

HOMES AND INTERIORS *checklist* ✓

PUBLISHED WITH THE SUNDAY TIMES *magazine*

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



The **Homes & Interiors Checklist** is a full-colour, A4-sized double-page spread of advertorial content published in *The Sunday Times Magazine* issued with the weekly newspaper.

With 89% of readers in the ABC1 social-economic profile, *The Sunday Times Magazine* boasts a wealthy readership. The **Homes & Interiors Checklist** serves as the essential guide for those with 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, 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 Sunday, the **Homes & Interiors Checklist** is the ideal 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.

PARTICULARLY CONSIDERING

- Around 50% of the audience are likely to convince others about products and services that interest them
- Over 70% believe it is worth paying extra for quality goods
- The average age of *Sunday Times Magazine* reader is 58.

UK home interior specialist Lushmore offers a collection of beautifully made leather sofas, that add a modern, classic touch to your home. Products from the leading Italian manufacturer are the highlight of this collection, with each item being made from top quality leather to a design unique to the company.

The range of contemporary and modern sofas and chairs takes its theme from Italian classical furniture. For all homeowners searching for a unique and original look that is clean, fresh and up to date, the Lushmore range is the perfect choice.

Design Italian furniture at sensible prices is where Lushmore is in the market, and there is little to compete with this impressive range. Lushmore experts on the European theme with its choice of bespoke classic French style furniture designed by Halmann. From sofas and chairs to tables, individual and chairs to baby cribs.

Bonus! Free 10% off orders over £1,000 using code CHECKLIST10 at lushmoreinteriors.co.uk

Win one of five 12" Mermaid Hard Anodised Deluxe Roasters by Samuel Groves Worth £50 each!

harmadecor.co.uk/hotelling.asp

Hand-crafted hardware finished to a level of luxury you'll love

In the last 100 years, the rich history of doors, ranging from the finest to the most humble, has been passed down to us. The team at Bespoke Hardware believes that your property deserves the best in eye-catching, original hardware at the cheapest price.

With more than 100 years of experience, this family-run business creates bespoke pieces for your home that you won't find anywhere else.

From the time you move home, quality English Oak timber is carefully cut to size, handmade by skilled craftsmen and finished to perfection. External solid oak doors are made from Bespoke Hardware's own kiln-dried oak and made to the highest standards.

To find out more, visit the website at bespokehardware.co.uk, email sales@bespokehardware.co.uk or call 07540 007652.

Add a touch of luxury to your bedroom

Transform your bedroom into a sanctuary you never want to leave, with the full range of crisp white bed linen collections in a variety of styles.

With more than 100 years of experience, this family-run business creates bespoke pieces for your home that you won't find anywhere else.

From the time you move home, quality English Oak timber is carefully cut to size, handmade by skilled craftsmen and finished to perfection. External solid oak doors are made from Bespoke Hardware's own kiln-dried oak and made to the highest standards.

To find out more, visit the website at bespokehardware.co.uk, email sales@bespokehardware.co.uk or call 07540 007652.

Luxurious Italian-style furniture that sits beautifully in any room

The perfect choice. Design Italian furniture at sensible prices is where Lushmore is in the market, and there is little to compete with this impressive range. Lushmore experts on the European theme with its choice of bespoke classic French style furniture designed by Halmann. From sofas and chairs to tables, individual and chairs to baby cribs.

Bonus! Free 10% off orders over £1,000 using code CHECKLIST10 at lushmoreinteriors.co.uk

Top brass designs - expertly crafted

Halmann Thompson Bespoke Metal Creations are the highly skilled team creating luxury pieces from brass and copper sheets. This includes light, elegant and distressed pieces, as well as a variety of stunning pieces in brass, copper and steel.

Each piece is made to order by Halmann Thompson Bespoke Metal Creations, who work with clients through the process to ensure requirements.

Visit halmannthompson.co.uk for images of work and to shop.

The home of luxury baths and fittings

The finest collection of handcrafted metal products from Chatter & Co. These expertly designed, handcrafted metal products include exclusive bathtubs, bidets and more, in a variety of styles, including classic, modern, and more.

For over 10 years Chatter & Co. has been designing and creating bathroom products in-house and is one of the companies with manufacturing of all their products.

Visit chatter.co.uk

Sculptures from around the world

Robert Bowman, appointed sculpture expert for the UK Government, opened Bowman Sculpture in 1993 with his wife, Hilary. He developed his expertise in sculpture during the 10 years prior to Bowman's, where he was the director of European works of art.

One of London's most family-owned and operated art galleries, Bowman Sculpture is today headed by Hilary Bowman and her daughter, Mia, who joined the gallery last year as director. Robert has a world-renowned reputation for consistently sourcing important sculpture for some of the world's most renowned art collections. His unique eye has seen him find the most exceptional pieces from the world of a myriad of clients and institutions, including the Victoria and Albert Museum.

Robert Bowman, appointed sculpture expert for the UK Government, opened Bowman Sculpture in 1993 with his wife, Hilary. He developed his expertise in sculpture during the 10 years prior to Bowman's, where he was the director of European works of art.

Visit bowmansculpture.co.uk

Don't kettle for second best

Founded in 1932, Newby & Bloomer is the original British manufacturer of the truly exquisite Sempia Kettle range.

These authentic kitchen accessories are made by hand from the highest grade of copper to the same exacting standards as the originals.

The longevity and timelessness of these kettles means this investment is something that will stay in your kitchen for generations.

The 1932 Sempia has a beautiful, curved shape, a robust, simple, yet elegant and is a popular kettle in 20 years ago. These iconic examples of British design are also available with the added luxury of chrome-plating, allowing you to look at and use it in the future.

To place your order visit newbybloomer.co.uk

Flying the flag for handmade British iron beds

Manufactured to your custom requirements, within their workshop on the Sandringham Estate in Norfolk, from what started out as a small collection of simple and timeless iron beds, this Norfolk company now offers a wide range of styles, which would suit any modern-day or traditional home.

But don't be fooled by their name! As they also bring handcrafted beds of the contemporary bed, featuring a selection inspired by the Art Deco era, available.

For an extra 10% off all orders, use code DUSK10. Shop the full range of luxury bedding, exclusively at dusk.co.uk

1.5m
Average readership of
The Sunday Times Magazine

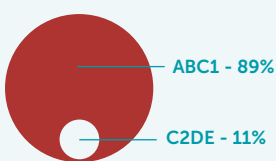
34%
are likely to take action after
seeing adverts in this section

70%
believe it is worth paying
extra for quality products

39%
agree they tend to go for
premium brands

DEMOGRAPHICS

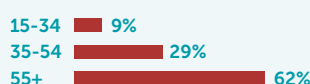
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 561,000 printed copies of *The Sunday Times* are circulated
- 1,504,000 average print readership of *The Sunday Times*
- Distributed UK wide

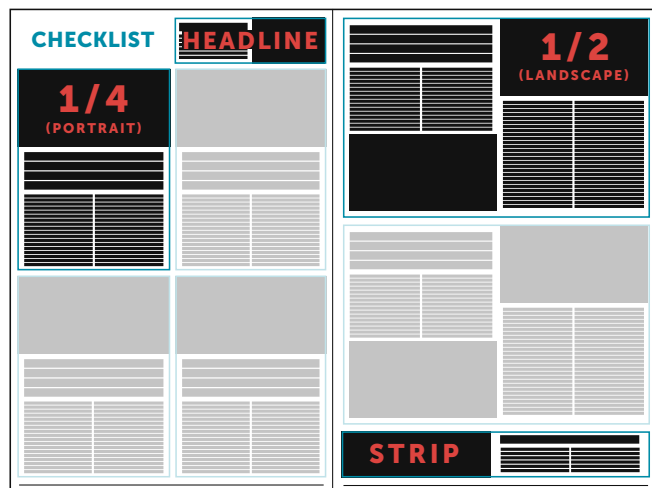
RATE CARD

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: 94 x 106 mm

HALF PAGE

Landscape: 193 x 106 mm

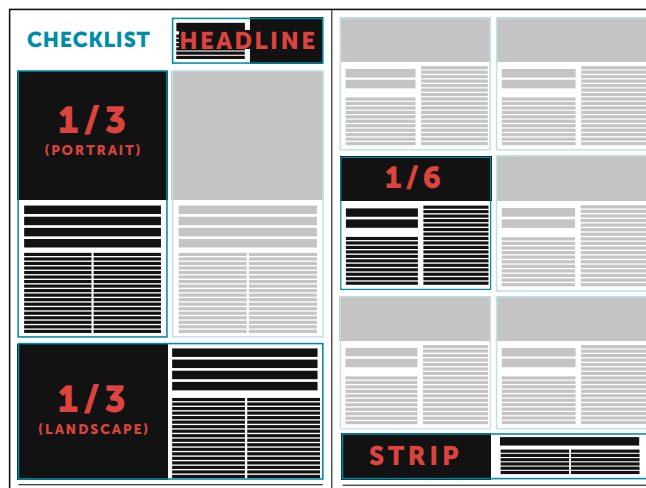
Total word count	130-150 words	Total word count	250-300 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	2-3 image + logo

STRIP Landscape: 193 x 32 mm

Total word count	80-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape: 193 x 69 mm
Portrait: 94 x 142mm

SIXTH PAGE

Landscape: 95 x 65 mm

Total word count	160-200 words	Total word count	80-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 image + logo

HEADLINE COMPETITION Landscape: 94 x 32 mm

Copy	What is the prize and its value.
URL	Hurst Media will provide competition link
Images	1 image

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. 15 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

Hurst Media Company, United House, North Road, N7 9DP
Company number: 08357910 VAT number: 161866882

Homes & Interiors Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Sunday Times Magazine*. All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPARTMENT

Tel: 0203 770 4024
production@hurstmediacompany.co.uk



HURST MEDIA
The UK's trusted media partner