

Homes and Interiors *checklist*



PUBLISHED WITH THE TIMES ON SATURDAYS

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

Homes & Interiors Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of *The Times*.

With a 1m daily readership, of which 64% are in the AB social-economic profile, *The Times* boasts a wealthy readership with high disposable incomes. They have the spare money to invest into their properties, either to improve their home or simply maximise their enjoyment of day-to-day living.

Full of inspiration for those looking to move, improve or merely make a house a home, 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 Saturday, the **Homes & Interiors Checklist** provides a perfect shop window for brands and organisations looking to benefit from a readership accustomed to expert property commentary from award-winning journalists.

PARTICULARLY CONSIDERING

- Readers of *The Times* are 28% more likely to buy or sell their property over the next 12 months
- Readers of *The Times* are 25% more likely to mention advertisements when they talk about brands
- *The Times* readers have an average family income of £55,885

Beat the burglar: new British Standard locks

Upgrade your locks to the latest British Standard locks. The new British Standard locks are designed to be more secure than ever before. They are made from high-quality materials and are tested to meet the highest standards of security. They are also easy to install and maintain.

Aspec

Your design destination

Discover the latest in interior design. From modern to traditional, there's something for everyone. Our experts provide the latest trends and inspiration for your home.

nest

The underground movement towards velvet

Velvet is back! This luxurious fabric is making a comeback in interior design. It's perfect for creating a sophisticated and elegant look in your home.

danetti

Effortless savings on your energy bills, forever

Save money on your energy bills with our expert advice. We provide the latest tips and tricks to help you reduce your energy consumption and save money.

Flippa

Wake up pain free thanks to the Emma Original - the UK's most-awarded mattress in 2019

Experience the comfort of the Emma Original mattress. It's the most-awarded mattress in the UK for 2019. It's designed to provide the perfect support for your body.

Emma

Tile designs for a new, nature-loving world

Bring the outdoors in with our new tile designs. They are inspired by nature and are perfect for creating a natural and calming atmosphere in your home.

Topps Tiles

Control your home remotely with Bosch

Take control of your home with the Bosch smart home system. It allows you to control your lights, heating, and security from anywhere.

Bosch

Softened water for a cleaner, better home

Improve your home with softened water. It's better for your skin, your clothes, and your appliances. It's the perfect solution for a cleaner and better home.

HARVEY Water Solutions

Sleep soundly with Slumberdown

Get a good night's sleep with the Slumberdown mattress. It's designed to provide the perfect support for your body and help you wake up refreshed.

Slumberdown

Operate your blinds with your voice

Control your blinds with your voice using the Amazon Alexa and Google Home. It's the perfect solution for a smart and convenient home.

Amazon Alexa

1m
Saturday print readership
of *The Times*

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

70%
believe it is worth paying
extra for quality products

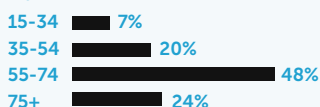
39%
agree they tend to go for
premium brands

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 467,325 copies of *The Times* published on a Saturday
- 1,077,000 average print Saturday readership
- Distributed UK wide

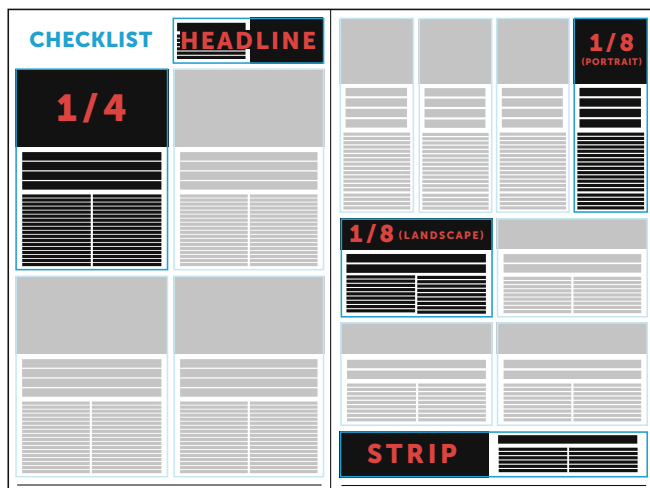
RATE CARD

Third page	£7,500
Quarter page	£5,625
Sixth page	£3,750
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: 132 x 136.6 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: 132 x 66.25 mm

Portrait: 64 x 136.6 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: 268 x 42.5 mm

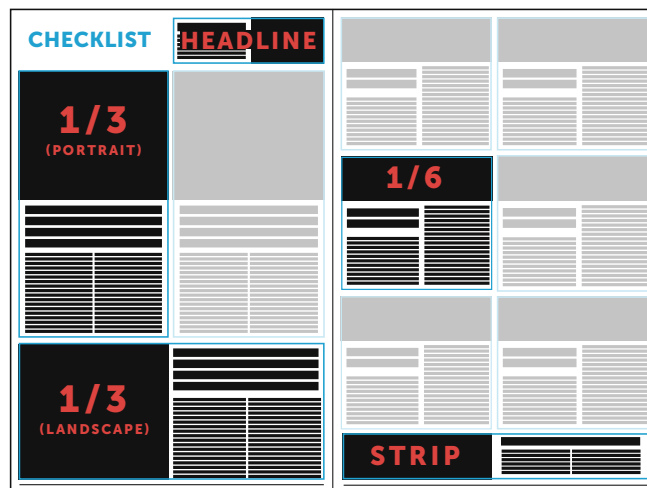
Total word count 120-150 words

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: 268 x 89.7 mm

Portrait: 183.6 x 132 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: 132 x 89.7 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: 132 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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Homes & Interiors Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Times*

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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