

Homes and Gardens *checklist* ✓



PUBLISHED WITH **METRO** ON FRIDAYS

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

Homes and Gardens Checklist is a full-colour, tabloid-sized double-page spread of advertorial content published in the *Metro*.

As the UK's highest circulation print newspaper, the *Metro* reaches a wide and varied audience, made up mainly of commuters, 57% of whom are in the ABC1 social demographic.

Packed full of inspiration for those looking to move, improve or merely make a house a home, **Homes and 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 Fridays at peak commuter time, **Homes and Gardens Checklist** is the perfect shop window for brands and organisations looking to benefit from an affluent and engaged readership, who regularly engage with newspapers on their daily commute.

PARTICULARLY CONSIDERING

- The average age of a *Metro* reader is 45
- The *Metro* readership is made up of 43% female and 57% male readers
- 57% of readers are ABC1 social groups
- 75% of the audience read *Metro* before 9am each day on public transport.

Homes and Gardens checklist

EVERY FRIDAY, 25 years of manufacturing garden edging

EverEdge's 25 years of manufacturing garden edging... (text continues)

Visit everedge.co.uk or call 01202 8541454

Get your lawn spring-ready

OVER THE WINTER, your lawn naturally grows and recovers... (text continues)

More hints and tips at jamesmcmurdoch.com

Make house keys a thing of the past with the Nuki Smart Lock 2.0

THESE SMART LOCKS... (text continues)

Learn more about Nuki on nuki.co.uk

A naturally-insulated fireplace for the garden

THE SCHIEDEL... (text continues)

Visit schiedel.co.uk or call 0191 517 1000

Modular access ramps and home extensions

THE HAD BUILD... (text continues)

Visit hadbuild.co.uk or call 01202 8541454

Fire it up, slow it down for maximum flavour

THE KAMADO JOE... (text continues)

Shop at kamadojoe.co.uk or call 01202 8541454

A new conservatory roof is an investment

THE GREENWORKS... (text continues)

Visit greenworks.co.uk or call 01202 8541454

Operate your blinds with your voice

THE APPEAL... (text continues)

Visit appeal.co.uk or call 01202 8541454

2.3m

Daily print readership of Metro

38%

of readers strongly agree "it's important to continue learning new things throughout your life"

75%

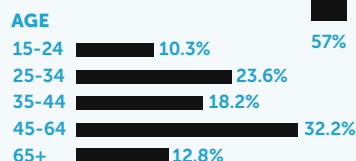
read Metro before 9am each day, with most on a train, tube or bus journey

30%

Adults are interested in the education pages of newspapers – more than any other national newspaper

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



GENDER



DISTRIBUTION

- 1,000,000 copies of Metro published daily
- 2,300,000 average issue readership
- National distribution

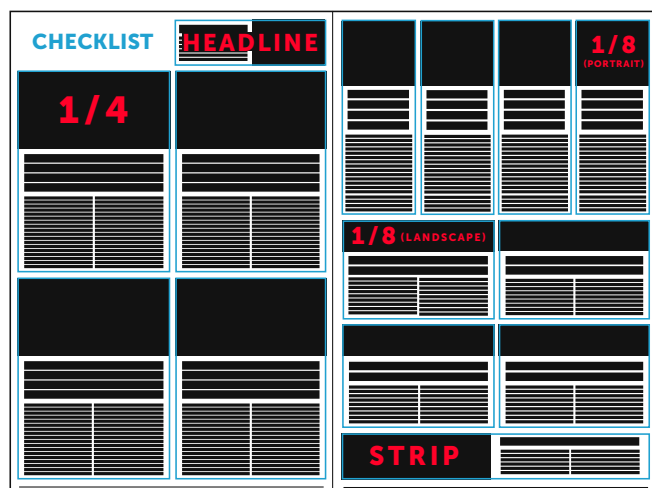
RATE CARD

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: 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

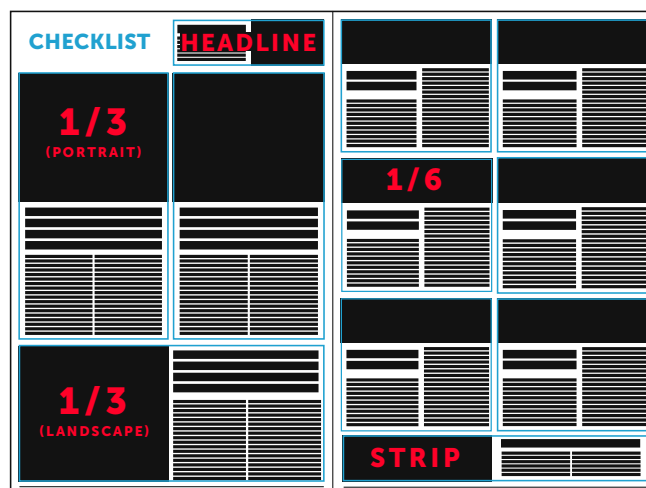
Total word count 120-150 words

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: 129.5 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

Hurst Media Company, United House, North Road, N7 9DP
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 Metro

All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPARTMENT

Tel: 0203 770 4020
production@hurstmediacompany.co.uk



HURST MEDIA
The UK's trusted media partner