

Homes and Gardens checklist



PUBLISHED WITH  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 *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 improving homes and adding value. **Homes & Gardens Checklist** serves as an essential guide for those looking to spend on luxury items to maximise their enjoyment of day-to-day living.

Homes & Gardens 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 & garden, indoor & outdoor furniture, household gadgets, tools, accessories, and interior & exterior design ideas.

Published on a Sunday, the **Homes & Gardens 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.

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.

Homes and Gardens checklist

Start a series of home improvements in your garden. Whether you're looking for a new lawn, a new patio, or a new garden, this checklist is the perfect guide to help you get started.

EverEdge: 25 years of manufacturing garden edging

EverEdge has been manufacturing garden edging for over 25 years. We are proud to be a leading manufacturer of garden edging in the UK. Our products are made from high-quality materials and are designed to last for many years. We offer a wide range of products to suit different budgets and tastes. For more information, visit www.everedge.co.uk or call 01202 411122 or 01202 411123.

Modular access ramps and home extensions

At Modular Access Ramps, we specialise in the design and manufacture of modular access ramps and home extensions. Our products are made from high-quality materials and are designed to be easy to install and use. We offer a wide range of products to suit different budgets and tastes. For more information, visit www.modularamp.co.uk or call 01202 411122 or 01202 411123.

A new conservatory roof is an investment

At Conservatory Roofs, we specialise in the design and manufacture of conservatory roofs. Our products are made from high-quality materials and are designed to be easy to install and use. We offer a wide range of products to suit different budgets and tastes. For more information, visit www.conservatoryroofs.co.uk or call 01202 411122 or 01202 411123.

Get your lawn spring-ready

Get your lawn spring-ready with a new lawn. Whether you're looking for a new lawn, a new patio, or a new garden, this checklist is the perfect guide to help you get started.

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

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, and it's designed to be secure and reliable. For more information, visit www.nuki.co.uk or call 01202 411122 or 01202 411123.

A naturally-insulated fireplace for the garden

At Schreder, we specialise in the design and manufacture of naturally-insulated fireplaces for the garden. Our products are made from high-quality materials and are designed to be easy to install and use. We offer a wide range of products to suit different budgets and tastes. For more information, visit www.schreder.co.uk or call 01202 411122 or 01202 411123.

No more fuel, cables or hassle

At Greenworks, we specialise in the design and manufacture of cordless power tools. Our products are made from high-quality materials and are designed to be easy to install and use. We offer a wide range of products to suit different budgets and tastes. For more information, visit www.greenworks.co.uk or call 01202 411122 or 01202 411123.

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

At Gardeners Dream, we specialise in the design and manufacture of indoor and outdoor plants. Our products are made from high-quality materials and are designed to be easy to install and use. We offer a wide range of products to suit different budgets and tastes. For more information, visit www.gardenersdream.co.uk or call 01202 411122 or 01202 411123.

Fire it up, slow it down for maximum flavour

At Kamado Joe, we specialise in the design and manufacture of kamado grills. Our products are made from high-quality materials and are designed to be easy to install and use. We offer a wide range of products to suit different budgets and tastes. For more information, visit www.kamadojoe.co.uk or call 01202 411122 or 01202 411123.

Operate your blinds with your voice

At Apple, we specialise in the design and manufacture of smart home products. Our products are made from high-quality materials and are designed to be easy to install and use. We offer a wide range of products to suit different budgets and tastes. For more information, visit www.apple.co.uk or call 01202 411122 or 01202 411123.

2.1m

Average print readership of *Mail on Sunday*

65%

are ABC1

79%

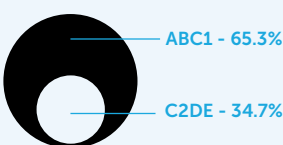
choose to only read a weekend newspaper

53

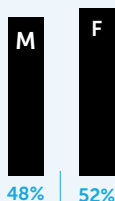
minutes is the average time spent reading

DEMOGRAPHICS

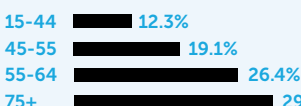
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 800,000 average circulation of *Mail on Sunday*
- 2,100,000 average print readership
- Distributed UK wide

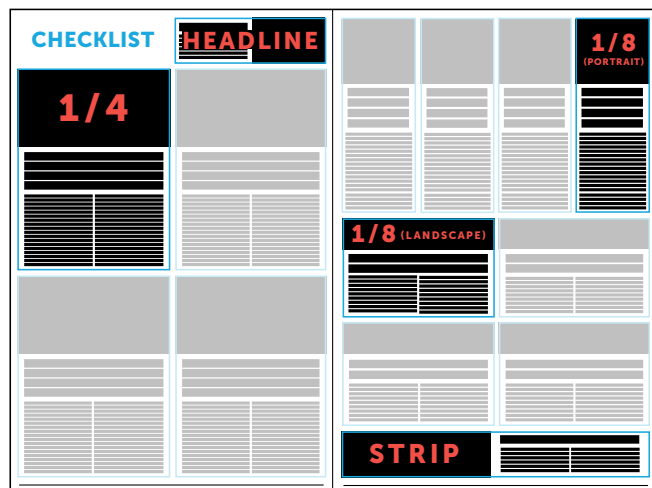
RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,000
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: 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

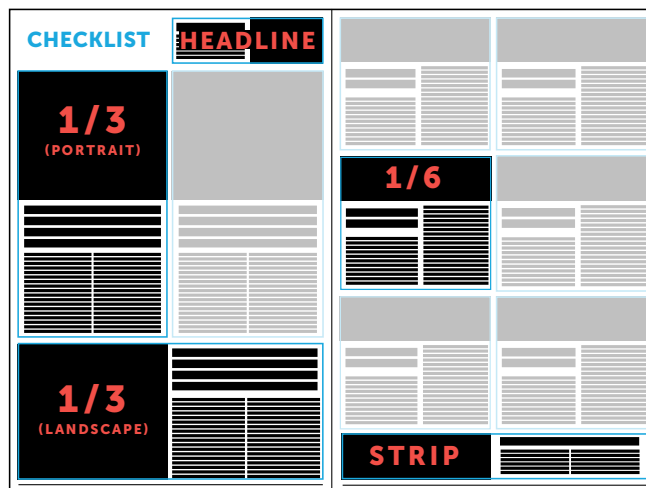
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

Hurst Media Company, United House, North Road, N7 9DP
Company number: 08357910 VAT number: 161866882

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

MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPARTMENT

Tel: 0203 770 4024
production@hurstmediacompany.co.uk

