

HOMES AND GARDENS *checklist* ✓



The **PUBLISHED WITH** Guardian **ON SATURDAYS**

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

The **Homes & Gardens Checklist** is a full-colour, tabloid-sized double-page spread of advertorial content published in the Saturday edition of *The Guardian* newspaper.

The Guardian is a trusted source of information for the latest property news and analysis for over a million hard-to-reach readers – 95% of whom claim to read no other quality newspaper.

Packed full of inspiration 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; and interior/exterior design ideas.

Published on a Saturday, the **Homes & Gardens Checklist** provides a perfect shop window for brands and organisations with a focus on Homes & Gardens, and is published at a time when many readers are making their buying decisions for the new season.

PARTICULARLY CONSIDERING

- 83% of readers trust *The Guardian's* content – the most trusted publication in the UK
- 65% of readers say *The Guardian* helps them to make up their mind
- 85% of *The Guardian* readers are ABC1, with an average household income of £59,764
- 95% of *The Guardian* readers claim that they don't read any other quality newspaper

EverEdge: 25 years of manufacturing garden edging

Developed originally as an alternative to high and strong metal edging for lawns, EverEdge has become the most popular choice for garden edging. It's a long-lasting, low-maintenance, and easy-to-install solution that can be used in a variety of ways. EverEdge is made from a high-quality, recycled plastic material that is resistant to weathering, rot, and insect damage. It's available in a range of colours and finishes to match your garden's style. EverEdge is also available in a range of heights and widths to suit your needs. For more information, visit www.everedge.co.uk or call 01203 447700 or 0800 447700.

Get your lawn spring-ready

Spring is the best time to get your lawn ready for the growing season. It's a time when the grass is starting to grow and the weather is warming up. There are a few things you can do to get your lawn ready for spring. First, you should mow your lawn regularly. Second, you should fertilise your lawn. Third, you should water your lawn. For more information, visit www.gardenersdream.co.uk or call 01203 447700 or 0800 447700.

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 unlock your door using your smartphone. It's a convenient and secure way to unlock your door. The Nuki Smart Lock 2.0 is available in a range of colours and finishes to match your door. For more information, visit www.nuki.co.uk or call 01203 447700 or 0800 447700.

A naturally-insulated fireplace for the garden

The Schiedel fireplace is a naturally-insulated fireplace that is perfect for the garden. It's a beautiful and functional piece of furniture that will add to the value of your garden. The Schiedel fireplace is available in a range of colours and finishes to match your garden's style. For more information, visit www.schiedel.co.uk or call 01203 447700 or 0800 447700.

Modular access ramps and home extensions

Quadracore offers a range of modular access ramps and home extensions. These products are designed to help you improve your home's accessibility. They are made from high-quality materials and are easy to install. For more information, visit www.quadracore.co.uk or call 01203 447700 or 0800 447700.

A new conservatory roof is an investment

Conservatory roofs are a great way to improve your conservatory. They provide a more secure and weather-resistant roof for your conservatory. They are also available in a range of colours and finishes to match your conservatory's style. For more information, visit www.conservatoryroofs.co.uk or call 01203 447700 or 0800 447700.

Fire it up, slow it down for maximum flavour

Kamado Joe offers a range of kamado grills. These grills are perfect for cooking food in a healthy and delicious way. They are made from high-quality materials and are easy to use. For more information, visit www.kamadojoe.co.uk or call 01203 447700 or 0800 447700.

No more fuel, cables or hassle

Greenworks offers a range of cordless power tools. These tools are perfect for DIY projects around the house. They are easy to use and don't require any fuel or cables. For more information, visit www.greenworks.co.uk or call 01203 447700 or 0800 447700.

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

Gardeners Dream offers a range of indoor and outdoor plants. These plants are perfect for adding a touch of nature to your home or garden. They are easy to care for and will thrive in a variety of conditions. For more information, visit www.gardenersdream.co.uk or call 01203 447700 or 0800 447700.

Operate your blinds with your voice

Appear offers a range of smart blinds. These blinds can be controlled using your voice. They are a convenient and modern way to control your blinds. For more information, visit www.appear.co.uk or call 01203 447700 or 0800 447700.

865k

Saturday print readership
of *The Guardian*

65%

of readers say *The Guardian* helps
them to make up their mind

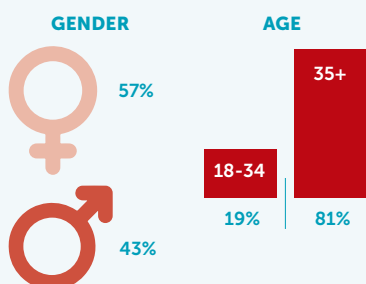
83%

trust *The Guardian's* content
— making it the most trusted
newspaper in the UK

54%

of readers believe they are more
likely to respond to an advert if it
appears from a trusted source

DEMOGRAPHICS



DISTRIBUTION

- 228,038 copies of *The Guardian* are published on a Saturday
- 865,584 average weekend readership
- Distributed UK wide

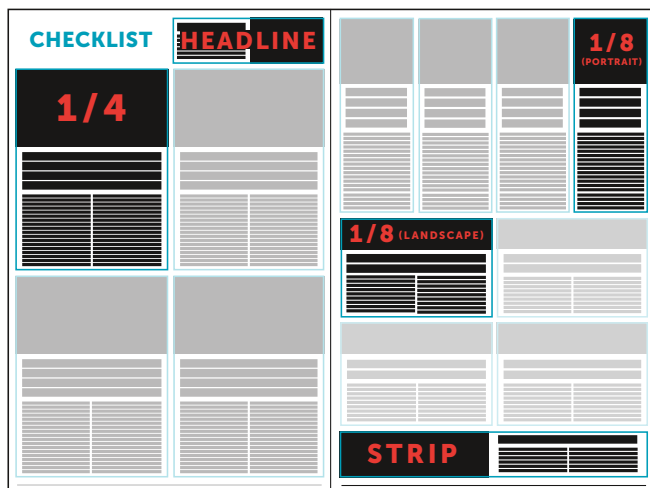
RATE CARD

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: 129.5 x 135.7 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: 129.5 x 66 mm
Portrait: 62.8 x 135.7 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: 263 x 42.5 mm

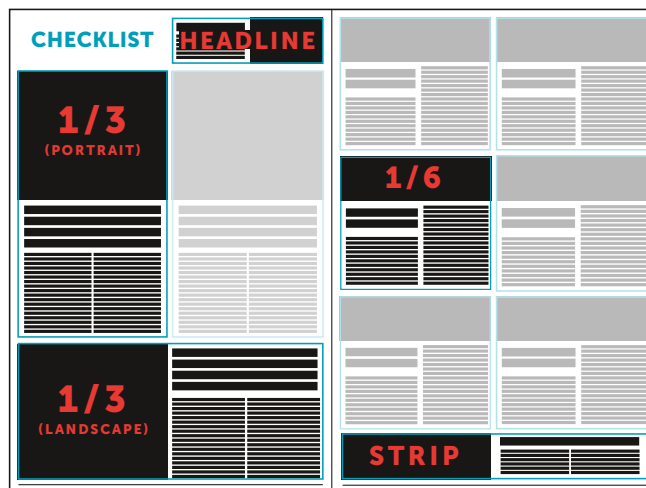
Total word count 120-150 words

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: 263 x 89 mm
Portrait: 192.5 x 182.4 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: 129.5 x 89 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: 129.5 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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Company number: 08357910 VAT number: 161866882

Homes and Gardens Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Guardian*

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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