

HOMES AND INTERIORS

checklist 

PUBLISHED WITH  **THE TIMES** FRIDAY 14 FEBRUARY 2020

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



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

With a 1.16m daily readership, of which 64% 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 & Interiors 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, fine furnishings and accessories, household gadgets and interior design ideas.

Published on a Friday, the **Homes & Interiors Checklist** provides a perfect shop window for brands and organisations looking to benefit from a readership accustomed to expert property commentary from award-winning journalists.

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

Beat the burglar: new British Standard locks

UPGRADE YOUR LOCKS NOW. The British Standard BS3645 is the new benchmark for security. It's a new standard for locks, designed to be more secure than the old BS3642. It's a new standard for locks, designed to be more secure than the old BS3642. It's a new standard for locks, designed to be more secure than the old BS3642.

Your design destination

COMMITTED TO INSPIRING THE BEST IN HOME DESIGN, we offer a range of services to help you create the perfect home. From interior design to landscaping, we have the expertise to help you create the perfect home. From interior design to landscaping, we have the expertise to help you create the perfect home.

The underground movement towards velvet

THE VELVET TREND IS HERE TO STAY. Velvet is the new black, and it's taking the world by storm. From furniture to accessories, velvet is everywhere. It's a luxurious, plush fabric that's perfect for creating a sophisticated and elegant interior. It's a luxurious, plush fabric that's perfect for creating a sophisticated and elegant interior.

Effortless savings on your energy bills, forever

REDUCE YOUR ENERGY BILLS AND SAVE UP TO 10% PER YEAR. With our smart energy solutions, you can monitor your energy usage in real-time and make adjustments to save money. We offer a range of services to help you reduce your energy bills and save up to 10% per year.

Wake up pain free thanks to the Emma Original - the UK's most-awarded mattress in 2019

EMMA ORIGINAL MATTRESS. The most comfortable mattress in the UK. It's a premium mattress that's designed to provide the perfect support and comfort. It's a premium mattress that's designed to provide the perfect support and comfort.

Tile designs for a new, nature-loving world

TOPPS TILES. The new standard in tile design. We offer a range of natural stone tiles that are perfect for creating a sophisticated and elegant interior. We offer a range of natural stone tiles that are perfect for creating a sophisticated and elegant interior.

Sleep soundly with Slumberland

SLUMBERDOWN. The most comfortable mattress in the UK. It's a premium mattress that's designed to provide the perfect support and comfort. It's a premium mattress that's designed to provide the perfect support and comfort.

Operate your blinds with your voice

APPEAL. The most advanced blind control system in the world. It's a premium system that's designed to provide the perfect control and convenience. It's a premium system that's designed to provide the perfect control and convenience.

1.16m

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	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition Partnership (Advertorial or Advert)	P.O.A.

DISTRIBUTION

- 405,558 copies of *The Times* published per issue
- 1,161,000 average print readership
- Distributed UK wide

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE

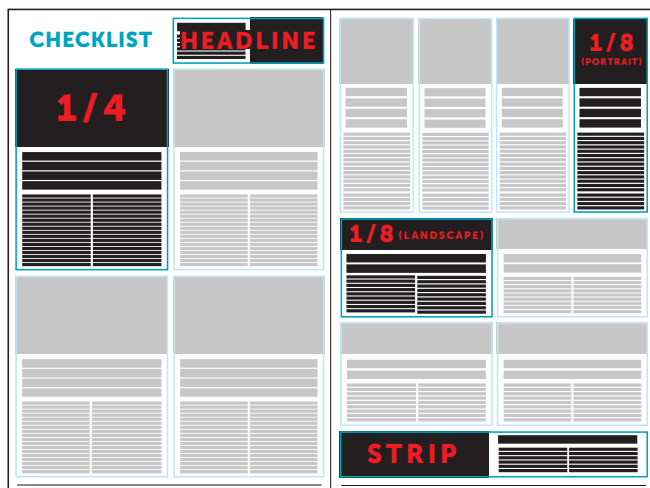


GENDER



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

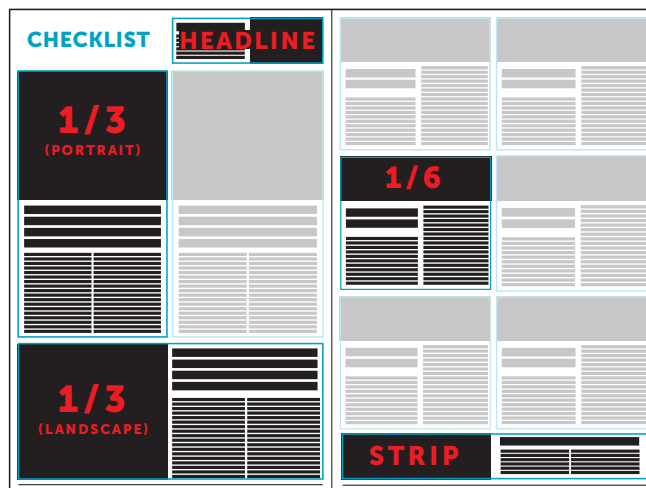
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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