

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 **Morsa Formo** comes with the charm of cooling outdoor - and makes for an event better experience.

Designed by award-winning Danish designer **Olav Friis**, the **Formo** is the ideal choice for those who value good food, unique Scandinavian design and cosy shared experiences.

Originally inspired by Italian pizza ovens, a **Morsa Formo** oven sits atop a stone base that sits on a concrete slab. It's a magnificent outdoor heater that also gives you a great way to enjoy your favourite meals, safely enclosed.

More than simply a summer oven, the **Morsa Formo** 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 winter garden.

Use code **CHECKLIST** on the website at morsa.com/en to receive your discount.

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

harmostedcompany.co.uk/hotting-up

Increase on cool autumn days.

The **Morsa Formo** Cook Book and acts just like the original **Morsa Formo**, yet can be used when heating foods not allowed 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 both for just £425.00.

Great for BBQ and oven.

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Made-to-order paint, delivered next day

Manufactured in Norfolk, premium paint brand **Fenwick & Tibbcock** has an extensive colour palette in a range of finishes.

FENWICK & TIBBCK

Visit fenwickandtibbcock.com, email sales@fenwickandtibbcock.com or call 01962 814125. Follow @fenwickandtibbcock

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

Small gardens need great tools and the **Mountfield** 20V cordless 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.

With the **Mountfield 20V** battery, it's a Great Tool (the **GreenPro** System). This battery management microchip optimises the performance of the battery to each tool by adjusting the power output and current based on the performance of the battery and discharge times with the temperature to maximize the battery's storage ability, longevity and run time.

Effortless to use, powerful, lightweight and easy to store, this is a tool for every job and for every gardener. Whether you have a small garden or a big front garden, the **Mountfield 20V** range makes every-day gardening tasks easy!

Easy to use and trade free, these blowers and leaf blower tools feature the range of all of which come with a battery and charger included.

- 20V 20V battery system
- Lightweight tools
- Quiet
- Easy to use, clean and maintain
- Easy to store!

To get yourself a greener garden with a smaller carbon footprint with **Mountfield**, go to mountfieldtools.com

For a beautiful landscape, pick a professional

Looking to open up a new space in your home with luxury bedding or landscaping project? **BALI** members are the leading trade association for landscape professionals in the UK.

Established in 1972, **BALI** stands for quality, integrity and trust, ensuring that every member listed on our website conforms to the very highest industry standards, giving total peace of mind when choosing your landscaping professional. **BALI** members operate nationwide, available to serve residential or commercial clients. The quality and expertise they all report to clients is universally acknowledged.

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

Add a touch of luxury to your bedroom

When it comes to bedding, there's nothing more luxurious than a high-quality bed linen set. **DUSK** offers a wide range of high-quality bed linen sets, including Egyptian cotton, percale and sateen. **DUSK** also offers a range of high-quality bed linen sets, including Egyptian cotton, percale and sateen.

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

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 handmade 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 customer means **Newey & Bloomer** kettles are the ultimate quality of their manufacturing and personal attention to every detail.

To place your order visit neweyandbloomer.co.uk

The underground movement towards velvet

The velvet trend is here to stay. There's a new twist to this classic fabric - it's now available in a range of colors and textures. **Danetti** velvet has all the style appeal but also brings great 'moving' perfect for upholstery.

In the kitchen, velvet accents really stand out. Typically, kitchen fabrics are hard-wearing and have a lot of color options.

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

Mountfield

To get yourself a greener garden with a smaller carbon footprint with **Mountfield**, go to mountfieldtools.com

Flying the flag for handmade British iron beds

Handmade in your country, iron beds are a classic choice for bedrooms. **Wrought Iron** beds are a classic choice for bedrooms. **Wrought Iron** beds are a classic choice for bedrooms.

Call 01485 842616 or visit the website wroughtiron.co.uk

1m

Average readership of *The Times Magazine*

70%

believe it is worth paying extra for quality products

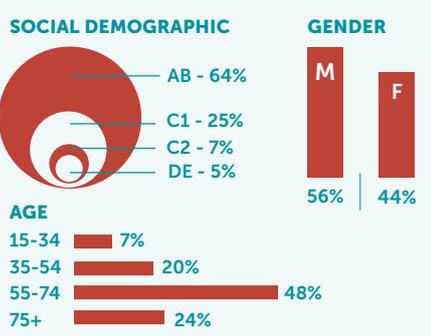
30%

more likely to have weekly conversations about beauty and personal care

39%

agree they tend to go for premium brands

DEMOGRAPHICS



DISTRIBUTION

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

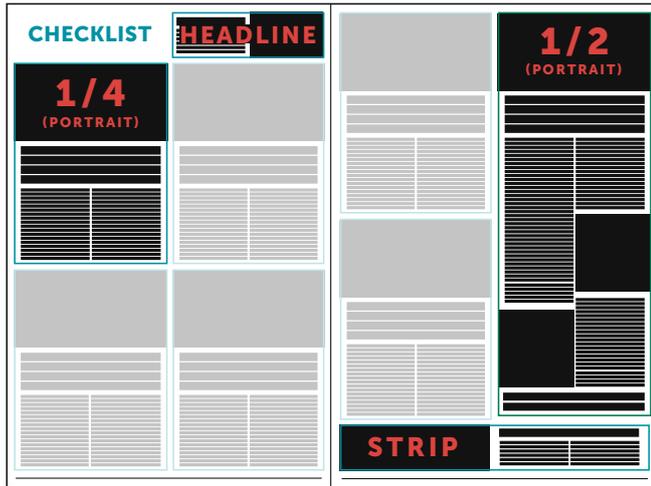
RATE CARD

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

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

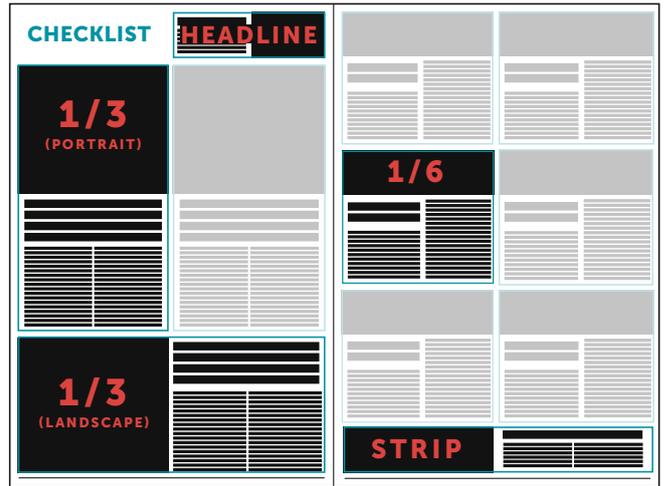
1/4 , 1/8 FEATURE REQUIREMENTS

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

Hurst Media Company, United House, North Road, N7 9DP
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)

MEDIA SALES

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

PRODUCTION DEPARTMENT

Tel: 0203 770 4024
production@hurstmediacompany.co.uk



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