

Homes and Gardens checklist



PUBLISHED WITH THE SUNDAY TIMES *magazine*

(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 Sunday Times Magazine* issued with the weekly newspaper.

With 89% of readers in the ABC1 social economic profile, *The Sunday Times Magazine* boasts a wealthy readership. The **Homes & Gardens Checklist** serves as the essential guide for those with 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 Sunday, the **Homes & Gardens Checklist** is the ideal shop window for brands and organisations to benefit from a mature readership with 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
- Over 70% believe it is worth paying extra for quality goods
- The average age of *The Sunday Times Magazine* reader is 58.

Get your lawn spring-ready

With the weather warming, it's time to get your lawn ready for the summer months. From mowing to fertilising, here are the top tips to ensure your lawn is in the best possible condition.

EverEdge: 25 years of manufacturing garden edging

Developed originally as an alternative to rigid concrete edging, EverEdge is a flexible, durable and easy-to-install solution for garden edging. It's made from recycled plastic and is available in a range of colours to match your garden.

Modular access ramps and home extensions

Whether you're looking to improve accessibility for yourself or a loved one, or simply to create a more functional outdoor space, modular access ramps and home extensions are a great solution. They're easy to install and can be customised to suit your needs.

A new conservatory roof is an investment

Conservatory roofs are a great way to extend your living space and enjoy the outdoors all year round. They're also a great investment, as they can increase the value of your property.

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

There are many ways to secure your home, but the Nuki Smart Lock 2.0 is the most convenient. It allows you to lock and unlock your door using your smartphone, a keychain or a PIN code. It's also compatible with Alexa and Google Home.

A naturally-insulated fireplace for the garden

Enjoy the outdoors all year round with a naturally-insulated fireplace for the garden. It's made from high-quality materials and is designed to last for many years. It's also easy to install and use.

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

Bring your indoor or outdoor space to life with Plant-astik! It's a revolutionary way to grow plants and flowers. It's made from recycled plastic and is designed to last for many years. It's also easy to install and use.

No more fuel, cables or hassle

Greenworks is the leading brand in cordless power tools. From lawnmowers to chainsaws, we have everything you need to get your garden in the best possible condition. Our tools are powerful, durable and easy to use.

Fire it up, slow it down for maximum flavour

Enjoy the outdoors all year round with a Kamado Joe ceramic grill. It's made from high-quality materials and is designed to last for many years. It's also easy to install and use.

Operate your blinds with your voice

Control your blinds with your voice using the Amazon Echo and Google Home. It's a convenient way to operate your blinds and other smart home devices.

1.5m

Average readership of *The Sunday Times Magazine*

34%

are likely to take action after seeing adverts in this section

70%

believe it is worth paying extra for quality products

39%

agree they tend to go for premium brands

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC

- ABC1 - 89%
- C2DE - 11%

AGE

- 15-34 - 9%
- 35-54 - 29%
- 55+ - 62%

GENDER

- M - 50%
- F - 50%

DISTRIBUTION

- 588,494 printed copies of *The Sunday Times* are circulated
- 1,504,000 average print readership of *The Sunday Times*
- Distributed UK wide

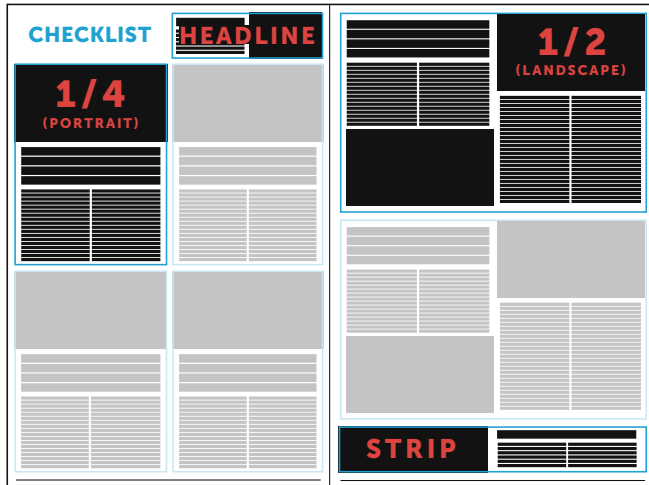
RATE CARD

- Third page **£12,000**
- Quarter page **£9,000**
- Sixth page **£6,500**
- Competition upgrade **£1,000**

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

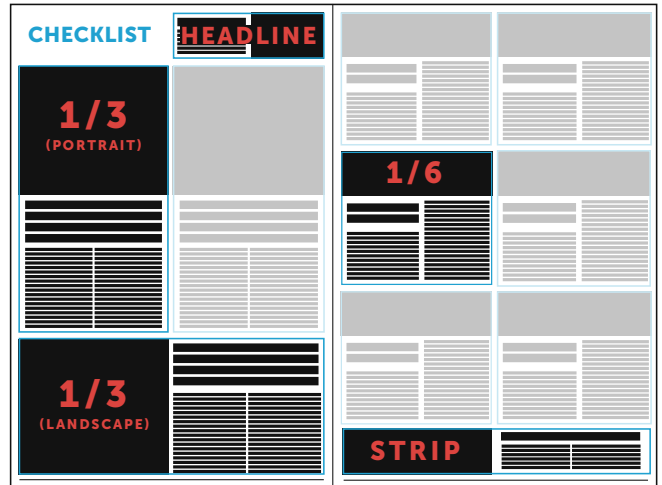
1/4 , 1/8 FEATURE REQUIREMENTS

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: 94 x 106 mm

HALF PAGE

Landscape: 193 x 106 mm

Total word count	130-150 words	Total word count	250-300 words
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: 193 x 32 mm

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

THIRD PAGE

Landscape: 193 x 69 mm
Portrait: 94 x 142mm

SIXTH PAGE

Landscape: 95 x 65 mm

Total word count	160-200 words	Total word count	80-100 words
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: 94 x 32 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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