

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

With a 1.5m readership, of which 89% 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 looking to move, improve or merely make a house a home, the **Homes & Interiors 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, fine furnishings and accessories, household gadgets and interior design ideas.

Published on a Sunday, the **Homes & Interiors Checklist** provides a perfect shop window for brands and organisations looking to benefit from a readership accustomed to expert property commentary from award-winning journalists.

## 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.

### Beat the burglar: new British Standard locks

Upgrade your locks to the latest British Standard locks. The latest British Standard locks are now available. They are designed to be more secure than previous models and are tested to a higher standard. They are also more aesthetically pleasing and come in a variety of finishes. They are available from a range of suppliers and are a great investment for your home.

### Your design destination

Discover the latest in home design. From interior decorating to garden landscaping, we have everything you need to create the perfect home. Our experts offer advice and inspiration for every room and outdoor space. Visit our website for more information and to browse our range of products and services.

### The underground movement towards velvet

Velvet is the new neutral. This luxurious fabric is making a comeback and is being used in a variety of ways. From upholstery to curtains, velvet is adding a touch of elegance and sophistication to modern interiors. It is also being used in outdoor furniture and accessories, bringing the indoors out.

### Effortless savings on your energy bills, forever

Save money on your energy bills with our range of energy-saving products. From smart meters to energy-efficient light bulbs, we have everything you need to reduce your energy consumption and lower your bills. Our products are easy to install and will save you money for years to come.

### Wake up pain free thanks to the Emma Original - the UK's most awarded mattress in 2019

Experience the comfort and support of the Emma Original mattress. This award-winning mattress is designed to provide a perfect balance of softness and firmness, ensuring a restful night's sleep. It is available in a range of sizes and is backed by a 10-year warranty.

### Sleep soundly with Slumberdown

Enjoy a peaceful night's sleep with our range of Slumberdown bedding. From duvets to pillows, we have everything you need to create a comfortable and relaxing sleep environment. Our products are made from high-quality materials and are designed to last.

### Tile designs for a new, nature-loving world

Bring the outdoors inside with our range of nature-inspired tile designs. From stone-effect tiles to tiles with floral patterns, we have everything you need to create a beautiful and natural-looking interior. Our tiles are easy to clean and are available in a range of sizes and finishes.

### Control your home remotely with Bosch

Take control of your home with the Bosch HomeConnect app. This app allows you to control your Bosch appliances remotely, from your smartphone. You can adjust the temperature of your oven, start your dishwasher, and more. It's a convenient and easy way to manage your home.

### Softened water for a cleaner, better home

Improve the quality of your water with a water softener. Soft water is better for your skin, your hair, and your clothes. It also helps to prevent limescale buildup in your pipes and appliances. We offer a range of water softeners to suit your needs and budget.

### Operate your blinds with your voice

Control your blinds with your voice using our range of smart blinds. These blinds are compatible with popular voice assistants like Amazon Alexa and Google Assistant. They are easy to install and provide a convenient way to adjust your blinds.

### Toppe Tiles

Discover the latest in tile technology with Toppe Tiles. These tiles are made from recycled materials and are designed to be both sustainable and stylish. They are available in a range of colors and patterns and are easy to install.

**1.5m**

Average readership of  
*The Sunday Times*

**34%**

are always looking for new  
ideas to improve their home

**46%**

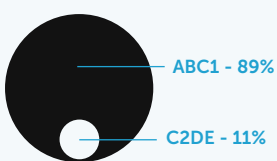
of regular Home readers  
are likely to take action  
after reading its articles

**68%**

are interested in home  
and garden topics within  
newspapers

## DEMOGRAPHICS

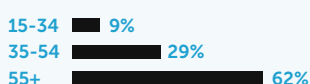
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## DISTRIBUTION

- 561,000 printed copies of *The Sunday Times* are circulated
- 1,504,000 average print readership of *The Sunday Times*
- Distributed UK wide

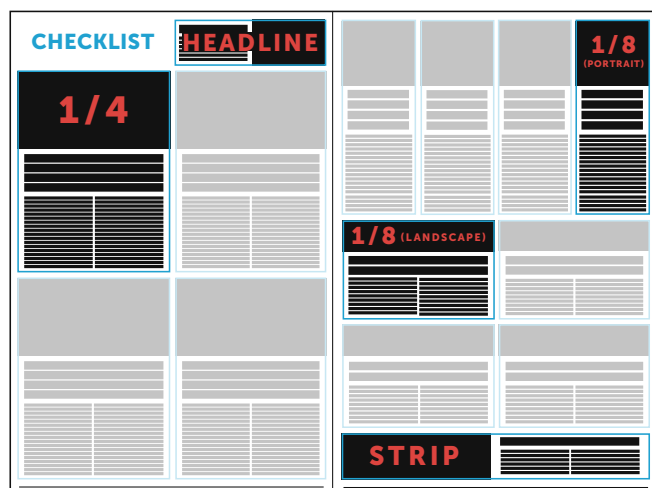
## RATE CARD

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

**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: 132 x 66.25 mm

Portrait: 64 x 136.6 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: 268 x 42.5 mm

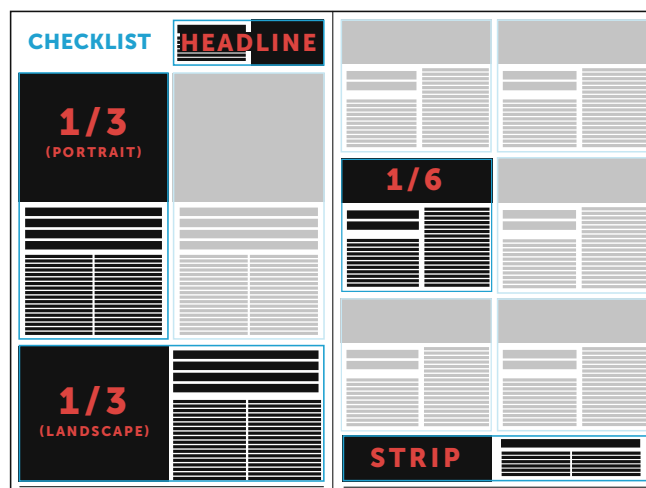
**Total word count** 120-150 words

**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: 268 x 89.7 mm

Portrait: 183.6 x 132 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: 132 x 89.7 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: 132 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](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

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**Homes & Interiors 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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