

HOMES AND INTERIORS

checklist 



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(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 Weekend 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 Saturday, 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

Beat the burglar: new British Standard locks

Aspec

Your home is your castle. Don't just lock it in. Lock it right. Aspec's new British Standard locks are the latest in home security technology. They are designed to be burglar-proof and are the only locks in the UK that have been tested to the highest standards. They are also the only locks that are guaranteed to last for 10 years.

Your design destination

COMMITTED TO INSPIRING THE WAY WE LIVE

With over 100 years of experience, we are the UK's leading interior design company. We have a team of experts who can help you create the perfect home for you. We offer a range of services, from interior design to furniture and lighting. We are committed to providing the highest quality service to our customers.

The underground movement towards velvet

THE VELVET TRENCH IS BACK TO STAY

Velvet is back. It's the new trend in interior design. It's soft, it's plush, and it's perfect for the winter months. We have a range of velvet furniture and accessories that will transform your home. We are committed to providing the highest quality service to our customers.

Effortless savings on your energy bills, forever

ABOUT 10% OF HOUSEHOLDS THAT SWITCH TO ENERGY EFFICIENT LIGHTING AND HEATING SYSTEMS CAN SAVE UP TO 10% ON THEIR ENERGY BILLS. THAT'S A LOT OF MONEY. THAT'S WHY WE'VE CREATED THE EMMA ORIGINAL - THE UK'S MOST-AWARDED MATTRESS IN 2019.

Emma Original is a 100% natural latex mattress. It's soft, it's supportive, and it's perfect for the winter months. We are committed to providing the highest quality service to our customers.

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

EMMA ORIGINAL IS A 100% NATURAL LATEX MATTRESS. IT'S SOFT, IT'S SUPPORTIVE, AND IT'S PERFECT FOR THE WINTER MONTHS. WE ARE COMMITTED TO PROVIDING THE HIGHEST QUALITY SERVICE TO OUR CUSTOMERS.

Tile designs for a new, nature-loving world

INSPIRED BY THE BEAUTY OF NATURE, OUR NEW TILE DESIGNS ARE THE PERFECT ADDITION TO ANY HOME. WE HAVE A RANGE OF TILES THAT ARE INSPIRED BY THE BEAUTY OF NATURE. WE ARE COMMITTED TO PROVIDING THE HIGHEST QUALITY SERVICE TO OUR CUSTOMERS.

Control your home remotely with Bosch

CONTROL YOUR HOME REMOTELY WITH BOSCH. WE HAVE A RANGE OF REMOTE CONTROLLED DEVICES THAT WILL TRANSFORM YOUR HOME. WE ARE COMMITTED TO PROVIDING THE HIGHEST QUALITY SERVICE TO OUR CUSTOMERS.

Softened water for a cleaner, better home

SOFTENED WATER IS THE KEY TO A CLEANER, BETTER HOME. WE HAVE A RANGE OF WATER SOFTENERS THAT WILL TRANSFORM YOUR HOME. WE ARE COMMITTED TO PROVIDING THE HIGHEST QUALITY SERVICE TO OUR CUSTOMERS.

Sleep soundly with Slumberland

SLEEP SOUNDLY WITH SLUMBERDOWN. WE HAVE A RANGE OF MATTRESSES THAT WILL TRANSFORM YOUR HOME. WE ARE COMMITTED TO PROVIDING THE HIGHEST QUALITY SERVICE TO OUR CUSTOMERS.

Operate your blinds with your voice

OPERATE YOUR BLINDS WITH YOUR VOICE. WE HAVE A RANGE OF VOICE CONTROLLED BLINDS THAT WILL TRANSFORM YOUR HOME. WE ARE COMMITTED TO PROVIDING THE HIGHEST QUALITY SERVICE TO OUR CUSTOMERS.

1.3m

Saturday print 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

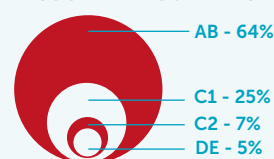
Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition Partnership (Advertorial or Advert)	P.O.A.

DISTRIBUTION

- 536,240 copies of *The Times* published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

DEMOGRAPHICS

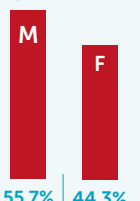
SOCIAL DEMOGRAPHIC



AGE

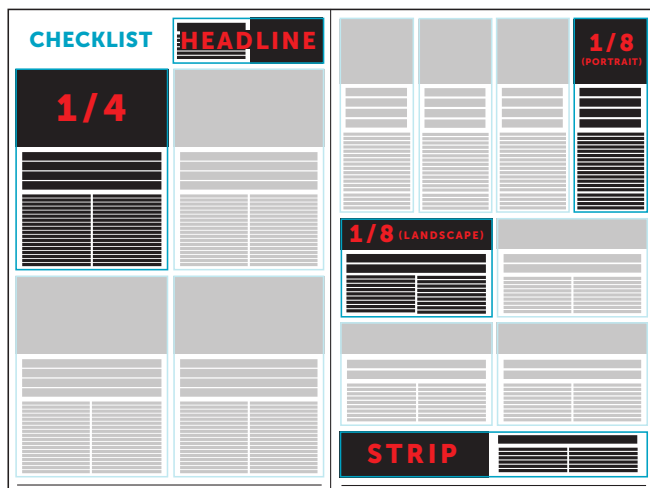


GENDER



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	2 images + logo

EIGHTH PAGE

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

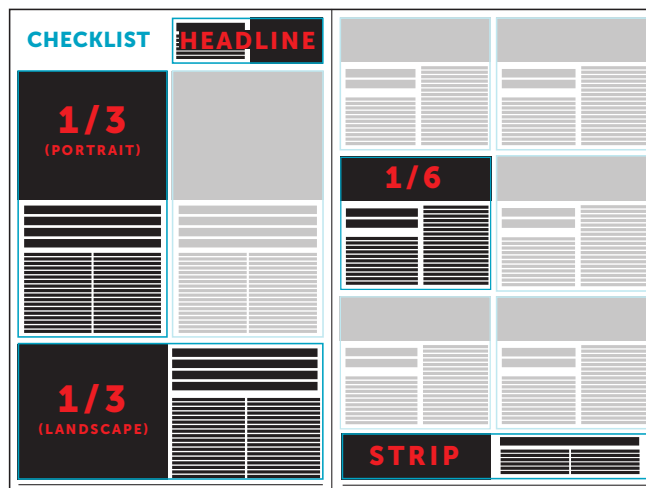
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 268 x 42.5 mm

Total word count	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

Total word count	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