

# 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, a durable and 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 is easy to install and will last for many years.

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

#### Get your lawn spring-ready

Spring is the best time to get your lawn ready for the growing season. Use a quality lawn fertilizer to help your grass grow thick and green. Kamado Joe offers a range of lawn care products.

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

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

Upgrade your home security with the Nuki Smart Lock 2.0. It offers remote access, auto-unlocking, and integration with smart home systems. It's easy to install and use.

Visit [www.nuki.com](http://www.nuki.com) for more information.

#### A naturally-insulated fireplace for the garden

Bring the warmth of a fireplace to your garden with a naturally-insulated fireplace. It's perfect for outdoor dining and relaxation. Schiedel offers a range of outdoor fireplaces.

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

#### Modular access ramps and home extensions

Improve accessibility in your home with modular access ramps. They are easy to install and can be used for a variety of purposes. EverEdge offers a range of ramps.

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

#### No more fuel, cables or hassle

Greenworks offers a range of cordless power tools, including lawnmowers, trimmers, and blowers. They are easy to use and don't require fuel or cables.

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

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

Bring life to your indoor or outdoor space with a range of plants. Gardeners Dream offers a wide selection of plants and accessories.

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

#### A new conservatory roof is an investment

Invest in your conservatory with a new roof. It will protect your investment and improve the energy efficiency of your home. EverEdge offers a range of conservatory roofs.

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

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

Maximize the flavor of your food with Kamado Joe ceramic grills. They are built to last and offer a wide range of cooking options.

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

#### Operate your blinds with your voice

Control your blinds with your voice using the Amazon Echo. It's convenient and easy to use. EverEdge offers a range of smart blinds.

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

# 867k

Saturday print readership of *The Guardian*

# 65%

of readers say *The Guardian* helps them to make up their mind

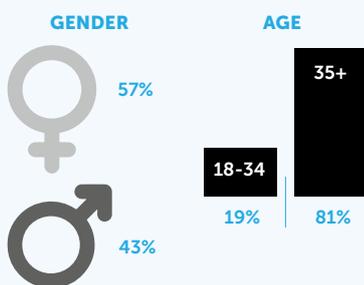
# 83%

trust *The Guardian's* content – making it the most trusted newspaper in the UK

# 54%

of readers believe they are more likely to respond to an advert if it appears from a trusted source

### DEMOGRAPHICS



### DISTRIBUTION

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

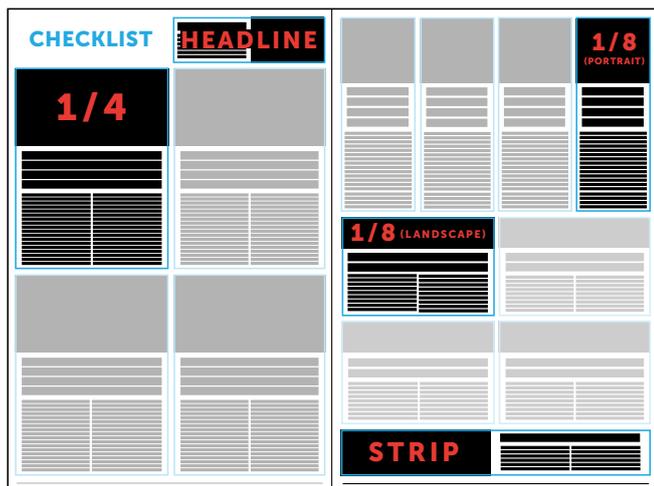
### RATE CARD

Third page	£7,500
Quarter page	£5,625
Sixth page	£3,750
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

<b>Total word count</b>	200-250 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2 images + logo

### EIGHTH PAGE

Landscape: 129.5 x 66 mm  
Portrait: 62.8 x 135.7 mm

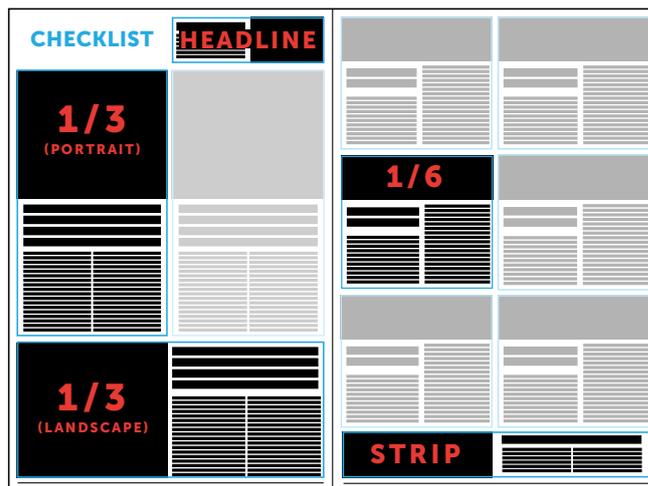
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### STRIP Landscape: 263 x 42.5 mm

<b>Total word count</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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

<b>Total word count</b>	200-300 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2-3 images + logo

### SIXTH PAGE

Landscape: 129.5 x 89 mm

<b>Total word count</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 image + logo

### HEADLINE Landscape: 129.5 x 42.5 mm

<b>Total word count</b>	60-80 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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

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](https://hurstmediacompany.co.uk/hurst-media-advertising-terms)

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