

# HOMES AND INTERIORS *checklist* ✓



**PUBLISHED WITH The Guardian Weekend ON SATURDAYS**

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

**Homes & Interiors 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 & Interiors 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, the **Homes & Interiors Checklist** serves as an essential guide for readers on the latest high-quality products and services including fine furnishings and accessories, household gadgets and interior design ideas, as well as entertainment and leisure, DIY must-haves, and food and drink options.

Published on a Saturday, the **Homes & Interiors 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 have an average household income of £59,764
- 85% of *Guardian* readers are ABC1
- 53% of readers say *The Guardian* is impartial and unbiased.

### HOMES AND INTERIORS *checklist*

Changing your home – whether physically moving, renovating or simply looking to refresh your interior – is a big task. It's one that takes time, money and a lot of planning. But it's also a chance to make your home the way you want it to be. So why not make the most of it? Here are some ideas to help you get started.

**Effortless savings on your energy bills, forever**

Smart meters are the latest thing in energy saving. They allow you to see how much energy you're using in real time, so you can adjust your usage accordingly. This means you can save money on your energy bills, and it's a win-win for everyone.

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

Emma Original is a premium mattress that's designed to provide the perfect support for your body. It's made from high-quality materials and has a unique design that helps to reduce pressure points and improve your sleep. It's the perfect choice for anyone who wants to wake up feeling refreshed and ready for the day.

**Sleep soundly with Slumberdown**

Slumberdown is a brand that's been making high-quality bedding for over 100 years. Their products are made from the finest materials and are designed to provide the ultimate comfort and support. Whether you're looking for a new duvet, pillow or blanket, Slumberdown has the perfect solution for you.

### Beat the burglar: new British Standard locks

As a homeowner, you'll want to make sure your home is as secure as possible. One of the best ways to do this is by installing high-quality locks. The British Standard is a set of guidelines that ensures locks are made to the highest standards of safety and security. By choosing a lock that meets these standards, you can be confident that your home is protected from burglars.

**Your design destination**

Whether you're looking for a new sofa, coffee table or rug, there's always a choice to be made. The key is to find a design that fits your style and your budget. There are many options available, from modern and minimalist to traditional and ornate. It's important to take the time to choose a design that you love, as it will be the centerpiece of your living space.

**The underground movement towards velvet**

Velvet has been making a comeback in recent years, and it's not just in fashion. It's also becoming a popular choice for home decor. Velvet is a luxurious fabric that adds a touch of elegance and sophistication to any room. It's perfect for use on sofas, armchairs, ottomans and even cushions. If you're looking for a way to update your living space, velvet is a great option.

**Softened water for a cleaner, better home**

Hard water can be a problem for many homeowners, as it can leave a white residue on surfaces and make it difficult to clean. A water softener is a device that removes the minerals in hard water, leaving you with soft, clean water. This is a great investment for anyone who wants to keep their home looking its best.

**Control your home remotely with Bosch**

Bosch has a range of smart home products that allow you to control your home from anywhere. Whether you want to turn on the lights, adjust the temperature or lock the doors, you can do it all from your smartphone. This is a convenient and secure way to manage your home, and it's a great way to save energy and money.

**Operate your blinds with your voice**

Amazon's Alexa and Google Assistant are two of the most popular voice assistants, and they can be used to control a range of smart home devices. One of the most useful of these is a smart blind, which allows you to open and close your blinds with just your voice. This is a handy feature that can make your life easier and more convenient.

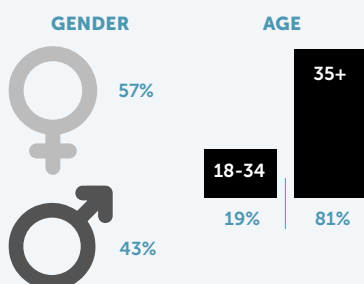
**867k**  
Saturday print readership  
of *The Guardian*

**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

- 220,240 copies of *Guardian Weekend Magazine* are published on a Saturday
- 867,492 average Saturday readership
- Distributed UK wide

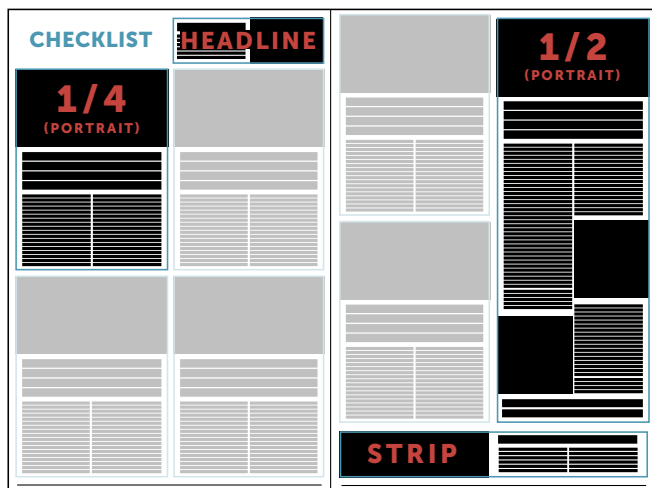
## RATE CARD

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

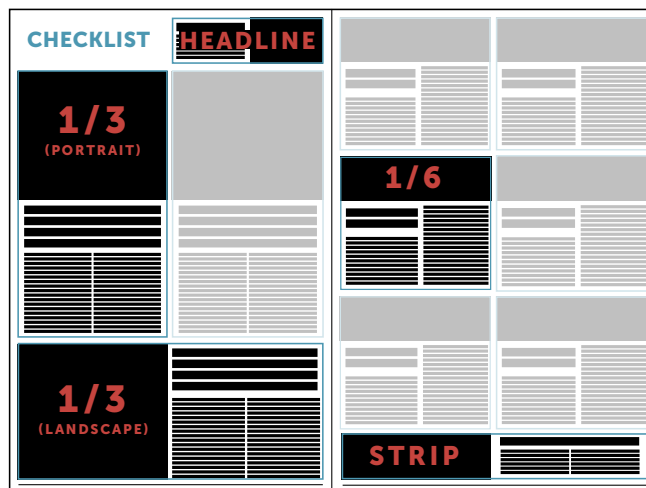
<b>Total word count</b>	130-150 words (includes call to action)	<b>Total word count</b>	250-300 words (includes call to action)
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links	<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 images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

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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 *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)

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