

# HOMES AND GARDENS *checklist*

**PUBLISHED WITH DAILY EXPRESS**

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



The **Homes & Gardens Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the weekend edition of the *Daily Express*.

With a 548k readership, of which 84% are over the age of 55, the *Daily Express* boasts a mature readership with high disposable incomes. Therefore, they have the spare money to spend on luxury items to maximise the enjoyment of day-to-day living.

Full of inspiration for those looking to make a house a home, the **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 and garden, indoor and outdoor furniture, household gadgets, tools, accessories, interior and exterior design ideas.

Published on a Saturday, the **Homes & Gardens Checklist** is the ideal shop window for brands and organisations to benefit from a mature readership who have more time to spend reading their newspaper, and a greater disposable income to spend.

## PARTICULARLY CONSIDERING

- 495,000 readers are aged over 55
- A total of 84% *Daily Express* readers are over 55
- The typical age for a *Daily Express* reader is 69-years-old.

### Get your lawn spring-ready

OVER THE WINTER, your lawn has been dormant and dormant lawns need a little extra TLC to get them back into top condition. Spring is the best time to get your lawn ready for the growing season ahead. Here are some tips to help you get your lawn back into top condition.

More tips and tricks at [pamco.co.uk](http://pamco.co.uk)

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

THESE NEW SMART LOCKS 2.0 are a game-changer for homeowners. They allow you to lock and unlock your door remotely using your smartphone. This means you can lock your door when you leave the house, even if you've forgotten your keys. You can also unlock your door remotely if you've locked it by mistake. The Nuki Smart Lock 2.0 is a secure and reliable way to protect your home.

Learn more about Nuki at [nuki.co.uk](http://nuki.co.uk)

### A naturally-insulated fireplace for the garden

THE SCHIEDEL FIREPLACE is a beautiful and functional addition to your garden. It's made from high-quality materials and is designed to last for many years. The fireplace is also naturally insulated, which means it won't get too hot to touch. It's a perfect way to enjoy the outdoors while staying warm.

To find out more, visit [schiedel.co.uk](http://schiedel.co.uk) or call 0191 4811105.

### EverEdge: 25 years of manufacturing garden edging

EVEREDGE HAS BEEN MANUFACTURING garden edging products for over 25 years. We have a reputation for producing high-quality, durable products that last for years. Our products are made from recycled materials and are designed to be eco-friendly. We have a wide range of products to suit different budgets and tastes.

Visit [everedge.co.uk](http://everedge.co.uk) for more information.

### Modular access ramps and home extensions

QUADRABUILD offers a range of modular access ramps and home extensions. Our products are designed to be easy to install and use. They are also made from high-quality materials and are designed to last for many years. We have a wide range of products to suit different budgets and tastes.

Visit [quadrabuild.co.uk](http://quadrabuild.co.uk) for more information.

### A new conservatory roof is an investment

CONSERVATORY ROOFS ARE AN INVESTMENT in your home. They can increase the value of your property and provide a beautiful space for entertaining. Our conservatory roofs are made from high-quality materials and are designed to last for many years. We have a wide range of products to suit different budgets and tastes.

Visit [conservatoryroofs.co.uk](http://conservatoryroofs.co.uk) for more information.

### Fire it up, slow it down for maximum flavour

KAMADO JOE offers a range of kamado grills. Our grills are made from high-quality materials and are designed to last for many years. They are also easy to use and clean. We have a wide range of products to suit different budgets and tastes.

Visit [kamadojoe.co.uk](http://kamadojoe.co.uk) for more information.

### Operate your blinds with your voice

APPEAL offers a range of voice-controlled blinds. Our blinds can be controlled using your voice, which makes them very convenient to use. They are also made from high-quality materials and are designed to last for many years. We have a wide range of products to suit different budgets and tastes.

Visit [appeal.co.uk](http://appeal.co.uk) for more information.

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

GARDENERS DREAM offers a range of indoor and outdoor plants. Our plants are healthy and beautiful, and they are easy to care for. We have a wide range of products to suit different budgets and tastes.

Visit [gardenersdream.co.uk](http://gardenersdream.co.uk) for more information.

**548k**

Average print readership of the *Daily Express*

**74%**

of readers are ABC1C2

**57**

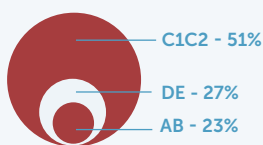
minutes is the average time spent reading the *Daily Express*

**84%**

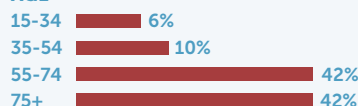
of readers are 55 and over

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC



### AGE



### GENDER



## DISTRIBUTION

- The *Daily Express* has a circulation of 311,000
- 548,000 is the average readership
- Distributed UK wide

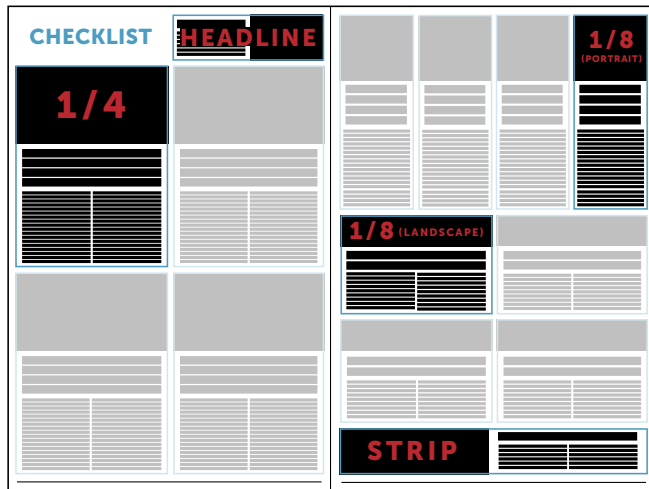
## RATE CARD

Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
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: 131.5 x 137.7 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: 131.5 x 67 mm  
Portrait: 63.9 x 137.7 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: 267 x 42.5 mm

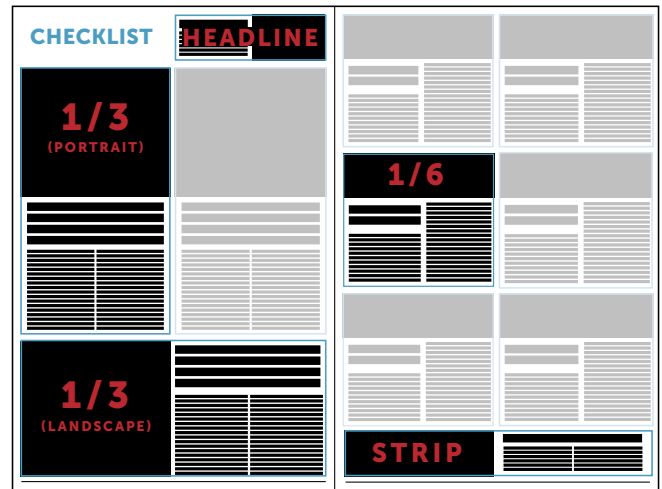
**Total word count** 120-150 words

**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: 267 x 90.4 mm  
Portrait: 131.5 x 185 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: 131.5 x 90.4 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: 131.5 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](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

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

Food & Drink Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Sunday Express*

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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