

# Best of Homes & Gardens



## PUBLISHED WITH Good Housekeeping\*

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

**Best of Homes and Gardens** is a full-colour, A4-sized, double-page spread of advertorial content published in *Good Housekeeping* Magazine.

*Good Housekeeping* is a trusted source of information for the latest lifestyle trends. Packed full of inspiration for those who are interested in quality products and services, **Best of Homes and Gardens** serves as an essential guide for readers who are seeking new and exciting ways to spend. Furthermore, with 71% of ABC1 readers, *Good Housekeeping's* affluent readership are always seeking the best that money can buy when it comes to their homes and gardens.

**Best of Homes and Gardens** showcases a high-quality selection of products, including indoor and outdoor furniture, the latest gadgets, gardening tools, al fresco dining accessories, interior and exterior design ideas, soft furnishings, lawn care solutions, hardwood decking and more.

**Best of Homes and Gardens** is the perfect shop window for brands and organisations looking to benefit from an impressionable audience accustomed to expert commentary from award-winning journalists. Featuring in *Good Housekeeping* Magazine presents an amazing opportunity to directly target a new and actively engaged reader.

### PARTICULARLY CONSIDERING

- 71% of *Good Housekeeping's* readers are ABC1
- *Good Housekeeping* is the biggest-selling women's monthly lifestyle magazine over the last 100 years
- Readers are 87% more likely to buy a product or service carrying the *Good Housekeeping* Institute or Reader

# 1.1m

print readership  
of *Good Housekeeping*

# 71%

of readers are ABC1

# 365k

circulation of *Good Housekeeping*

# 1.3m

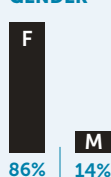
social followers of *Good Housekeeping*

## DEMOGRAPHICS

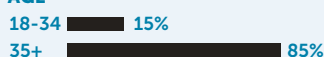
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## DISTRIBUTION

- 365,000 copies of *Good Housekeeping* are published bi-monthly
- 1.1 million average readership
- Distributed UK wide

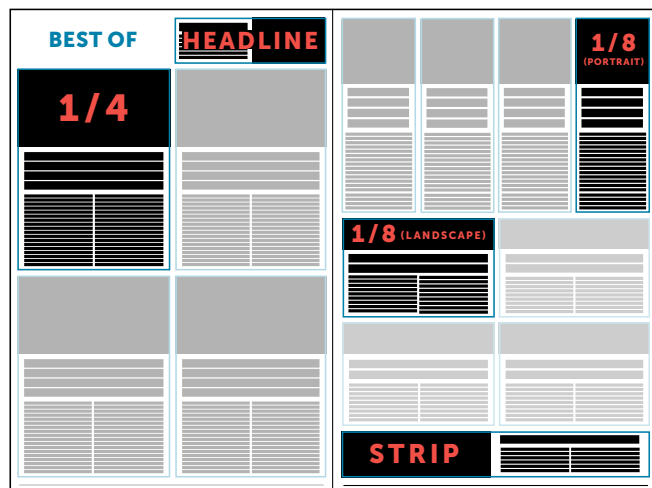
## RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,000
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: 94 x 106 mm

<b>Total word count</b>	130-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2 images + logo

### EIGHTH PAGE

Landscape: 94 x 56 mm  
Portrait: 45 x 106 mm

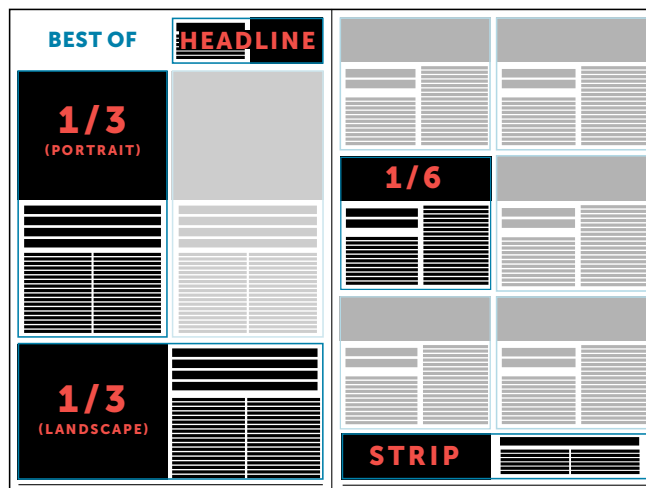
<b>Total word count</b>	50-70 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### STRIP Landscape: 193 x 32 mm

<b>Total word count</b>	80-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2 images + logo

## 1/3 , 1/6 FEATURE REQUIREMENTS

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



### THIRD PAGE

Landscape: 193 x 69 mm  
Portrait: 94 x 142 mm

<b>Total word count</b>	160-200 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2-3 images + logo

### SIXTH PAGE

Landscape: 95 x 106 mm

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

### HEADLINE Landscape: 94 x 32 mm

<b>Total word count</b>	30 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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](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, 1 Phipp Street, London, EC2A 4PS  
Company number: 08375910 VAT number: 161866882

*Best of Homes and Gardens* is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Good Housekeeping*. 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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