

HOMES AND GARDENS *checklist*

The
PUBLISHED WITH Guardian ON SATURDAYS

(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 Saturday edition of *The Guardian* newspaper.

The Guardian is a trusted source of information for the latest property news and analysis for over a million hard-to-reach readers – 95% of whom claim to read no other quality newspaper.

Packed full of inspiration for those looking to move, improve or merely 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; and interior/exterior design ideas.

Published on a Saturday, the **Homes & Gardens Checklist** provides a perfect shop window for brands and organisations with a focus on Homes & Gardens, and is published at a time when many readers are making their buying decisions for the new season.

PARTICULARLY CONSIDERING

- 83% of readers trust *The Guardian's* content – the most trusted publication in the UK
- 65% of readers say *The Guardian* helps them to make up their mind
- 85% of *The Guardian* readers are ABC1, with an average household income of £59,764
- 95% of *The Guardian* readers claim that they don't read any other quality newspaper

EverEdge: 25 years of manufacturing garden edging

Discover the benefits of EverEdge garden edging. It's a durable, long-lasting solution for your garden. EverEdge is made from recycled plastic and is available in a range of colours to match your garden. It's easy to install and will last for 25 years or more.

Visit www.everedge.co.uk for more information.

Get your lawn spring-ready

Spring is the best time to get your lawn ready for the summer. Use a lawn mower to cut the grass short and then apply a lawn feed. This will help the grass to grow back quickly and keep it healthy throughout the summer.

More tips and tricks at www.gardeners.com

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

Control your door with your smartphone. The Nuki Smart Lock 2.0 allows you to lock and unlock your door from anywhere using the Nuki app. It also has a built-in camera and can be connected to your home security system.

Learn more about Nuki on nuki.co.uk

A naturally-insulated fireplace for the garden

Bring the indoors out with a naturally-insulated fireplace for the garden. It's made from natural stone and has a built-in fire pit. It's perfect for outdoor entertaining and will keep you warm on cooler evenings.

Visit www.schiedel.co.uk for more information.

Modular access ramps and home extensions

Improve access to your home with modular ramps and extensions. They are made from aluminium and are easy to install. They can be used for a variety of purposes, including helping people with mobility issues to get in and out of the car.

Visit www.quadracore.co.uk for more information.

Fire it up, slow it down for maximum flavour

Grill your food to perfection with the Kamado Joe ceramic grill. It's made from high-quality ceramic and can be used for a variety of cooking methods, including grilling, smoking, and roasting. It's perfect for outdoor entertaining.

Shop at kamadojoe.co.uk or call 020 8555 1234 for more information.

A new conservatory roof is an investment

Upgrade your conservatory with a new roof. A new roof will improve the insulation and energy efficiency of your conservatory. It will also look much better and last for many years.

For a free estimate, call 01923 440 123 or visit www.conservatoryroof.co.uk. Visit www.conservatoryroof.co.uk for more information.

No more fuel, cables or hassle

Use the Greenworks cordless lawnmower. It's powered by a lithium-ion battery and has no cables or fuel. It's easy to use and will save you time and money.

For more information or to order, visit www.greenworks.co.uk or call 0800 012345 or visit www.greenworks.co.uk quoting the code CHECKLIST.

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

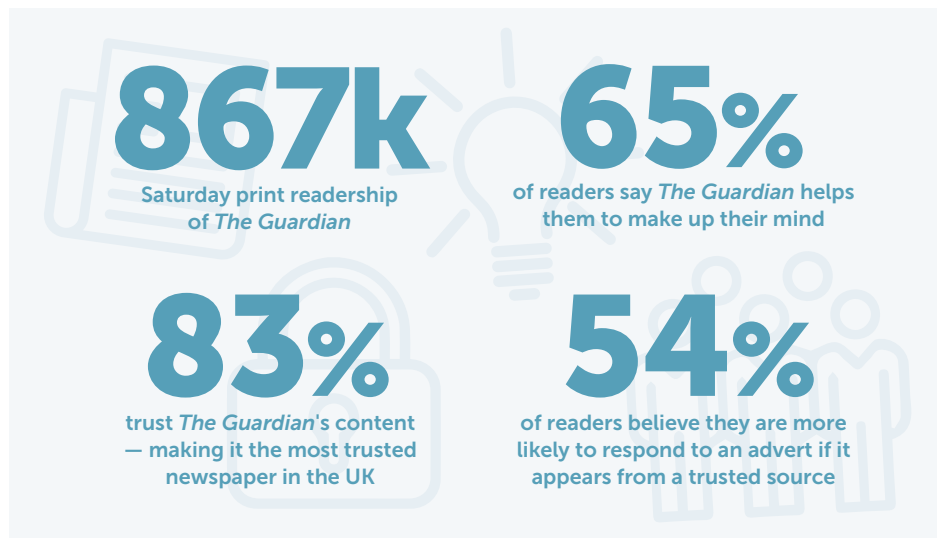
Bring your garden to life with plants from the Gardeners Dream range. They have a wide selection of plants for both indoor and outdoor use. They are all high-quality and will look great in your garden.

Use the code CHECKLIST for an exclusive 10% discount at gardenersdream.co.uk

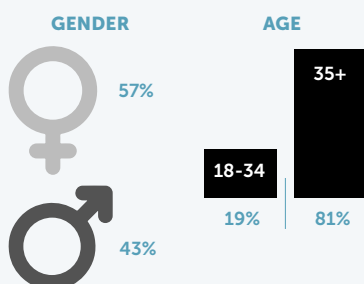
Operate your blinds with your voice

Control your blinds with your voice using the Amazon Echo. It's a simple setup and will save you time and effort. It's perfect for those who are busy or have difficulty reaching the blinds.

For more information or to order, visit www.appeal.co.uk or call 0800 012345 or visit www.appeal.co.uk quoting the code CHECKLIST.



DEMOGRAPHICS



DISTRIBUTION

- 220,240 copies of *The Guardian* are published on a Saturday
- 867,492 average weekend readership
- Distributed UK wide

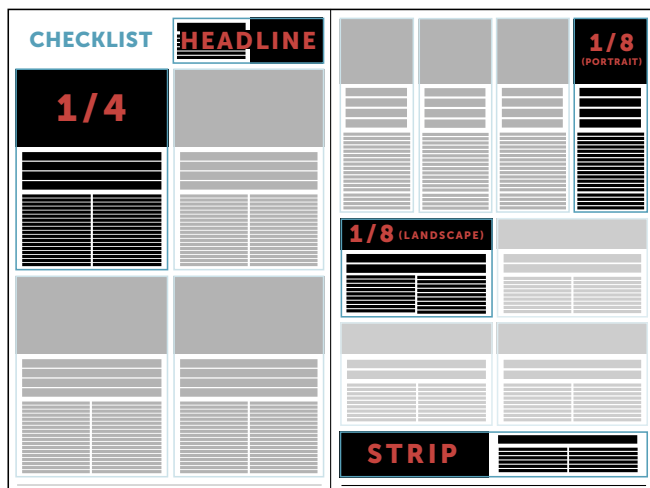
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
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: 129.5 x 135.7 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: 129.5 x 66 mm
Portrait: 62.8 x 135.7 mm

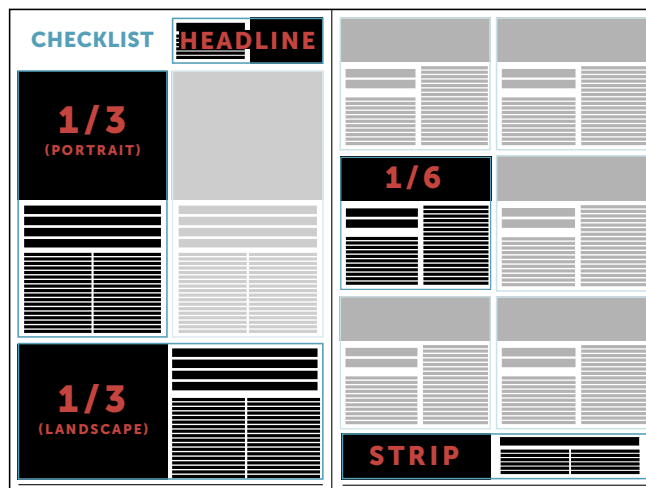
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 263 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: 263 x 89 mm
Portrait: 192.5 x 182.4 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: 129.5 x 89 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: 129.5 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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Homes and Gardens Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Guardian*

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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