

Homes and Gardens *checklist* ✓



PUBLISHED WITH **Daily Mail** ON SATURDAYS

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

Homes & Gardens 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 day-to-day living. **Homes & Gardens Checklist** serves as an essential guide for those looking to move, improve or merely make a house a home.

The **Homes & Gardens 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 and garden, indoor and outdoor furniture, household gadgets, tools, accessories, interior and exterior design ideas.

Published on a Saturday, the **Homes & Gardens 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.

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 – £22k more than the UK average
- 83% of *Daily Mail* readers are homeowners, so spending quality time indoors is important.

Homes and Gardens checklist

Start a series of home improvements in your garden, whether that's a new lawn or a new patio, and you'll be able to enjoy the benefits of a well-maintained garden for years to come.

EverEdge: 25 years of manufacturing garden edging

EverEdge has been manufacturing garden edging for over 25 years, and we have a reputation for producing high-quality, durable products that last for years.

Modular access ramps and home extensions

At RAMPHILL, we specialise in the design and installation of modular access ramps and home extensions. Our products are made from high-quality materials and are designed to be both functional and aesthetically pleasing.

A new conservatory roof is an investment

Conservatory roofs are a great way to increase the value of your home and provide a comfortable space for entertaining and relaxation. At RAMPHILL, we offer a range of conservatory roof options to suit your needs and budget.

Get your lawn spring-ready

With the weather warming up, it's time to get your lawn ready for the spring. Our lawn care products will help you achieve a lush, green lawn that's perfect for the summer months.

Make house keys a thing of the past with the Nuki Smart Lock 2.0

The Nuki Smart Lock 2.0 is a smart lock that allows you to control your front door from anywhere using your smartphone. It's easy to install and offers a range of security features to keep your home safe.

A naturally-insulated fireplace for the garden

The Schreder fireplace is a naturally-insulated fireplace that's perfect for the garden. It's made from high-quality materials and is designed to be both functional and aesthetically pleasing.

No more fuel, cables or hassle

The greenworks lawnmower is a cordless lawnmower that's easy to use and maintain. It's perfect for small gardens and offers a range of features to make mowing easier.

Plant-astic! Bring an indoor or outdoor space to life

At gardeners dream, we offer a range of indoor and outdoor plants to suit your needs and budget. Our plants are high-quality and easy to care for, and we offer a range of delivery options to make it easy for you to get your plants.

1.6m

Average print readership
of *Daily Mail*

63%

are ABC1

79%

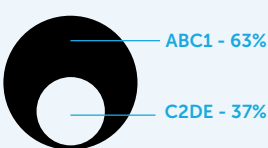
choose to only read a
weekend newspaper

53

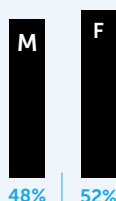
minutes is the average
time spent reading

DEMOGRAPHICS

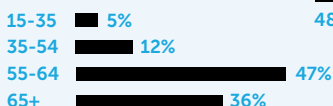
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 1,600,000 average circulation
- 2,300,000 average print readership
- Distributed UK wide

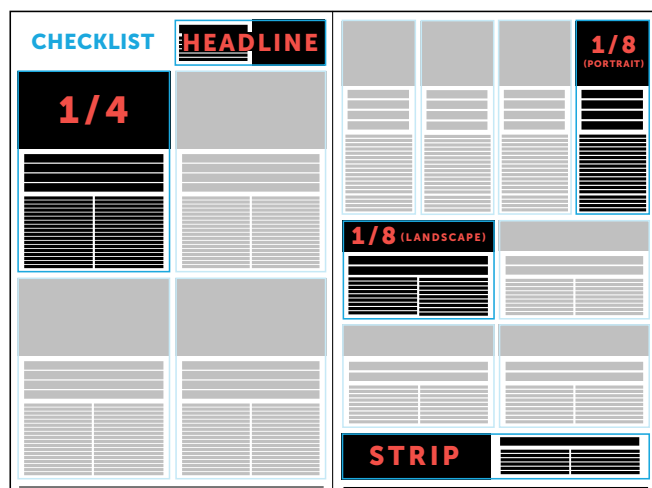
RATE CARD

Third page	£13,800
Quarter page	£10,350
Sixth page	£6,900
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

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: 134.5 x 71.7 mm
Portrait: 65.25 x 147.7 mm

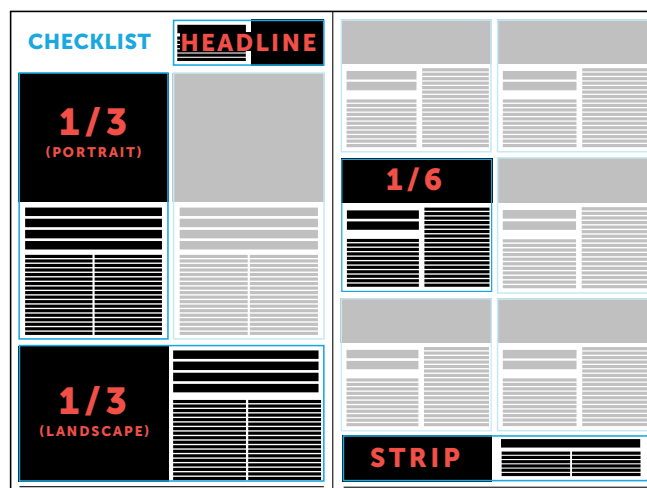
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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