

# HOMES AND GARDENS *checklist* ✓



## The PUBLISHED WITH Guardian Weekend ON SATURDAYS

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

**Homes & Gardens Checklist** is a full-colour, oversized-A4 double-page spread of advertorial content published in *Guardian Weekend Magazine* issued with the weekly newspaper.

*Guardian Weekend Magazine's* readership is well balanced, with an even split among all age groups, which means **Homes & Gardens Checklist** is perfectly poised to serve as the essential guide to help readers of all ages make the best choices available for themselves and their homes.

Full of inspiration for those who are spending more time with family and friends in their homes and gardens, the **Homes & Gardens Checklist** serves as an essential guide for readers on the latest tools & gadgets, BBQs and accessories, patio furniture, entertainment & leisure, DIY must-haves, as well as food & drink options, and ways to maximise outdoor space.

Published on a Saturday, the **Homes & Gardens 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

- *Guardian* readers spend £81 a week on groceries
- 85% of *The Guardian* readers are ABC1, with an average household income of £59,764
- 53% of readers say *The Guardian* is impartial and unbiased.

### HOMES AND GARDENS checklist

Here's a variety of ideas for the home or garden - whether they're to make better use of living space or for the family living in that space, these should fire up the imagination.

**Enjoy a feast for all the senses**

The uniquely styled *Homes & Gardens* cover replicates the charm of cooking outdoors - and makes for an even better experience.

Designed by award-winning Danish designer Sissou Eash, the *Forma* is the ideal choice for those who value good food, urban Scandinavian design and cosy shared experiences.

Originally inspired by Italian piazza covers, a *Forma* *Forma* cover does away with the idea that a grill needs to be a boring old box. Besides, it's a perfect outdoor heater that looks good. The *Forma* *Forma* is a wonderful utility too - it's ideal for slow roasting, smoking or for creating the perfect outdoor space. And when it's not providing your area of taste, it's a perfect outdoor heater that looks good. The *Forma* *Forma* is a wonderful utility too - it's ideal for slow roasting, smoking or for creating the perfect outdoor space.

**Made-to-order paint, delivered next day**

Manufactured in Norfolk, premium paint brand Fenwick & Tibbott has an extensive colour palette in a range of stunning finishes.

Visit [fenwickandtibbott.co.uk](http://fenwickandtibbott.co.uk), email [sales@fenwickandtibbott.co.uk](mailto:sales@fenwickandtibbott.co.uk) or call 01362 684125. Follow @fenwickandtibbott on Twitter.

**Turn your garden into your own Chelsea Flower Show with Kangular**

Adding a stylish, architectural look to gardens that's worthy of the Chelsea Flower Show or Grand Designs, modern garden furniture is now easier than Kangular.

Kangular empowers the nation's gardeners and home-improvers to quickly achieve a sophisticated designer look. Creating a place of instant atmosphere in gardens that needed look out of place in a gallery, but a fraction of the cost.

To speak to the experts at Kangular, call 020 812 1234 or visit [www.kangular.com](http://www.kangular.com)

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

hardistcompany.co.uk/roasting

**Discover how easy gardening can be with the new 20V cordless range**

Small gardens need great tools and the Houshold Houshold range is a perfect way to go. Lightweight, clean and energy efficient - this cordless range is powered by a class leading 20V lithium-ion battery and a great starter kit for anyone buying cordless gardening products for the first time and offers great value for money.

With the Houshold 20V battery like a Smart Tool Recognition System. This battery management technology optimises the performance of the battery to each tool by adjusting the electrical resistance. It then adjusts the power output and current levels accordingly - completely balancing energy and discharge rate with the temperature and voltage of the tool.

It's all thanks to the Houshold 20V battery, which is a tool for every job and for every garden. Whether you have a small garden or a vast forest plot, the Houshold 20V battery range makes every-day gardening tasks easy!

Easy to use and made here, these batteries and tool head tools feature in the range all of which come with a battery and charger included.

- Smart 20V battery system
- Lightweight tools
- Easy to use, start and maintain
- Easy to use!

To get yourself a greener garden with a smaller carbon footprint with Houshold, go to [mountfieldmowers.co.uk](http://mountfieldmowers.co.uk)

**For a beautiful landscape, pick a professional**

Looking to expand your garden and support with your garden or landscaping project? Meet a garden designer, built or maintained? The British Association of Landscape Industries (BALI) can recommend over 100 accredited companies, and individuals and is the leading trade association for landscape professionals in the UK.

Equipped in your new garden or landscaping project, BALI members are professional in their education, designing, building and maintaining small, medium or large gardens.

To find your nearest landscape professional, search by town or postcode on [bali.org.uk](http://bali.org.uk), or call 024 7955 6355.

**Add a touch of luxury to your bedroom**

Transform your bedroom into a sanctuary your mind will love, with the full range of crisp white bed linen collections in a variety of luxury finishes. DUSK's contemporary soft, cloud-like bedding collections will take your bedroom to new heights.

Struggle to get a good night's sleep with the Vertemur Navy Collection - a 4-in-1 limited edition collection that can be paired perfectly with all luxury bed linen collections from DUSK.

For an extra 10% off all orders, use code DUSK10. Shop the full range of luxury bedding, exclusively at [dusk.co.uk](http://dusk.co.uk)

**Don't kettle for second best**

The original British manufacturer of the truly exquisite Sanyo kettle range.

Three authentic kitchen appliances are made by hand from the highest grade of copper to the same exacting standards as in the 1950s. The longevity and timelessness of these kettles means this investment is something that will stay in your kitchen for generations.

The 1952 Sanyo has a beautiful crafted design. It is robust, simple, yet elegant and is as popular today as it was 60 years ago. These iconic examples of British design are also available with the added luxury of chrome-plating, starting to look at and easy to care for. The artisan quality of their manufacturing and personal attention to every customer means Sanyo's 1952 Sanyo kettles are the ultimate quality of their manufacturing and personal attention to every detail.

To place your order visit [neweybloomer.co.uk](http://neweybloomer.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, the 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 lovingly handcraft beds of the contemporary kind. Making a selection inspired by the Art Deco era, available.

Call 01485 842516 or visit the website [wroughtiron.co.uk](http://wroughtiron.co.uk)

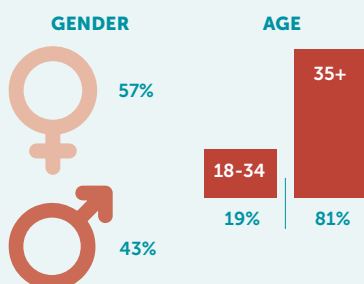
**865k**  
Saturday print readership  
of *The Guardian*

**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

- 223,038 copies of *Guardian Weekend Magazine* are published on a Saturday
- 865,584 average Saturday readership
- Distributed UK wide

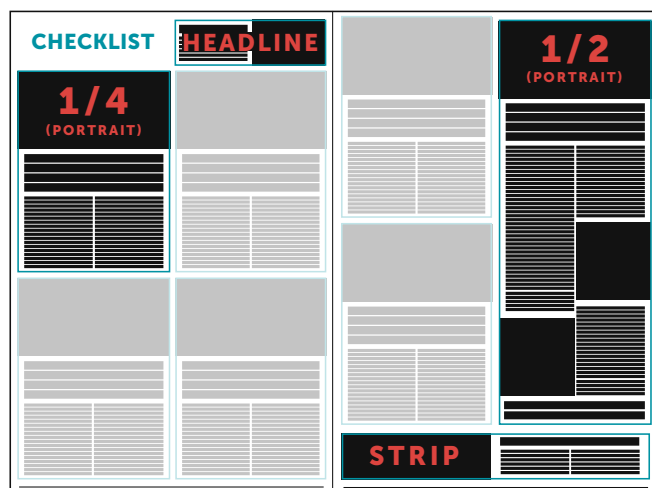
### RATE CARD

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

**CLICK HERE TO SEE THE COMPETITION MEDIA PACK**

## 1/4 , 1/8 FEATURE REQUIREMENTS

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



### QUARTER PAGE

Portrait: 110 x 106.5 mm

### HALF PAGE

Portrait: 224 x 106.5 mm

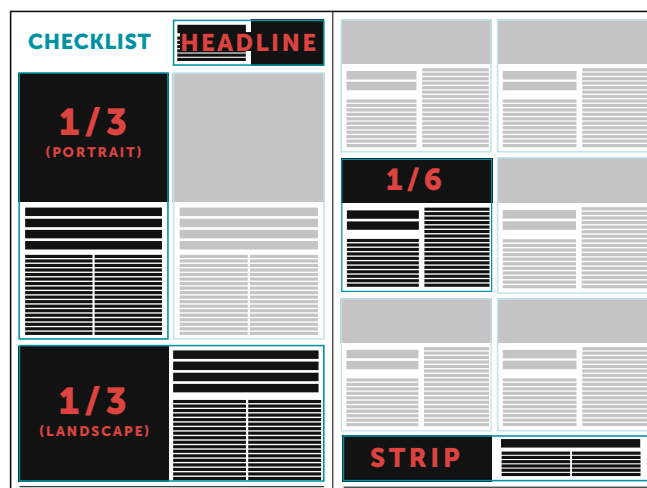
<b>Total word count</b>	130-150 words (includes call to action)	<b>Total word count</b>	250-300 words (includes call to action)
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links	<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 images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

### STRIP Landscape: 218 x 37 mm

<b>Total word count</b>	80-100 words (includes call to action)
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

## 1/3 , 1/6 FEATURE REQUIREMENTS

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



### THIRD PAGE

Landscape: 72 x 218 mm

Portrait: 148 x 106.5 mm

### SIXTH PAGE

Landscape: 72 x 106.5 mm

<b>Total word count</b>	160-200 words (includes call to action)	<b>Total word count</b>	80-100 words (includes call to action)
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links	<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2 images + logo	<b>Images</b>	1 image + logo

### HEADLINE COMPETITION Landscape: 37 x 106.5 mm

<b>Copy</b>	What is the prize and its value.
<b>URL</b>	Hurst Media will provide competition link
<b>Images</b>	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](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, United House, North Road, N7 9DP  
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 *Guardian Weekend Magazine*. All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](https://hurstmediacompany.co.uk/hurst-media-advertising-terms)

### MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018  
[sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPARTMENT

Tel: 0203 770 4024  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



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The UK's trusted media partner