

HOMES AND INTERIORS

checklist 

PUBLISHED WITH  THE TIMES SATURDAY 21 MARCH 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 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 most secure and reliable locks available. They are made from solid brass and are tested to BS 3622:2017. They are also available in a range of finishes to match your home's decor.

Call 0800 123 4567 or visit www.aspeclocks.co.uk

Your design destination

COMMITTED TO INSPIRING YOUR DESIGN

With over 10 years of experience, we have built a reputation for being the go-to destination for all things design. Our team of experts can help you create a unique and stylish interior that reflects your personality and taste. We offer a wide range of services, from interior design to furniture sourcing. Contact us today to start your design journey.

Call 020 1234 5678 or visit www.designdestination.co.uk

The underground movement towards velvet

THE VELVET TREND IS HERE TO STAY

Velvet is no longer just a fabric; it's a lifestyle. From plush sofas to elegant chairs, velvet is making a comeback in a big way. It's soft, luxurious, and perfect for creating a cozy and sophisticated atmosphere in your home. Explore the latest velvet furniture and decor at www.velvetmovement.co.uk.

Effortless savings on your energy bills, forever

SAVE UP TO 10% ON YOUR ENERGY BILLS

With our smart energy solutions, you can reduce your energy consumption and save money on your bills. Our experts can help you identify areas of inefficiency and recommend the best solutions for your home. Start saving today with our energy-saving packages.

Call 0800 987 6543 or visit www.energysavings.co.uk

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

EMMA ORIGINAL MATTRESS

Experience the comfort and support of the Emma Original mattress. It's the UK's most-awarded mattress in 2019, and for good reason. It's designed to provide a perfect balance of softness and firmness, ensuring a restful night's sleep. Visit www.emmamattress.co.uk to learn more.

Tile designs for a new, nature-loving world

INSPIRED BY NATURE

Bring the outdoors inside with our nature-inspired tile designs. Our collection features a variety of patterns and colors that evoke the beauty of the natural world. Perfect for creating a serene and calming atmosphere in your home. Visit www.tileartistry.co.uk for more inspiration.

Control your home remotely with Bosch

SMART HOME SOLUTIONS

Take control of your home with Bosch's smart home solutions. From smart lighting to smart security, Bosch has everything you need to create a truly smart home. Visit www.bosch-smarthome.co.uk to explore our range of products.

Softened water for a cleaner, better home

WATER SOFTENING SOLUTIONS

Hard water can leave your home looking and feeling old. Softened water keeps your surfaces clean and your appliances in good working order. Invest in a water softening system today to keep your home in the best of health. Visit www.watersoftening.co.uk for more information.

Sleep soundly with Slumberland

SLUMBERDOWN MATTRESS

Get a good night's sleep with a Slumberland mattress. Our mattresses are designed for ultimate comfort and support, helping you wake up refreshed and ready for the day. Visit www.slumberland.co.uk to see our full range of products.

Operate your blinds with your voice

VOICE-CONTROLLED BLINDS

Control your blinds with the power of your voice. Our voice-controlled blinds are easy to use and provide a convenient way to adjust your window coverings. Visit www.voiceblinds.co.uk to learn more.

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

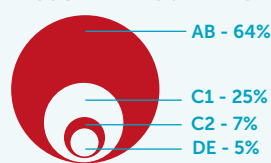
Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition Partnership (Advertorial or Advert)	P.O.A.

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

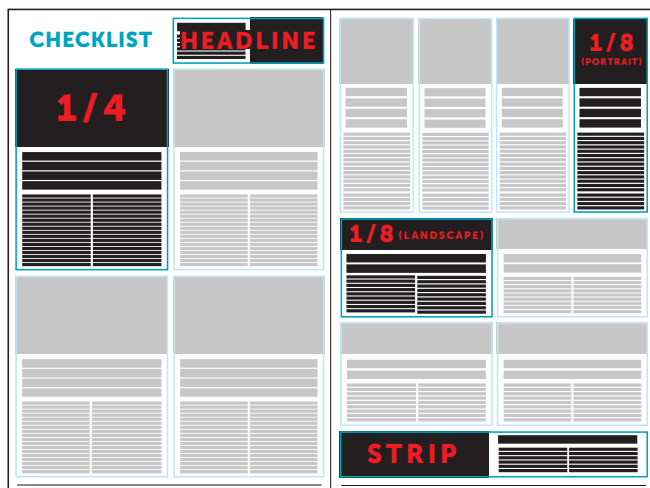


GENDER



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

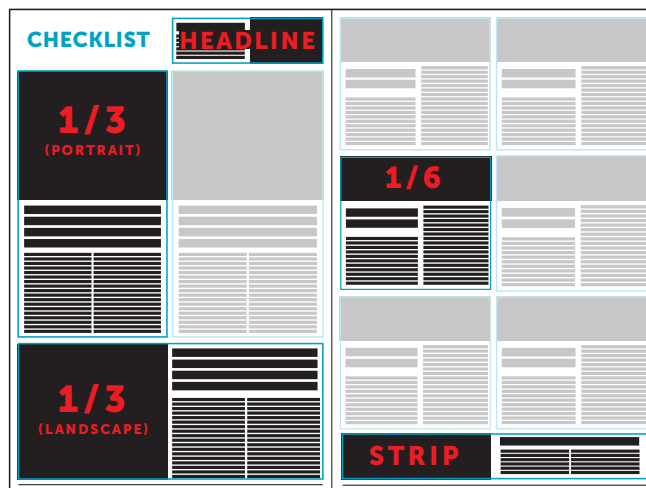
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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