

AT HOME AND GARDEN *checklist* ✓

PUBLISHED WITH THE  TIMES MAGAZINE ON A SATURDAY

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



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

With 89% of readers in the ABC1 social-economic profile, *The Saturday Times Magazine* boasts a wealthy readership. 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 with family and friends in their homes and gardens, the **At Home & Garden Checklist** serves as an essential guide for readers on the latest food & drink options, gadgets & tech, entertainment and leisure, homes, DIY & interiors, as well as delivery services, and health & wellness amenities.

Published on a Saturday, the **At Home & Garden Checklist** is the ideal shop window for brands and organisations to benefit from a mature readership who have 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
- Readers have 24 conversations about food daily, 20% more than the average
- They are also 25% more likely to mention ads when they talk about brands.



Reduce food waste in the kitchen with perfectly pre-portioned meal kits

THE UK'S LEADING MEAL KIT company, Hello Fresh, is focused on reducing food waste by delivering the exact pre-portioned ingredients needed to cook chef-inspired recipes from scratch at home.

Food waste is not only indicated in restaurants but also in the supply chain by ordering accurate amounts of produce and meat for customer recipes. The Hello Fresh's 'Hello Fresh' packaging facility is given to those in need through partnerships with local charities like The Felix Project.

In addition, buying direct from local suppliers and delivering to your door.

To find out more about Hello Fresh's approach to sustainability, visit hellofresh.co.uk/about/sustainability

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

hartsmeal.com/competition

Turn your garden into your own Chelsea Flower Show with Kangular

ACHIEVE A STUNNING GARDEN LOOK! To gardens that a variety of the Chelsea Flower Show or a Grand Design makeover has never been easier, thanks to Kangular. Discover the ultimate low-up of affordable contemporary features and structural elements that make instant impact.

Kangular empowers the nation's gardeners and home-owners to quickly achieve a professional designed look. Creating a piece of instant artwork in gardens that instantly look like a place in a gallery, but at a fraction of the cost.

The range includes everything from garden, borders and driveways, while giving owners instant gardens from controlling properties or neighbours. Perfect for hot tubs, swimming pools and a heated driveway area, as well as enclosing gardens from parking spaces or the side of a traffic route.

Receive a discount of 10% with Code ST15. Try before you buy. Scan the QR code to see Kangular in your garden. To speak to the experts at Kangular, call 020 8012 8284 now. Alternatively, for more information, visit kangular.com

devolo Magic cures weak WiFi

MANY PEOPLE HAVE experienced their homes during the last few weeks and months. Bypassing the garden office or sitting on new streaming devices. There where you can keep in contact with loved ones via video calls, stream videos or just game.

However, WiFi coverage doesn't always reach that new favourite spot. The solution: devolo Magic WiFi. devolo Magic WiFi is the magic roof device used the building's own network to transmit data. The advantage is that a hotspot can be installed at any given access. That ensuring that walls, ceilings and closed doors can no longer block the WiFi signal.

Fully automated devolo Magic instantly finds it's own technical and complicated, but putting it into practice is easy. devolo Magic adapts are easy as pie to set up for use. Once you're plugged in the first adapter at other adapters that are plugged within the new house. The connection which is established is secure and protected from external access.

This is a devolo Magic can guarantee super fast WiFi. And it's also very easy to use. A devolo Magic can be used as a wireless router as well as the eagerly awaited guest network. It's a handy stream and load without a hitch - driving off the back road and bringing back your drive.

Find out more information at devolo.co.uk

Classic lawn edging

EverEdge Classic range remains the most perfect for use around lawns and flowerbeds. EverEdge Classic is tough, durable and flexible making it perfect for straight lines or curves. These are available in packs of 10m by the piece and in a range of finishes and depths to suit every garden. EverEdge Classic team edging is the preferred choice of professional gardeners to ensure neat and maintenance free garden borders. Call them now to discuss your edging requirements.

For more details, visit everedge.co.uk

Husky wine cooler makes a statement

THE LATEST SIGNATURE WINE COOLER range is made for new buyers. With a design, sleek, ideal to fit in a compact space (20cm wide x 27cm high), this wine cooler adds up to 24 of your 750 bottles to perfectly fit into your kitchen or bar area. These portable wine coolers will upgrade the professional looking resulting in 24 glass, water, mineral lighting and a sophisticated carbon fibre processing your wine from cellar. Available in both single and dual zone.

To find out more, visit husky-lifestyle.co.uk or call 01485 555397.

Add a little luxury to your lie-in with DUSK

EVERY BEDROOM should be a true sanctuary, a place where you can drift off to complete contentment.

The DUSK collection from premium, hand-picked materials sourced from around the globe. From sumptuous soft bed linen to timeless throws and cushions, DUSK bedding is sure to add a subtle touch of luxury to your bedroom.

Here are a few favourites...

The DUSK collection is inspired by London hotel luxury. Featuring a smart satin edge and finished in a luxurious 800 Thread count, this DUSK Satin Cotton sheet collection will be splendidly soft against your skin and you'll be able to sleep to contentment night after night.

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

A corking way to savour a glass of wine

YOU ARE A GEEK OF WHITE AND YOUR FAVORITE REDS ARE... But imagine having the freedom to enjoy wine on your own terms. The Coravin Model Two C15 is the perfect wine saver because to enjoy a glass of their favourite bottle without having to pull the cork. When you place the needle, the wine pouring system uses argon gas to create an airtight seal to protect the wine from oxidation. You can drink

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC

Social Demographic	Percentage
AB	64%
C1	25%
C2	7%
DE	5%

AGE

Age Group	Percentage
15-34	7%
35-54	20%
55-74	48%
75+	24%

GENDER

Gender	Percentage
Male (M)	56%
Female (F)	44%

DISTRIBUTION

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

RATE CARD

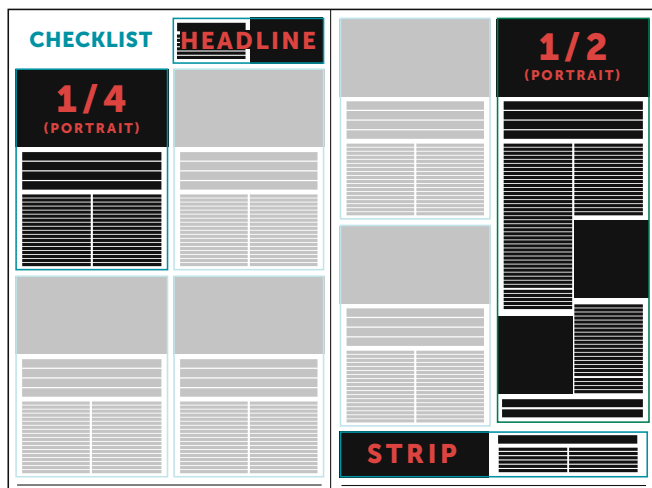
Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition upgrade	£1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

Sources: PAMCO 3 2020, TAM20MOS GB TGI 2020 Q3 News UK
Last updated Oct'20

1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Portrait: 97 x 90 mm

HALF PAGE

Portrait: 97 x 184 mm

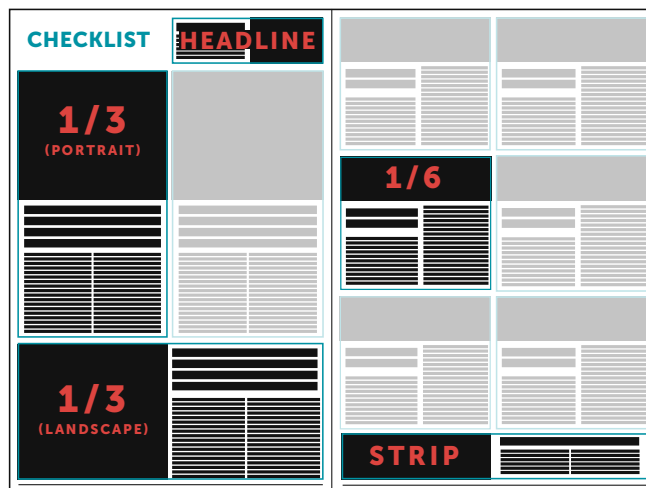
Total word count	130-150 words (includes call to action)	Total word count	250-300 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	2-3 image + logo

STRIP Landscape: 198 x 27 mm

Total word count	80-100 words (includes call to action)
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: 198 x 59.5 mm
Portrait: 97 x 121 mm

SIXTH PAGE

Landscape: 97 x 59.5 mm

Total word count	160-200 words (includes call to action)	Total word count	80-100 words (includes call to action)
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: 97 x 27 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

Health & Wellbeing Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The 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

