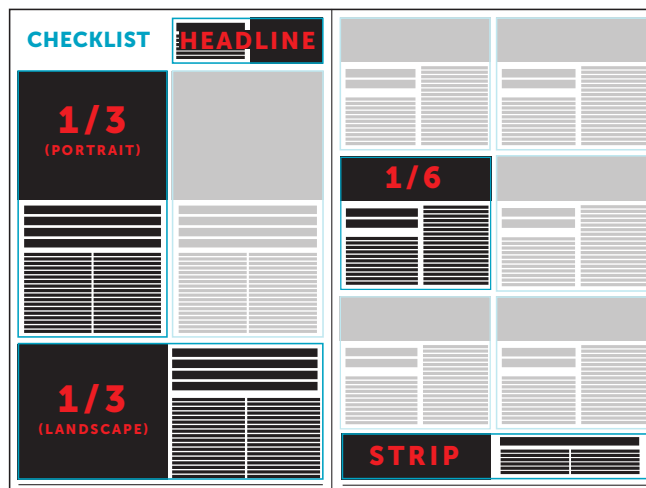
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 268 x 42.5 mm

Main body copy	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo

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

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

SIXTH PAGE

Landscape: 132 x 89.7 mm

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

HEADLINE Landscape: 134 x 42.5 mm

Main body copy	60-80 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	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 Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style.

FILE TRANSFER

Files less than 8mb (total attachment limit) can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent to production@hurstmediacompany.co.uk via wettransfer.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 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.
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

CONTACT DETAILS

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HURST MEDIA

The UK's trusted media partner