

Homes and Interiors *checklist* ✓



PUBLISHED WITH THE SUNDAY TIMES *magazine*

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

The **Homes & Interiors Checklist** is a full-colour, A4-sized double-page spread of advertorial content published in *The Sunday Times Magazine* issued with the weekly newspaper.

With 89% of readers in the ABC1 social-economic profile, *The Sunday Times Magazine* boasts a wealthy readership. The **Homes & Interiors Checklist** serves as the essential guide for those with money to spend on luxury items to maximise their enjoyment of day-to-day living.

Full of inspiration for those who are spending more time indoors, 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** is the ideal 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

- Around 50% of the audience are likely to convince others about products and services that interest them
- Over 70% believe it is worth paying extra for quality goods
- The average age of *Sunday Times Magazine* reader is 58.

Homes and Interiors *checklist*

Win one of five 12" Mermaid Hard Anodised Deluxe Roasters by Samuel Groves Worth £50 each!

Luxurious Italian-style furniture that sits beautifully in any room

Designer Italian furniture at a special price to celebrate the 10th anniversary of the brand. There is 10% to be had on all furniture in the range. The range includes a sofa, armchairs, coffee table, dining table, chairs and more. The range is available in a variety of finishes and is perfect for any home.

Hand-crafted hardware finished to a level of luxury you'll love

In the UK we're blessed with a rich history of ornate, hand-crafted hardware. From the intricate brass door pulls of the 18th century to the modern, minimalist designs of today, there's always something to inspire. Our hardware is hand-crafted by skilled craftsmen and is finished to a level of luxury you'll love.

Add a touch of luxury to your bedroom

Welcome style and sophistication into your home with luxury bedding. From soft, cloud-like bedding to elegant, tailored pieces, you can get up to 50% off your order in DUSK's exclusive sale. For a limited time only, there's also an extra 10% off all orders using the code DUSK10.

Don't kettle for second best

Founded in 1952, Newby & Co. is the original British manufacturer of the truly exquisite Samsonite kettles.

Top brass designs – expertly crafted

Halman Thompson Brass Creations, the highly skilled team creates luxury brass items from brass and copper sheets. This includes light, antique and distressed pieces, as well as a variety of stunning patterns in blues, greens and reds.

Sculptures from around the world

Robert Bowman, appointed sculptor-in-residence for the UK Government, opened Bowman Sculpture in 1995 with his wife, Hilary. He developed his expertise in sculpture during the 12 years spent at Downing, where he was the director of European works of art.

The home of luxury bath and fittings

The best collection of traditionally made luxury bathroom products from Chaddor & Co. Their expertly designed, handcrafted collection includes exclusive bathtubs, taps and showers, toilet designs, bespoke shower trays, mirrors and more.

Flying the flag for handmade British iron beds

Hand-crafted to your custom requirements, within the workshop on the Sandringham Estate in Norfolk. From what started out as a small collection of lamps and mirrors from back in the 1950s, the company now offers a wide range of items, which would suit any modern day or traditional home.

1.5m
Average readership of
The Sunday Times Magazine

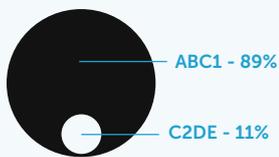
34%
are likely to take action after
seeing adverts in this section

70%
believe it is worth paying
extra for quality products

39%
agree they tend to go for
premium brands

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 588,494 printed copies of *The Sunday Times* are circulated
- 1,504,000 average print readership of *The Sunday Times*
- Distributed UK wide

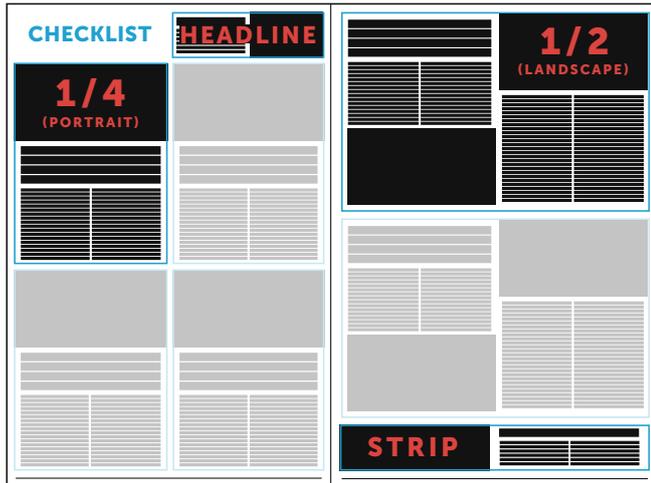
RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,500
Competition upgrade	£1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

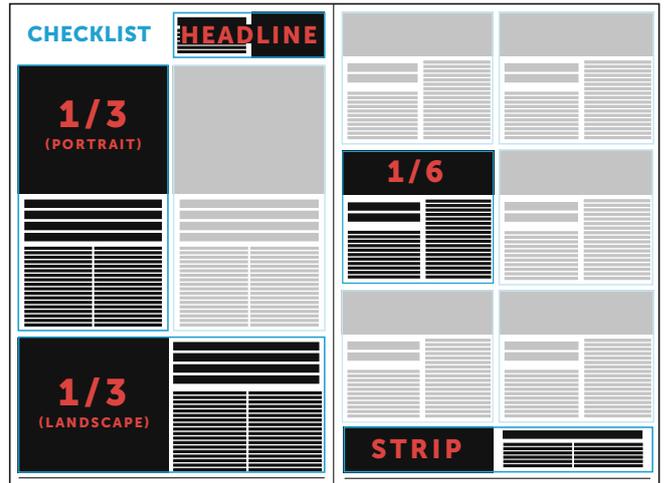
1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



QUARTER PAGE

Portrait: 94 x 106 mm

HALF PAGE

Landscape: 193 x 106 mm

Total word count	130-150 words	Total word count	250-300 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	2-3 image + logo

STRIP Landscape: 193 x 32 mm

Total word count	80-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

THIRD PAGE

Landscape: 193 x 69 mm
Portrait: 94 x 142mm

Total word count	160-200 words	Total word count	80-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 image + logo

HEADLINE COMPETITION Landscape: 94 x 32 mm

Copy	What is the prize and its value.
URL	Hurst Media will provide competition link
Images	1 image

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. 15 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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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 Magazine*. All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](https://www.hurstmediacompany.co.uk/hurst-media-advertising-terms)

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