

# HOMES AND GARDENS *checklist*



**PUBLISHED WITH THE SUNDAY TIMES ON SUNDAYS**

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

**Homes & Gardens Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Home section of *The Sunday Times*.

With a 1.8m weekly readership, of which 62% are in the AB social-economic profile, *The Sunday Times* boasts a wealthy readership with high disposable incomes. They have the spare money to invest into their properties, either to improve their home or simply maximise their enjoyment of day-to-day living.

Full of inspiration for those who are spending more time indoors and in the garden, the **Homes & Gardens Checklist** serves as an essential guide for readers on the latest food & drink options, entertainment, DIY & interiors, as well as delivery services, gardening, lawn games, al fresco dining and BBQs.

The **Homes & Gardens Checklist** provides a perfect shop window for brands and organisations who are looking 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 to use whilst staying indoors.

## PARTICULARLY CONSIDERING

- Readers spent over £316m on home improvement materials in the past year
- Readers look to *The Sunday Times* for inspiration on renovating or decorating their homes
- *The Sunday Times* readers are twice as likely to own a holiday home.

### EverEdge: 25 years of manufacturing garden edging

EverEdge has been manufacturing garden edging for 25 years. Our products are made from recycled plastic and are designed to last for 25 years. We offer a range of products to suit all budgets and tastes. Visit [everedge.co.uk](http://everedge.co.uk) for more information.

### Get your lawn spring-ready

With the arrival of spring, it's time to get your lawn ready for the season. Our experts offer advice on how to maintain your lawn throughout the year. Visit [www.bobcat.co.uk](http://www.bobcat.co.uk) for more information.

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

The Nuki Smart Lock 2.0 is a smart lock that allows you to control your front door from anywhere. It's easy to install and use. Visit [nuki.co.uk](http://nuki.co.uk) for more information.

### A naturally-insulated fireplace for the garden

The Schiedel fireplace is a naturally-insulated fireplace that can be used in the garden. It's perfect for those who want to enjoy the outdoors without the hassle of a traditional fireplace. Visit [schiedel.co.uk](http://schiedel.co.uk) for more information.

### Modular access ramps and home extensions

Quadrabuild offers modular access ramps and home extensions. Our products are designed to be easy to install and use. Visit [quadrabuild.co.uk](http://quadrabuild.co.uk) for more information.

### A new conservatory roof is an investment

Conservatory roofs are a great investment for your home. They can help to improve the energy efficiency of your property. Visit [conservatoryroof.co.uk](http://conservatoryroof.co.uk) for more information.

### No more fuel, cables or hassle

The Greenworks lawnmower is a cordless lawnmower that is easy to use and maintain. It's perfect for those who want to keep their lawn in top condition. Visit [greenworks.co.uk](http://greenworks.co.uk) for more information.

### Plant-astic! Bring an indoor or outdoor space to life

The Gardeners Dream plant range is a collection of plants that are perfect for both indoor and outdoor use. Visit [gardenersdream.co.uk](http://gardenersdream.co.uk) for more information.

### Fire it up, slow it down for maximum flavour

The Kamado Joe grill is a versatile grill that can be used for a variety of different foods. It's perfect for those who want to enjoy the outdoors without the hassle of a traditional grill. Visit [kamadojoe.co.uk](http://kamadojoe.co.uk) for more information.

### Operate your blinds with your voice

The Apple TV is a smart TV that can be controlled using your voice. It's perfect for those who want to enjoy the outdoors without the hassle of a traditional TV. Visit [apple.com](http://apple.com) for more information.

**2.7m**

Average readership of  
*The Sunday Times*

**34%**

are always looking for new  
ideas to improve their home

**46%**

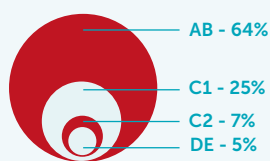
of regular Home readers  
are likely to take action  
after reading its articles

**68%**

are interested in home  
and garden topics within  
newspapers

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC



### AGE



### GENDER



## DISTRIBUTION

- 707,917 printed copies of *The Sunday Times* are circulated
- 2,724,000 average print readership of *The Sunday Times*
- Distributed UK wide

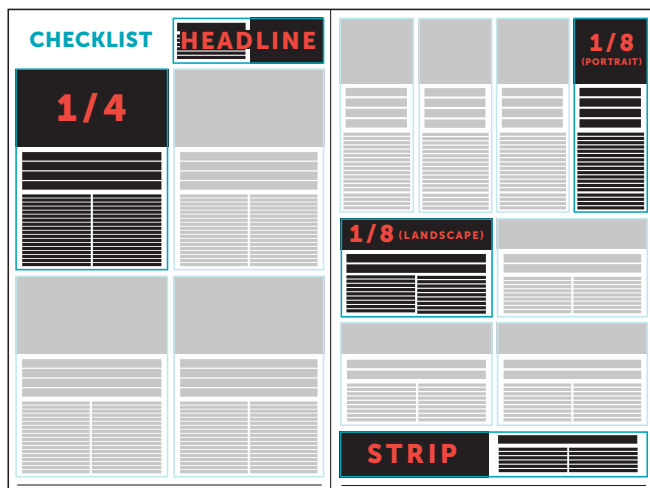
## RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,500
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: 132 x 136.6 mm

<b>Total word count</b>	200-250 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2 images + logo

### EIGHTH PAGE

Landscape: 132 x 66.25 mm  
Portrait: 64 x 136.6 mm

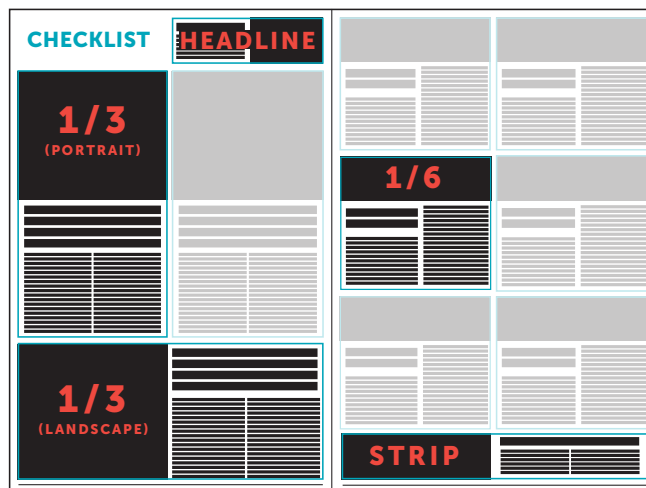
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### STRIP Landscape: 268 x 42.5 mm

<b>Total word count</b>	120-150 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: 268 x 89.7 mm  
Portrait: 183.6 x 132 mm

<b>Total word count</b>	200-300 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: 132 x 89.7 mm

<b>Total word count</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 image + logo

### HEADLINE Landscape: 134 x 42.5 mm

<b>Total word count</b>	60-80 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, United House, North Road, N7 9DP  
Company number: 08357910 VAT number: 161866882

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