

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 with new British Standard locks. The new British Standard locks are designed to be more secure than any other lock on the market. They are made from solid brass and have a robust internal mechanism. They are also available in a range of finishes, including chrome, black and brushed brass. For more information, visit www.britishstandardlocks.co.uk

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 furniture, we have everything you need to make your home a masterpiece. Visit www.designdestination.co.uk for more information.

The underground movement towards velvet

THE UNDERGROUND MOVEMENT TOWARDS VELVET is a trend that is taking the world by storm. Velvet is no longer just a fabric, it's a lifestyle. It's a way of life that is all about comfort and luxury. For more information, visit www.velvetmovement.co.uk

Effortless savings on your energy bills, forever

ABOUT 10% OF HOUSEHOLDS THAT SWITCHED TO energy saving light bulbs have reported savings of up to £100 a year. This is because energy saving light bulbs use less electricity than traditional incandescent bulbs. They also last longer, so you don't have to replace them as often. For more information, visit www.energysavings.co.uk

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

EMMA ORIGINAL is the UK's most-awarded mattress in 2019. It's a mattress that is designed to provide the perfect support for your body. It's made from high-quality materials and has a unique design that helps to reduce pain and improve sleep. For more information, visit www.emmamattress.co.uk

Sleep soundly with Slumberdown

SLEEP SOUNDLY WITH SLUMBERDOWN. Our mattresses are designed to provide the perfect support for your body. They are made from high-quality materials and have a unique design that helps to reduce pain and improve sleep. For more information, visit www.slumberdown.co.uk

Tile designs for a new, nature-loving world

TAKE YOUR HOME TO THE NEXT LEVEL with our new tile designs. Our tiles are made from natural materials and have a unique design that helps to create a sense of harmony with nature. For more information, visit www.tilecompany.co.uk

Control your home remotely with Bosch

CONTROL YOUR HOME REMOTELY WITH BOSCH. Our smart home systems allow you to control your home from anywhere. You can turn on the lights, adjust the temperature, and even lock the doors. For more information, visit www.bosch-smart.com

Softened water for a cleaner, better home

SOFTENED WATER FOR A CLEANER, BETTER HOME. Our water softeners help to remove limescale from your water. This helps to keep your pipes clear and your appliances working properly. For more information, visit www.watersoftener.co.uk

Operate your blinds with your voice

OPERATE YOUR BLINDS WITH YOUR VOICE. Our smart blinds allow you to control your blinds from anywhere. You can open or close the blinds with your voice. For more information, visit www.voiceblinds.co.uk

Topps Tiles

TOPPS TILES. We offer a wide range of tiles for your home. From kitchen tiles to bathroom tiles, we have everything you need. For more information, visit www.toppstiles.co.uk

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

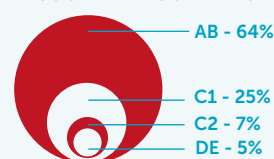
Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition Partnership (Advertorial or Advert)	P.O.A.

DISTRIBUTION

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

DEMOGRAPHICS

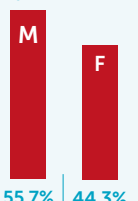
SOCIAL DEMOGRAPHIC



AGE

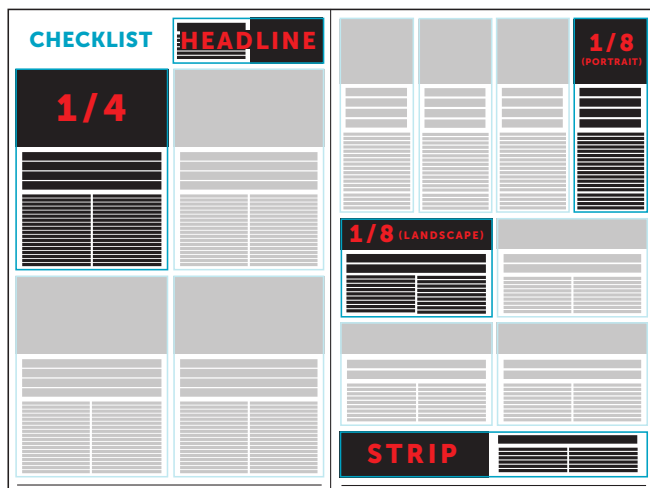


GENDER



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 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

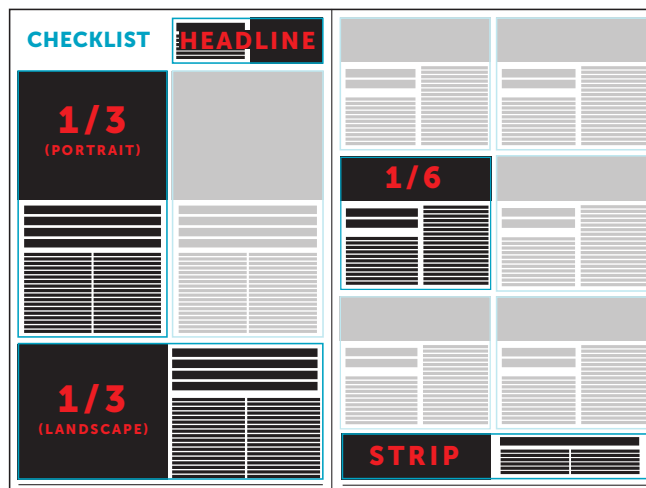
Main body copy 120-150 words

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