

Best of Homes & Improvements



PUBLISHED WITH **Daily Mail** ON SATURDAYS

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

Best of Homes & Improvements is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of the *Daily Mail*.

Daily Mail readers have an average of £47,902 in savings and investments. This wealthy readership believes it is worth paying extra for quality products and services for their day-to-day living. **Best of Homes & Improvements** serves as an essential guide for those looking to move, improve or merely make a house a home.

Best of Homes & Improvements 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, interior and exterior design ideas.

Published on a Saturday, the **Best of Homes & Improvements** is the perfect 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

- Daily Mail* readers are known for their spending power with 10% of all weekly expenditure going towards groceries
- Daily Mail* readers have an average of £47,902 in savings and investments – £22k more than the UK average
- 83% of *Daily Mail* readers are

Best of Homes & Improvements

Create your dream living space – whether you're planning to put your garden to put the final touches to your grand design, here are some of the best ways to improve your home

Titan Security Europe: the experts in home security

There's nothing more important than your home. With over 20 years of experience, Titan Security Europe is the leading provider of home security solutions in the UK. From alarm systems to CCTV, we have the expertise to protect your home from any threat.

Alarm systems
We offer a range of alarm systems to suit your needs, from basic burglar alarms to advanced fire and flood alarms. Our systems are easy to install and use, and we provide 24/7 monitoring.

CCTV systems
We offer a range of CCTV systems to suit your needs, from basic indoor cameras to advanced outdoor cameras. Our systems are easy to install and use, and we provide 24/7 monitoring.

Fire and flood alarms
We offer a range of fire and flood alarms to suit your needs, from basic smoke alarms to advanced flood alarms. Our systems are easy to install and use, and we provide 24/7 monitoring.

Home security solutions
We offer a range of home security solutions to suit your needs, from basic alarm systems to advanced fire and flood alarms. Our systems are easy to install and use, and we provide 24/7 monitoring.

Exquisite flowers and fragrance

Exquisite flowers and fragrance are a must for any home. Our range of flowers and fragrances is the perfect way to add a touch of elegance to your home.

Flowers
We offer a range of flowers to suit your needs, from basic bouquets to advanced floral arrangements. Our flowers are fresh and long-lasting.

Fragrances
We offer a range of fragrances to suit your needs, from basic scented candles to advanced essential oils. Our fragrances are fresh and long-lasting.

Premium homes without the price tag

At Ashwood, we offer a range of premium homes without the price tag. Our homes are built to last and offer a range of features that you won't find elsewhere.

Quality construction
Our homes are built to last and offer a range of features that you won't find elsewhere. We use the best materials and the most skilled craftsmen to ensure that our homes are of the highest quality.

Value for money
Our homes are built to last and offer a range of features that you won't find elsewhere. We use the best materials and the most skilled craftsmen to ensure that our homes are of the highest quality.

Created by our design studio, customised by you

Our design studio offers a range of customised furniture and home decor. We work with you to create a unique design that suits your needs and budget.

Furniture
We offer a range of furniture to suit your needs, from basic sofas to advanced dining tables. Our furniture is customised to suit your needs and budget.

Home decor
We offer a range of home decor to suit your needs, from basic cushions to advanced lighting fixtures. Our home decor is customised to suit your needs and budget.

Tailored mortgages from Path

Path offers a range of tailored mortgages to suit your needs. We work with you to create a unique mortgage that suits your needs and budget.

Mortgages
We offer a range of mortgages to suit your needs, from basic fixed-rate mortgages to advanced variable-rate mortgages. Our mortgages are tailored to suit your needs and budget.

Storm strength from Shetland

Shetland offers a range of storm strength products to suit your needs. We work with you to create a unique product that suits your needs and budget.

Storm strength
We offer a range of storm strength products to suit your needs, from basic storm doors to advanced storm windows. Our products are designed to withstand the harshest weather conditions.

Transform Your Landscape with Emorsgate

Emorsgate offers a range of landscape design services to suit your needs. We work with you to create a unique landscape design that suits your needs and budget.

Landscape design
We offer a range of landscape design services to suit your needs, from basic garden design to advanced landscape design. Our services are tailored to suit your needs and budget.

Discover the art of bespoke furniture with Harvey George

Harvey George offers a range of bespoke furniture to suit your needs. We work with you to create a unique piece of furniture that suits your needs and budget.

Bespoke furniture
We offer a range of bespoke furniture to suit your needs, from basic sofas to advanced dining tables. Our furniture is customised to suit your needs and budget.

Greenhouses hand-made to order from Cultivar

Cultivar offers a range of hand-made greenhouses to suit your needs. We work with you to create a unique greenhouse that suits your needs and budget.

Greenhouses
We offer a range of hand-made greenhouses to suit your needs, from basic polytunnels to advanced glass greenhouses. Our greenhouses are customised to suit your needs and budget.

2.3m

Average print readership of *Daily Mail*

63%

are ABC1

79%

choose to only read a weekend newspaper

53

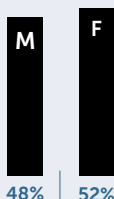
minutes is the average time spent reading

DEMOGRAPHICS

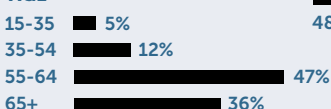
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 1,600,000 average circulation
- 2,300,000 average print readership
- Distributed UK wide

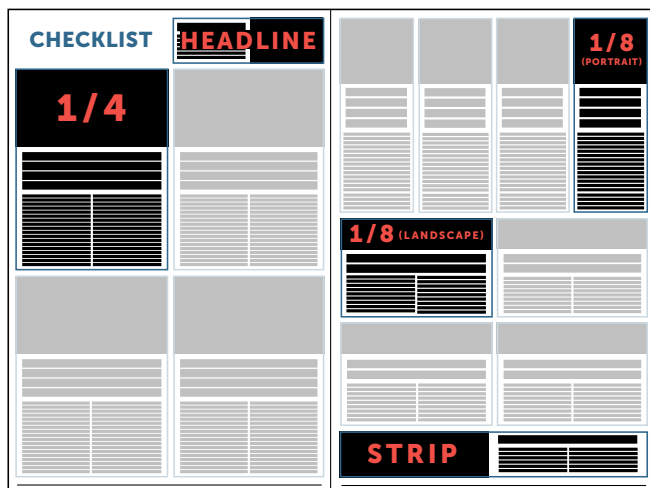
RATE CARD

Third page	£13,800
Quarter page	£10,350
Sixth page	£6,900
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: 134.5 x 147.7 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: 134.5 x 71.7 mm
Portrait: 65.25 x 147.7 mm

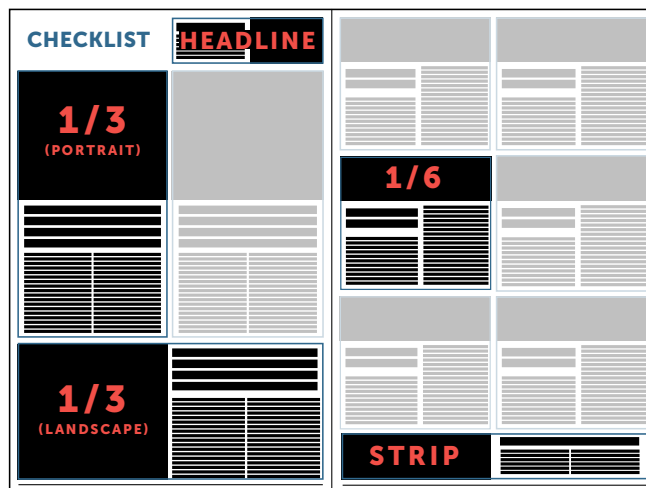
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 273 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: 273 x 97 mm
Portrait: 134.5 x 198.7 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: 134.5 x 97 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: 134.5 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

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