

# Homes and Interiors checklist



## PUBLISHED WITH 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 Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of the Daily Mail.

Daily Mail readers have an average of £47,902 in savings and investments. This wealthy readership believes it is worth paying extra for quality products and services for their family.

**At Home Checklist** serves as an essential guide for parents, with a readership of 48% men and 52% women, looking to make the best choices for their families at home.

Full of inspiration for those who are spending more time indoors and in the garden, the **At Home Checklist** serves as an essential guide for readers on the latest food & drink options, gadgets & tech, homes, DIY & interiors, as well as delivery services, entertainment and health & wellness amenities.

Published on a Saturday, the **At Home 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

- *Daily Mail* readers are known for their spending power with 10% of all weekly expenditure going towards groceries
- *Daily Mail* readers have an average of £47,902 in savings and investments – which is +£22k more than the UK average
- 83% of *Daily Mail* readers are homeowners, so spending quality time indoors is important.

### Homes and Interiors checklist

Now discover how to make the most of your home with a range of expert advice and inspiration for your home.

**Effortless savings on your energy bills, forever**

Discover how to save money on your energy bills with a range of expert advice and inspiration for your home.

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

Discover how to wake up pain free with the Emma Original mattress, the UK's most-awarded mattress in 2019.

**Sleep soundly with Slumberdown**

Discover how to sleep soundly with Slumberdown's range of mattresses and bedding.

### Beat the burglar: new British Standard locks

Discover how to beat the burglar with new British Standard locks.

**Tile designs for a new, nature-loving world**

Discover how to create a new, nature-loving world with tile designs.

**Control your home remotely with Bosch**

Discover how to control your home remotely with Bosch's range of smart home products.

**Operate your blinds with your voice**

Discover how to operate your blinds with your voice using smart home technology.

### Your design destination

Discover your design destination with a range of expert advice and inspiration for your home.

**The underground movement towards velvet**

Discover the underground movement towards velvet with a range of expert advice and inspiration for your home.

**Softened water for a cleaner, better home**

Discover how softened water can make your home cleaner and better.

# 3m

Average print readership of Daily Mail

# 63%

are ABC1

# 79%

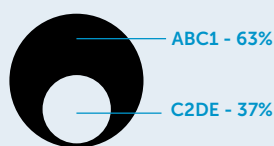
choose to only read a weekend newspaper

# 53

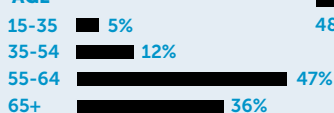
minutes is the average time spent reading

### DEMOGRAPHICS

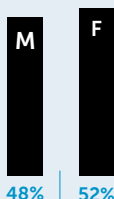
#### SOCIAL DEMOGRAPHIC



#### AGE



#### GENDER



### DISTRIBUTION

- 1,134,184 average circulation
- 3,021,000 average print readership
- Distributed UK wide

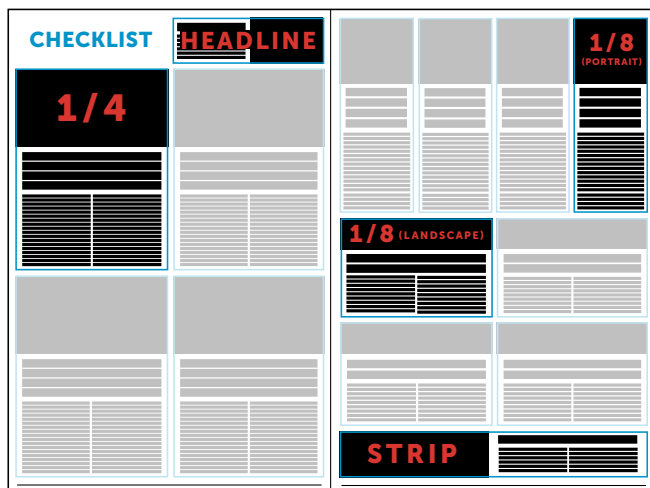
### RATE CARD

|                     |         |
|---------------------|---------|
| Third page          | £12,000 |
| Quarter page        | £9,000  |
| Sixth page          | £6,500  |
| 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: 134.5 x 147.7 mm

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 200-250 words                                        |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 2 images + logo                                      |

### EIGHTH PAGE

Landscape: 134.5 x 71.7 mm  
Portrait: 65.25 x 147.7 mm

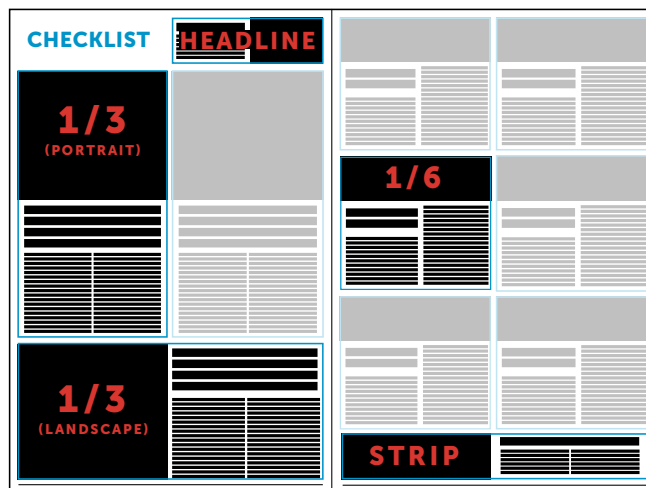
|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 70-100 words                                         |
| <b>Call to action</b>   | i.e. Discount offer, website,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

### STRIP Landscape: 273 x 42.5 mm

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 120-150 words                                        |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 2 images + logo                                      |

## 1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



### THIRD PAGE

Landscape: 273 x 97 mm  
Portrait: 134.5 x 198.7 mm

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 200-300 words                                        |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 2-3 images + logo                                    |

### SIXTH PAGE

Landscape: 134.5 x 97 mm

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 120-150 words                                        |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 1-2 image + logo                                     |

### HEADLINE Landscape: 134.5 x 42.5 mm

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 60-80 words                                          |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto: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

Hurst Media Company, 1 Phipp Street, London, EC2A 4PS  
Company number: 08375910 VAT number: 161866882

At Home Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in Daily Mail

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