

Homes and Gardens checklist



PUBLISHED WITH **The 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 long-lasting, low-maintenance solution for your garden. EverEdge is made from recycled plastic and is available in a range of colours and finishes. It's perfect for creating neat, professional-looking borders around your lawn, flower beds, and paths.

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 growing season. Use a quality lawn fertilizer to help your grass grow thick and green. EverEdge offers a range of lawn care products to suit your needs.

More info and tips at www.everedge.co.uk

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's a smart, secure, and easy-to-use lock that lets you manage your keys from your smartphone. You can lock and unlock your door remotely, and you can give temporary access to visitors and family members.

Learn more about Nuki on nuki.co.uk

A naturally-insulated fireplace for the garden

Bring the warmth of a fireplace to your garden with a naturally-insulated fireplace. It's a perfect solution for those who want to enjoy the outdoors in all weather conditions. The fireplace is made from high-quality materials and is designed to be both functional and beautiful.

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

Modular access ramps and home extensions

Improve your home's accessibility with modular access ramps and home extensions. These products are designed to be easy to install and use, and they can help you create a more accessible living environment for yourself and your loved ones.

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

Fire it up, slow it down for maximum flavour

Maximize your outdoor cooking experience with Kamado Joe. Their ceramic kamado grills are known for their ability to cook food evenly and retain heat for a long time. They're perfect for grilling, smoking, and roasting.

Shop at www.kamadojoe.co.uk or call 020 8050 5200 for more information.

No more fuel, cables or hassle

Greenworks offers a range of cordless power tools that are perfect for your home and garden. They're easy to use, quiet, and don't require any cables or fuel. You can power up your tools in minutes and get back to work.

For more information or to order your tools, call 0800 013125 or visit www.greenworks.co.uk at the bottom of the checklist.

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

Bring your indoor or outdoor space to life with a range of plants and accessories. Gardeners Dream offers a wide selection of plants, pots, and planters that are perfect for any space.

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

A new conservatory roof is an investment

Invest in your home with a new conservatory roof. A conservatory roof can help you create a more comfortable and usable living space. It's a great way to increase the value of your home and enjoy the outdoors all year round.

For a free estimate, call 01923 488 123 or email info@conservatoryroofing.co.uk. Visit www.conservatoryroofing.co.uk for more information. Limited time offer!

Operate your blinds with your voice

Control your home's lighting and temperature with your voice using the Appeal smart blinds. They're easy to install and use, and they can help you create a more comfortable and convenient living environment.

For more information, visit www.appeal.co.uk

867k

Saturday print readership of *The Guardian*

65%

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

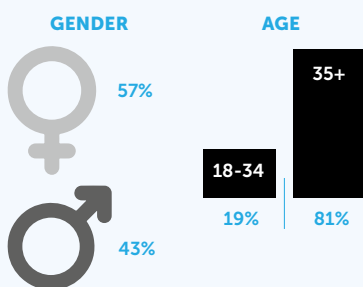
83%

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

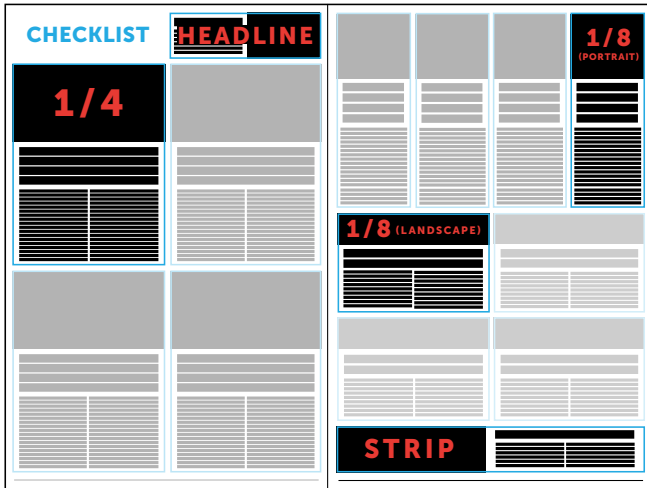
RATE CARD

Third page	£7,500
Quarter page	£5,625
Sixth page	£3,750
Competition upgrade	£1,000

[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

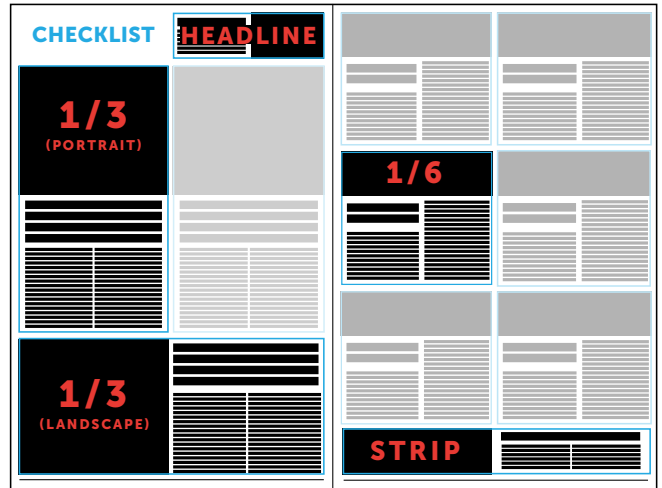
1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



1/3 , 1/6 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

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

Hurst Media Company, 1 Phipp Street, London, EC2A 4PS
Company number: 08375910 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

MEDIA SALES

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

PRODUCTION DEPARTMENT

Tel: 0203 770 4020
production@hurstmediacompany.co.uk



HURST MEDIA
The UK's trusted media partner