

AT HOME AND GARDEN *checklist* ✓



PUBLISHED WITH THE TIMES ON SATURDAYS

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

At Home & Garden Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of *The Times*.

With a 1m Saturday 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 spend on luxury items to maximise their enjoyment of day-to-day living.

Full of inspiration for those who are spending more time indoors and in the garden, the **At Home & Garden Checklist** serves as an essential guide for readers on the latest food & drink options, entertainment, DIY & interiors, as well as delivery services, gardening, lawn games, al fresco dining and BBQs.

Published on a Saturday, the **At Home & Garden Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend reading their newspaper, and a greater disposable income to spend on products and services to use whilst staying indoors.

PARTICULARLY CONSIDERING

- 26% of Times readers agree they love to buy new gadgets and appliances
- Readers of *The Times* are 25% more likely to mention ads when they talk about brands
- 55% of Times readers like to have technology that makes life easier at home
- *The Times* readers have an average family income of £55,885.

AT HOME AND GARDEN *checklist*

When you're staying at home, it's a perfect opportunity to spruce up your lifestyle, make home improvements or enjoy your garden. There's a solution of great ideas to help a happy, healthier and fulfilling life at home.

A naturally-insulated fireplace for the garden

With a naturally-insulated fireplace for the garden, you can enjoy the warmth of a fire in your garden, even in the coldest weather. The Schiedel fireplace is made from high-quality materials and is designed to be used in the garden. It's a perfect addition to any garden and will keep you warm and cozy.

Rebound into fitness from the safety of your home

With the Rebound Fitness trampoline, you can enjoy the benefits of a trampoline without the risk of injury. It's a perfect addition to any home and will keep you fit and healthy.

Could the air inside your home be more polluted than outdoors?

With the Purisma air purifier, you can enjoy the benefits of clean air in your home. It's a perfect addition to any home and will keep you healthy and happy.

Take care of your pet with an experienced vet

With the FirstVet app, you can get advice from a real vet. It's a perfect addition to any home and will keep your pet healthy and happy.

Get your lawn summer-ready

With the Sunak's lawn care products, you can get your lawn ready for summer. It's a perfect addition to any garden and will keep your lawn looking great.

Sky-high savings on top quality cleaning products

With the TOWER cleaning products, you can get top quality cleaning products at a great price. It's a perfect addition to any home and will keep you clean and tidy.

The perfect meal starts with perfect cookware

With the CIRCULON cookware, you can get the perfect meal. It's a perfect addition to any kitchen and will keep you cooking with ease.

Stream your favourite tunes at home for free

With the deezer app, you can stream your favourite tunes. It's a perfect addition to any home and will keep you entertained.

Make your garden functional all year round

With the Sundowner garden furniture, you can make your garden functional all year round. It's a perfect addition to any garden and will keep you enjoying it.

Create something beautiful in your garden

With the Kamado Joe BBQ, you can create something beautiful in your garden. It's a perfect addition to any garden and will keep you entertained.

1m

Saturday print readership of *The Times*

34%

are likely to take action after seeing adverts in this section

70%

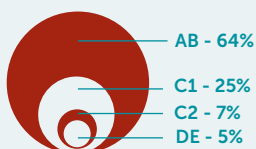
believe it is worth paying extra for quality products

39%

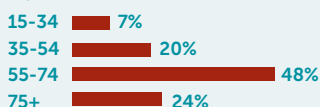
agree they tend to go for premium brands

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 495,000 copies of *The Times* published on a Saturday
- 1,077,000 average print Saturday readership
- Distributed UK wide

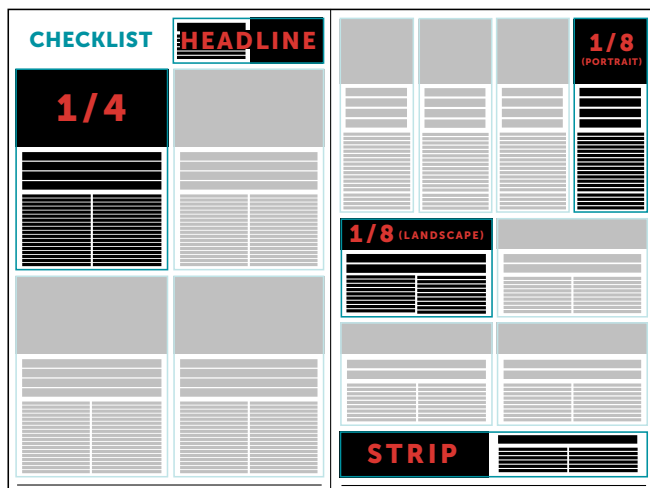
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition upgrade	£1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

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

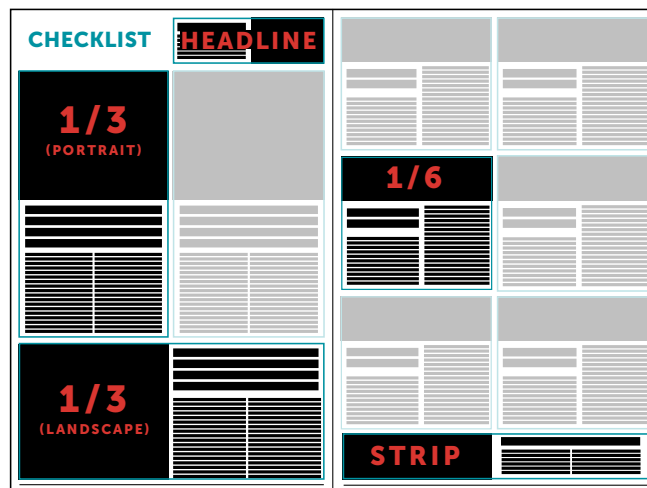
Total word count 120-150 words

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: 132 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 reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

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 the free file sharing service [wetransfer.com](https://www.wetransfer.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 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.

Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.

CONTACT DETAILS

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At Home & Garden Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Times*

All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

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