

HOMES AND GARDENS checklist



PUBLISHED WITH THE **THE TIMES MAGAZINE** ON A SATURDAY

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

The **Homes & Gardens Checklist** is a full-colour, A4-sized double-page spread of advertorial content published in *The Saturday Times Magazine* issued with the weekly newspaper.

With 89% of readers in the ABC1 social-economic profile, *The Saturday Times Magazine* boasts a wealthy readership. They have the spare money to spend on luxury items to maximise their enjoyment of day-to-day living.

Full of inspiration for those who are spending more time with family and friends in their homes and gardens, the **Homes & Gardens Checklist** serves as an essential guide for readers on the latest tools & gadgets, BBQs and accessories, patio furniture, entertainment & leisure, DIY must-haves, as well as food & drink options, and ways to maximise outdoor space.

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 on products and services

PARTICULARLY CONSIDERING

- Around 50% of the audience are likely to convince others about products and services that interest them
- Readers have 24 conversations about food daily, 20% more than the average
- They are also 25% more likely to mention ads when they talk about brands.

HOMES AND GARDENS checklist

Here's a variety of ideas for the home or garden - whether they're to make better use of the space or for the best living in that space, these should fire up the imagination

Enjoy a feast for all the senses

The uniquely styled **Morsø** range optimises the choice of cooking outdoors - and makes for an event better experience.

Designed by award-winning Danish designer **Steen Eiler Rasmussen**, the **Morsø** is the ideal choice for those who value good food, superb Scandinavian design and cosy shared experiences.

Originally inspired by Italian pizza ovens, a **Morsø** range oven does away with the old that a grill needs to be a burning hot box. Besides being a magnificent outdoor feature that also gives a decorative touch to your garden, the **Morsø** is a real treat for those who love to eat and drink.

More than simply a summer oven, the **Morsø** range has been designed and manufactured to work beautifully all year round. Ideal for your Christmas tree, to provide ambient lighting for parties, or even to immerse yourself in a cool autumn day.

The **Morsø** range ovens look and act just like the original **Morsø** range, yet can be used when heating is not advised or when you simply need the heat and convenience of gas.

Items normally sold for £279 including VAT. However, for a limited time, you can buy them for just £145.00.

Visit www.morso.com to see the full range of products.

Use code **CHECKLIST** on the website at www.morso.com to receive your discount.

Win one of five 12" Mermaid Hard Anodized Deluxe Roasters by Samuel Groves Worth £50 each!

hartswoodcompany.co.uk/hotelling.com

It's time to get your roasting on! The **Mermaid** range of roasters is a real treat for those who love to eat and drink. The **Mermaid** range is a real treat for those who love to eat and drink. The **Mermaid** range is a real treat for those who love to eat and drink.

For a beautiful landscape, pick a professional

Looking to open up your garden and support your garden or landscaping project? The **British Association of Landscape Industries (BALI)** can recommend the right professional for you. BALI members are qualified, experienced and insured. They will ensure your garden is transformed into a beautiful landscape that you can be proud of.

Working to a set brief or providing inspiration for your new garden or landscaping project, BALI members are professional in their approach, designing, building and maintaining small, medium or large gardens.

Visit www.bali.org.uk to find your nearest landscape professional, search by town or postcode on www.bali.org.uk, or call 020 7965 6355.

Add a touch of luxury to your bedroom

Transform your bedroom into a sanctuary your mind will love to be in. The **DUSK** range of bedding collections will help you unwind every morning. Struggle to get a good night's sleep? The **DUSK** range of bedding collections will help you unwind every morning. Struggle to get a good night's sleep? The **DUSK** range of bedding collections will help you unwind every morning.

For an extra 10% off all orders, use code **DUSK10**. Shop the full range of luxury bedding, exclusively at dusk.com.

Made-to-order paint, delivered next day

Fenwick & Tibbock produces paint that is water-based and environmentally friendly, with low VOCs. The selected colours have been developed to withstand the harshest of elements, the clearest tones are specifically for fine plaster and the neutral tones are beautifully muted and durable. **Fenwick & Tibbock** also offers bespoke colour creation.

Visit www.fenwickandtibbock.com, email sales@fenwickandtibbock.com or call 01962 41125. Follow [@fenwickandtibbock](https://www.facebook.com/fenwickandtibbock) on social media.

Discover how easy gardening can be with the new 20V cordless range

Small gardens need great tools and the **Mountfield** range is perfect. Easy to use, lightweight, clean and energy efficient - this cordless range is powered by a class leading 20V lithium ion battery and a great starter kit for anyone buying cordless gardening products for the first time and offers great value for money.

Visit www.mountfield.com to see the full range of products.

Don't kettle for second best

Founded in 1952, **Newey & Bloomer** is the original British manufacturer of the truly exquisite **Simplex** kettle range.

This authentic kitchen appliance is made by hand from the highest grade of copper to last a lifetime. The longevity and timelessness of these kettles means this investment is something that will stay in your kitchen for generations.

The **Simplex** kettle has a beautiful curved shape, is robust, simple, yet elegant and is as popular today as 70 years ago. These iconic examples of British design are also available with the added luxury of chrome-plating, stunning to look at and easy to care for. The artisan quality of their manufacturing and personal attention to every detail.

Visit www.neweyandbloomer.co.uk to see the full range of products.

Turn your garden into your own Chelsea Flower Show with Kangular

Adding a splash, architectural look to gardens that's worthy of the Chelsea Flower Show or a Great Design magazine has never been easier. Thanks to **Kangular**.

Kangular empowers the nation's gardeners and home-improvers to quickly create a sophisticated design look. Creating a place of instant atmosphere in gardens that would look out of place in a gallery, but as a fraction of the cost.

To speak to the experts at **Kangular**, call 020 812 1234 now or visit www.kangular.com

Mountfield

To get yourself a greener garden with a smaller carbon footprint with **Mountfield**, go to mountfieldtoolsowners.co.uk

1m

Average readership of *The Times Magazine*

70%

believe it is worth paying extra for quality products

30%

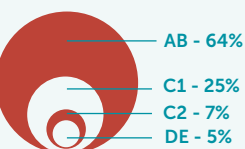
more likely to have weekly conversations about beauty and personal care

39%

agree they tend to go for premium brands

DEMOGRAPHICS

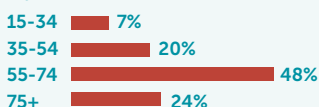
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 495,000 copies of *The Times* published on a Saturday
- 1,077,000 average print Saturday readership
- Distributed UK wide

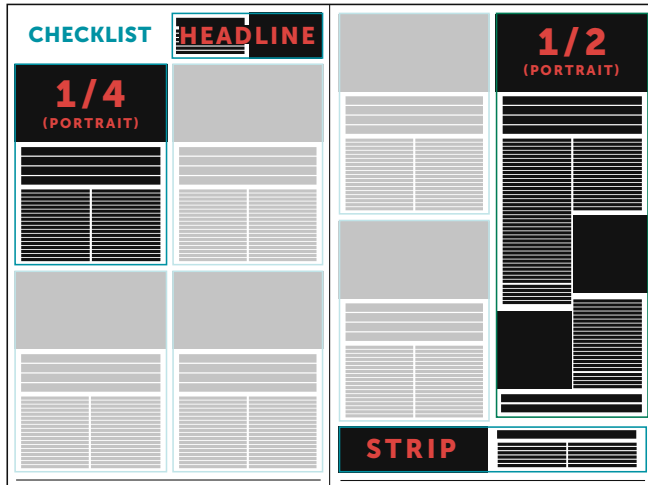
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition upgrade	£1,000

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

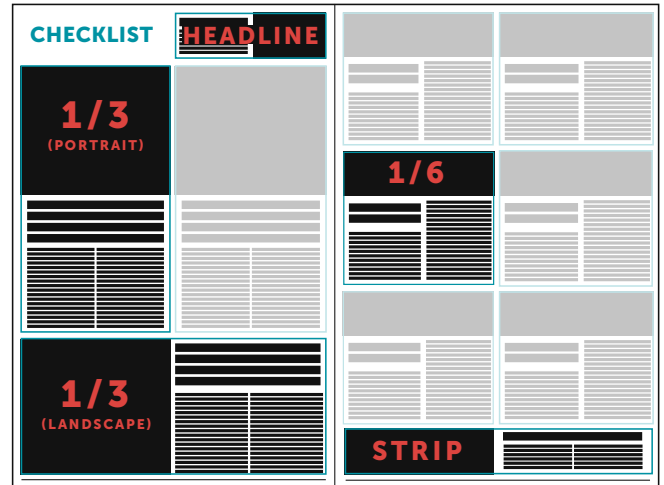
1/4 , 1/8 FEATURE REQUIREMENTS

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



1/3 , 1/6 FEATURE REQUIREMENTS

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



QUARTER PAGE

Portrait: 97 x 90 mm

HALF PAGE

Portrait: 97 x 184 mm

Total word count	130-150 words (includes call to action)	Total word count	250-300 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	2-3 image + logo

STRIP Landscape: 198 x 27 mm

Total word count	80-100 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

THIRD PAGE

Landscape: 198 x 59.5 mm
Portrait: 97 x 121 mm

SIXTH PAGE

Landscape: 97 x 59.5 mm

Total word count	160-200 words (includes call to action)	Total word count	80-100 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 image + logo

HEADLINE COMPETITION Landscape: 97 x 27 mm

Copy	What is the prize and its value.
URL	Hurst Media will provide competition link
Images	1 image

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. 15 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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Company number: 08357910 VAT number: 161866882

Homes & Gardens Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Times Magazine*
All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](https://www.hurstmediacompany.co.uk/hurst-media-advertising-terms)

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HURST MEDIA
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