

AT HOME AND GARDEN checklist



The PUBLISHED WITH Guardian ON SATURDAYS

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

At Home & Garden Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Guardian* newspaper.

The Guardian is a trusted source of information for the latest news and analysis. Packed full of inspiration for those who are spending more time indoors, **At Home & Garden Checklist** will serve as an essential guide for how to improve the quality of your home, as well as things to do.

Full of inspiration for those who are spending more time indoors, the **At Home & Garden Checklist** serves as an essential guide for readers on the latest food & drink options, gadgets, tech and online games, homes, DIY & interiors, as well as delivery services, entertainment and health & wellness amenities.

Published on a Saturday, the **At Home & Garden Checklist** 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 to use whilst staying indoors.

PARTICULARLY CONSIDERING

- 83% of readers trust *The Guardian's* content, the most trusted publication in the UK
- 65% of readers say *The Guardian* helps them to make up their mind
- 85% of *The Guardian* readers are ABC1, with an average household income of £59,764
- 95% of *The Guardian* readers claim that they don't read any other quality newspaper

ADVERTISMENT

AT HOME AND GARDEN checklist

When you're staying at home, it's the perfect opportunity to spend on your interior, which shows your personality to your guests. Here is a selection of products and services to help you transform your home.

A naturally-insulated fireplace for the garden

THE SCHIEDEL FIREPLACE is a perfect choice for those who want to enjoy the outdoors without the hassle of a traditional fireplace. It's made from high-quality materials and is designed to be installed in a garden or patio area. It's a perfect choice for those who want to enjoy the outdoors without the hassle of a traditional fireplace.

Get your lawn summer-ready

OVER THE WINTER, your lawn has been dormant and needs to be brought back to life. This is the perfect time to invest in a lawn care service to ensure your lawn is in the best possible condition for the summer.

Sky-high savings on top quality cleaning products

THE TOWER CLEANING SYSTEM is a game-changer for those who want to keep their home clean and fresh. It's a powerful cleaning system that can be used on a variety of surfaces, including floors, walls, and ceilings.

The perfect meal starts with perfect cookware

THE CIRCULON COOKWARE is a perfect choice for those who want to cook healthy and delicious meals. It's made from high-quality materials and is designed to be used on a variety of heat sources.

Rebound into fitness from the safety of your home

THE REBOUND FITNESS TRAMPOLINE is a perfect choice for those who want to stay fit and healthy. It's a high-quality trampoline that is designed to be used indoors, so you can exercise safely.

Could the air inside your home be more polluted than outdoors?

THE PUREITEN AIR PURIFIER is a perfect choice for those who want to improve the air quality in their home. It's a powerful air purifier that can remove a variety of pollutants from the air.

Take care of your pet with an experienced video vet

THE FIRSTVET VIDEO VET SERVICE is a perfect choice for those who want to take care of their pet. It's a video consultation service that allows you to talk to a qualified vet from the comfort of your home.

Stream your favourite tunes at home for free

THE DEEZER MUSIC SERVICE is a perfect choice for those who want to listen to their favourite music. It's a free music streaming service that offers a vast selection of songs.

Make your garden functional all year round with the coolest range of shading solutions

THE SUNDOWNER SHADING SOLUTIONS are a perfect choice for those who want to enjoy their garden all year round. They offer a range of shading solutions, including awnings, pergolas, and more.

Create something beautiful in your garden

THE KAMADOJOE GRILL is a perfect choice for those who want to create something beautiful in their garden. It's a high-quality grill that is designed to be used outdoors.

867k

Saturday print readership of *The Guardian*

65%

of readers say *The Guardian* helps them to make up their mind

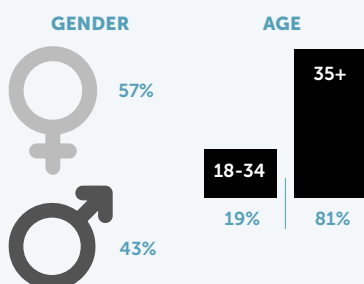
83%

trust *The Guardian's* content — making it the most trusted newspaper in the UK

54%

of readers believe they are more likely to respond to an advert if it appears from a trusted source

DEMOGRAPHICS



DISTRIBUTION

- 220,240 copies of *The Guardian* are published on a Saturday
- 867,492 average weekday readership
- Distributed UK wide

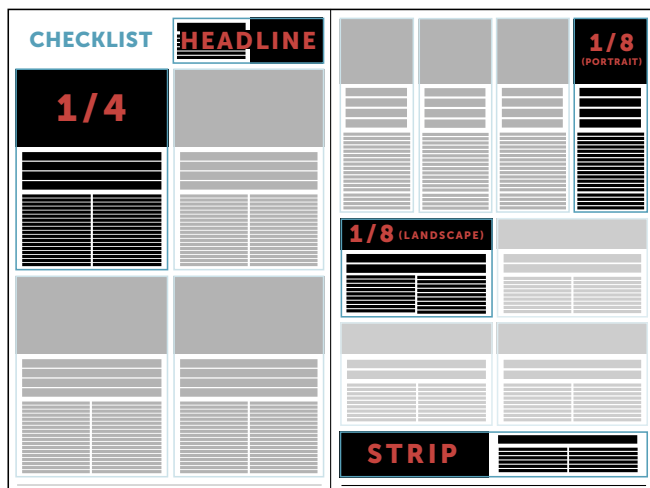
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
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: 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

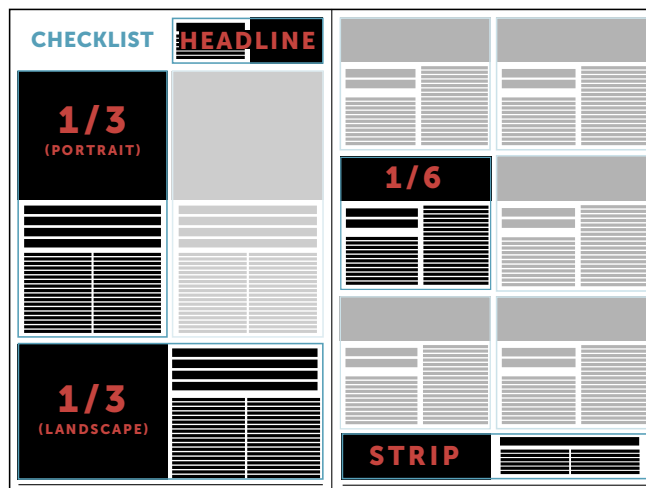
Total word count 120-150 words

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: 192.5 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

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

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

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