

Homes and Gardens checklist



PUBLISHED IN SATURDAY WITH The Guardian ON SATURDAYS

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

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

Saturday Magazine's readership is well balanced, with an even split among all age groups, which means **Homes & Gardens Checklist** is perfectly poised to serve as the essential guide to help readers of all ages make the best choices available for themselves and their homes.

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 with more time to spend reading their newspaper, and a greater disposable income to spend on products and services.

PARTICULARLY CONSIDERING

- *Guardian* readers spend £81 a week on groceries
- 85% of *The Guardian* readers are ABC1, with an average household income of £59,764
- 53% of readers say *The Guardian* is impartial and unbiased.

Get your lawn spring-ready

OVER THE WINTER, your lawn will have been dormant and dormant lawns need to be revived. Spring is the best time to get your lawn ready for the growing season. Here are some tips to help you get your lawn ready for spring.

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

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 secure and convenient. It allows you to lock and unlock your door remotely, and it can be controlled via your smartphone. It's also compatible with Amazon Alexa and Google Assistant.

Visit www.nuki.com for more information.

A naturally-insulated fireplace for the garden

THE SCENIC GARDEN FIREPLACE is a natural-looking fireplace that is perfect for the garden. It's made from natural stone and has a built-in chimney. It's also naturally insulated, so it's perfect for the garden.

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

EverEdge: 25 years of manufacturing garden edging

EverEdge has been manufacturing garden edging for 25 years. We have a wide range of products to suit all budgets and tastes. Our products are made from high-quality materials and are designed to last.

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

Modular access ramps and home extensions

Modular access ramps and home extensions are a great way to improve accessibility in your home. They are made from high-quality materials and are easy to install. They can be used for a variety of purposes, including access to the garden, the car, and the house.

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

No more fuel, cables or hassle

THE WORLD'S MOST ADVANCED TURF CARE MOWER is the perfect solution for your lawn care needs. It's cordless, so there's no need for fuel or cables. It's also very easy to use and maintain.

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

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

PLANT-ASTIC! is a revolutionary way to bring your indoor or outdoor space to life. It's a self-watering system that allows you to grow a wide range of plants. It's also very easy to use and maintain.

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

A new conservatory roof is an investment

A new conservatory roof is a great investment for your home. It can improve the energy efficiency of your conservatory and make it more comfortable to use. It's also a great way to increase the value of your home.

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

Fire it up, slow it down for maximum flavour

HELL HOUND RANGE BARBECUES are the perfect choice for your outdoor cooking needs. They are made from high-quality materials and are designed to last. They also have a variety of features that make them easy to use and maintain.

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

Operate your blinds with your voice

OPERATE YOUR BLINDS WITH YOUR VOICE is a great way to control your blinds. It allows you to open and close your blinds using your voice. It's also very easy to use and maintain.

Visit www.appeal.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

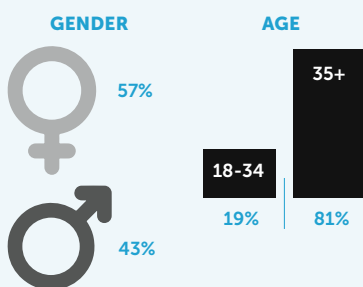
83%

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 *Saturday Magazine* are published on a Saturday
- 867,492 average Saturday readership
- Distributed UK wide

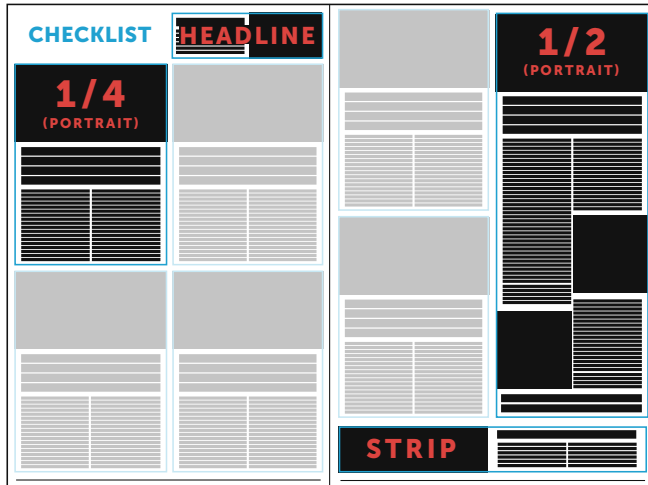
RATE CARD

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

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

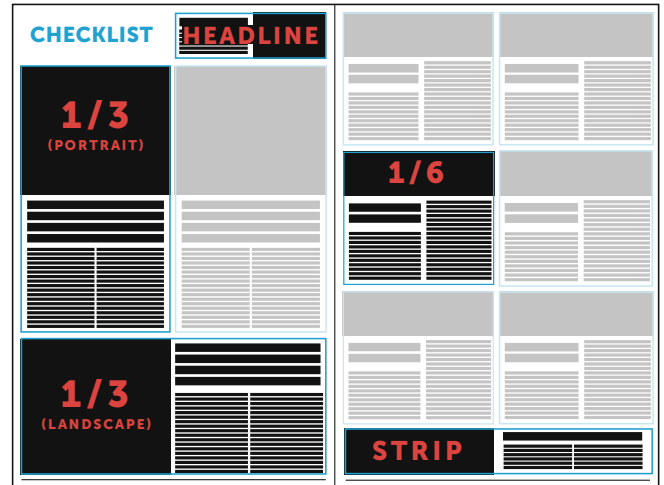
1/4 , 1/8 FEATURE REQUIREMENTS

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: 118 x 132 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: 118 x 63 mm
Portrait: 57 x 118 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: 240 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: 240 x 87 mm
Portrait: 118 x 178 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: 118 x 87 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: 118 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. 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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Homes and Gardens Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Guardian Weekend Magazine*. All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

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