

HOMES AND INTERIORS *checklist*

PUBLISHED WITH The Observer ON SUNDAYS

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



The **Homes and Interiors Checklist** is a full-colour, tabloid sized single-page of advertorial content published in *The Observer* on Sundays.

The Observer is a trusted source of information for the latest property news and analysis. Packed full of inspiration for those looking to move, improve or merely make a house a home. The **Homes and Interiors Checklist** will serve 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, including fine furnishings and accessories, household gadgets and interior design ideas.

Published on a Sunday, **Homes and Interiors Checklist** is the perfect shop window for brands and organisations looking to benefit from a readership that has more time to spend reading their newspaper, and one accustomed to expert homes and interiors commentary from award-winning journalists.

PARTICULARLY CONSIDERING

- 85% of *Observer* readers are ABC1
- The average readership of *The Observer* is 451,000
- 93% of readers are interested in home and garden topics in the newspaper.



Effortless savings on your energy bills, forever

Change your home - whether physically moving, renovating or simply making modest improvements - is saving the more fulfilling things you can do with your time. Here is a variety of ideas for better living for you and the family.

Accurate savings using your bill data From the get-go, Flipper uses the information unique to you to help you save energy. This personalised service is unique to Flipper. Instead of energy estimates, we use the actual data from your bills to calculate a highly accurate estimated saving. We get your bills from your online energy account.

Pay only when you save You are only charged if a new deal is found which will save you £20 or more per year. Flipper members save an average of £385 per annum on their energy bills when they join. The first time and it's free to sign up. Flipper are so sure that they can save you a bundle, you only pay their £20 annual membership fee when they're guaranteed a saving of at least £20.

Excellent service Flipper's service is rated excellent on Trustpilot and they don't dip to energy suppliers who have poor service, saying: 'You can choose only to flipper to larger suppliers or go to green energy tariffs.'

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

WARNING OF BEDDING GROSSLY OK is associated to a new way to start your day of the past. Created by an in-house team of industry experts, it offers the optimum amount of support, pressure relief, and motion. Suitable for a number of body types and sleeping positions, the award-winning Emma Original reacts to your body weight and temperature to distribute pressure evenly across the mattress, aligning the spine and relieving joints. The breathable and gentle foam also ensures you don't wake up in a sweat. Set the tone for your day and get the sleep you deserve.

Use offer code **CHECKLIST36** for an exclusive 36% off at emma-mattress.co.uk

Beat the burglar: new British Standard locks

UPGRADE YOUR LOCKS to the latest British Standard. The Asec 550 range of locks offers the highest level of security for all doors, offering secure solutions to existing locks, high security double locking systems and reinforced cylinders which can be installed.

So put energy bills out of your mind once and for all with Flipper community

Tile designs for a new, nature-loving world

TOPPS TILE HAS OVER 25 YEARS experience in delivering excellent quality porcelain, ceramic and natural stone tiles. Porcelain, about product design and innovation, they don't buy off the shelf but cultivate their own design with industry leading manufacturers. With over 500 years of experience and a newly updated website ready to be explored, it's never been easier to redesign your home with confidence.

Topps Tiles have just announced that Tile of the Year for 2020, Stone, has a winning design: Midnight Blue. The trend for darker tones isn't going anywhere but this tile choice goes beyond the current love of moody interior design. The current style of the blue design is the really suitable with the need for contrast in these post-pandemic times. These covered edges are starting to appear more and more in interior design.

Immerse yourself in the general design and colour of the tile has a much-needed modern everyday life as we see the range of modern plants, jungle-inspired wallpaper and fabrics, and of course, biophilic design.

Award-winning blogger and interior design expert, Topps Tiles also entered the help of Dulux to create a complementary colour palette to help build a complete interior scheme around the Tile of the Year. From on-trend to those comforting warm neutrals, the colour palette has been designed for all tastes.

Discover more of the range at toppstiles.co.uk or call 0800 783 6262 for more information.

Topps Tiles

Sleep soundly with Slumberdown

EVERY BODY DESERVES A GREAT NIGHT'S SLEEP Cold temperatures are no excuse for a bad night's sleep. The Wonderfully Warm Electric Blanket is machine washable, BSCI approved, boasts a low energy consumption and comes with a two-year guarantee. The blanket truly allows you to stay wonderfully warm for a winter night's sleep.

Available online at Amazon, prices start from £39.99 for a single blanket. Visit slumberdown.co.uk to view the full electric blanket range.

Slumberdown

451k

Average readership of *The Observer*

More likely to...

...be well connected, information-hungry and vocal media consumers

£400

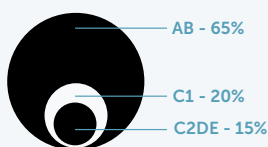
is the average credit card spend per month by *Observer* readers

85%

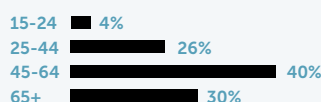
of *Observer* readers are ABC1

DEMOGRAPHICS

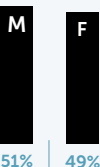
SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 140,894 copies of *The Observer* published on a Sunday
- 451,266 average readership
- Distributed UK wide

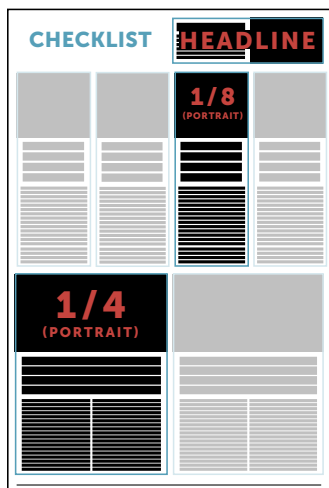
RATE CARD

Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
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

EIGHTH PAGE

Portrait: 62.8 x 135.7 mm

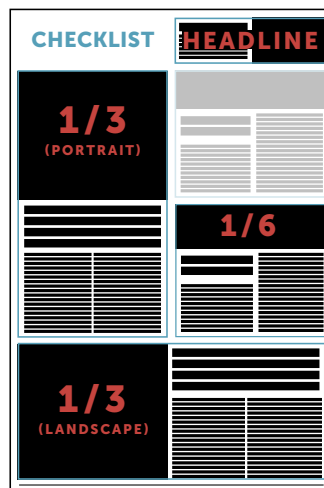
Total word count	200-250 words	Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 image + logo

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

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

SIXTH PAGE

Landscape: 129 x 89 mm

Total word count	200-300 words	Total word count	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2-3 images + logo	Images	1-2 image + logo

COMPETITION See fractional sizes

Total word count and images	Varies by fractional size
Prize	Prize and value (minimum £100)
Hosting information	MEDIA PACK LINK OVERLEAF

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

Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Sunday Times*
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