

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 ideas for home improvements, whether that's a new look for your garden or a new kitchen. The checklist is a series of ideas for home improvements, whether that's a new look for your garden or a new kitchen. The checklist is a series of ideas for home improvements, whether that's a new look for your garden or a new kitchen.

EverEdge: 25 years of manufacturing garden edging

EverEdge has been manufacturing garden edging for 25 years. We have a reputation for quality and reliability. Our products are made from high-quality materials and are designed to last. We have a wide range of products to suit different budgets and tastes. Visit everedge.co.uk for more information.

Modular access ramps and home extensions

Quadra Build offers modular access ramps and home extensions. Our products are made from high-quality materials and are designed to last. We have a wide range of products to suit different budgets and tastes. Visit quadrabuild.co.uk for more information.

A new conservatory roof is an investment

Conservatory roofs are a great way to improve your conservatory. They provide a more secure and weatherproof environment. Visit conservatoryroof.co.uk for more information.

Get your lawn spring-ready

Spring is the best time to get your lawn ready for the growing season. We have a range of products to help you do this. Visit lawnproducts.co.uk for more information.

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 door from anywhere. It's easy to install and use. Visit nuki.co.uk for more information.

A naturally-insulated fireplace for the garden

Schedel offers naturally-insulated fireplaces for the garden. They are made from high-quality materials and are designed to last. Visit schedel.co.uk for more information.

No more fuel, cables or hassle

Greenworks offers cordless power tools. They are easy to use and don't require fuel or cables. Visit greenworks.co.uk for more information.

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

Gardens of Dreams offers a wide range of plants and garden furniture. Visit gardensofdreams.co.uk for more information.

Fire it up, slow it down for maximum flavour

Kamado Joe offers kamado grills. They are made from high-quality materials and are designed to last. Visit kamadojoe.co.uk for more information.

Operate your blinds with your voice

Appear offers voice-controlled blinds. They are easy to use and don't require a remote. Visit appear.co.uk for more information.

2.1m

Average print readership of *Mail on Sunday*

65%

are ABC1

79%

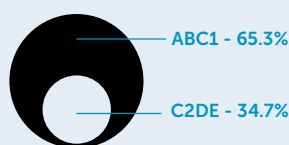
choose to only read a weekend newspaper

53

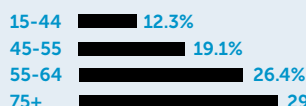
minutes is the average time spent reading

DEMOGRAPHICS

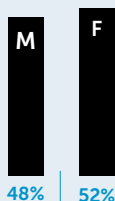
SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

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

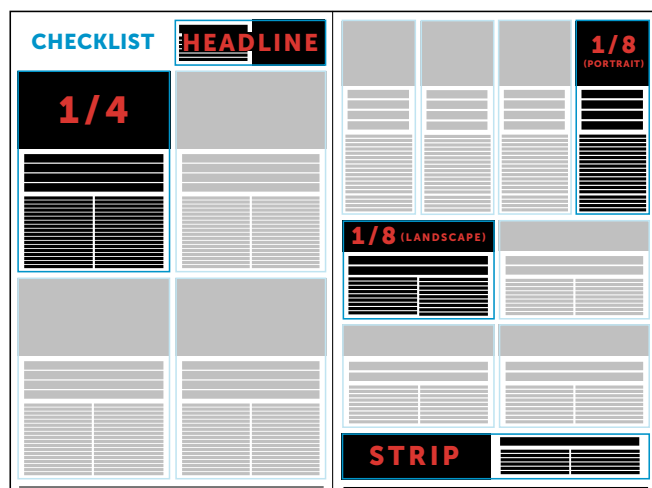
RATE CARD

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

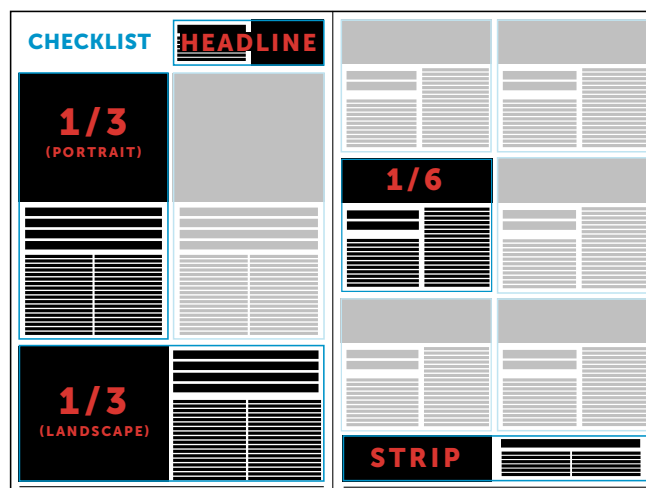
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

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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
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