

AT HOME AND GARDEN checklist



PUBLISHED WITH **The Mail** ON SUNDAYS

(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 *Mail on Sunday*.

Mail on Sunday 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 family. **At Home & Garden Checklist** serves as an essential guide for parents, with a readership of 48% men and 52% women, looking to make the best choices for their families at home.

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

Published on a Sunday, 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 at home.

PARTICULARLY CONSIDERING

- Mail on Sunday* readers are known for their spending power with 10% of all weekly expenditure going towards groceries
- Mail on Sunday* readers have an average of £47,902 in savings and investments – which is +£22k more than the UK average
- 83% of *Mail on Sunday* readers are homeowners, so spending quality time at home is important.

AT HOME AND GARDEN checklist

When you're staying at home, it's a perfect opportunity to spruce up your lifestyle, make home improvements or enjoy your garden. There's a selection of great ideas to help change, transform and brighten up your home.

A naturally-insulated fireplace for the garden

With a Schiedel fireplace, you can enjoy the warmth of a fire in your garden, all year round. It's a perfect way to enjoy the outdoors, even in the coldest months. The Schiedel fireplace is made of high-quality materials and is designed to last for many years. It's also a great way to add a touch of style to your garden.

Rebound into fitness from the safety of your home

Get your lawn summer-ready with a Rebound Fitness trampoline. It's a perfect way to get your family fit and healthy, all year round. The Rebound Fitness trampoline is made of high-quality materials and is designed to last for many years. It's also a great way to add a touch of style to your garden.

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

With a Purisma air purifier, you can enjoy the fresh air of the outdoors, all year round. The Purisma air purifier is made of high-quality materials and is designed to last for many years. It's also a great way to add a touch of style to your home.

Take care of your pet with an experienced video vet

With a Firstvet video vet, you can get your pet's health checked, all year round. The Firstvet video vet is made of high-quality materials and is designed to last for many years. It's also a great way to add a touch of style to your home.

Get your lawn summer-ready

With a Rebound Fitness trampoline, you can enjoy the warmth of the sun, all year round. The Rebound Fitness trampoline is made of high-quality materials and is designed to last for many years. It's also a great way to add a touch of style to your garden.

Rebound Fitness

Sky-high savings on top quality cleaning products

With a TOWER cleaning product, you can enjoy the freshness of a clean home, all year round. The TOWER cleaning product is made of high-quality materials and is designed to last for many years. It's also a great way to add a touch of style to your home.

TOWER

The perfect meal starts with perfect cookware

With a CIRCULON cookware, you can enjoy the taste of a perfect meal, all year round. The CIRCULON cookware is made of high-quality materials and is designed to last for many years. It's also a great way to add a touch of style to your kitchen.

CIRCULON

Stream your favourite tunes at home for free

With a deezer music service, you can enjoy the sound of your favourite tunes, all year round. The deezer music service is made of high-quality materials and is designed to last for many years. It's also a great way to add a touch of style to your home.

deezer

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

With a Sundowner shading solution, you can enjoy the shade of a perfect garden, all year round. The Sundowner shading solution is made of high-quality materials and is designed to last for many years. It's also a great way to add a touch of style to your garden.

Sundowner

Create something beautiful in your garden

With a Kamado Joe grill, you can enjoy the taste of a perfect meal, all year round. The Kamado Joe grill is made of high-quality materials and is designed to last for many years. It's also a great way to add a touch of style to your garden.

KAMADO JOE

2m
Average print readership
of *Mail on Sunday*

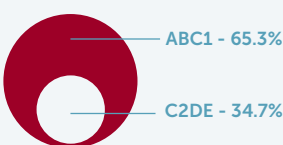
65%
are ABC1

79%
choose to only read a
weekend newspaper

53
minutes is the average
time spent reading

DEMOGRAPHICS

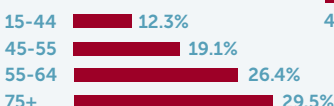
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 853,521 average circulation of *Mail on Sunday*
- 2,013,000 average print readership
- Distributed UK wide

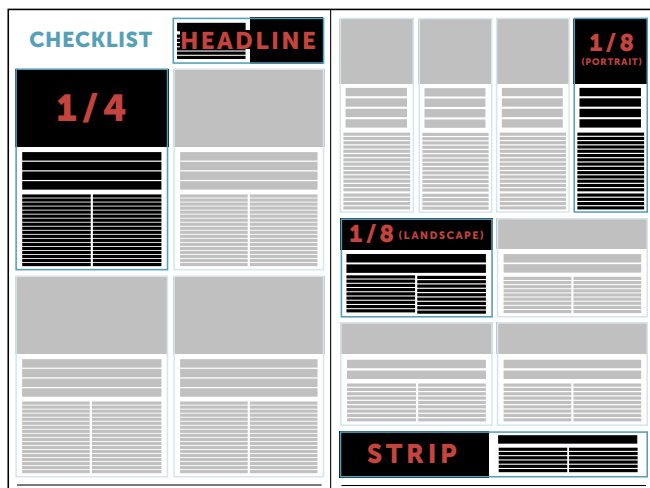
RATE CARD

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: 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

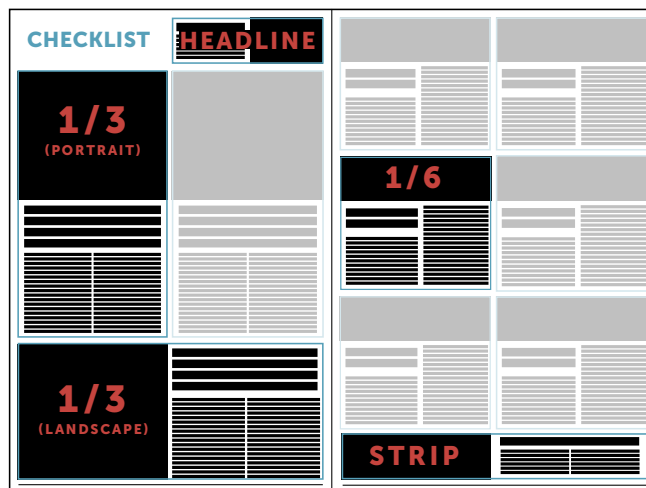
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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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At Home & Garden Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in Mail on Sunday
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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