

# Homes and Gardens checklist



## PUBLISHED WITH THE TIMES ON SATURDAYS

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER 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 the Weekend section of *The Times*.

With a 1m daily readership, of which 64% are in the AB social-economic profile, *The Times* boasts a wealthy readership with high disposable incomes. They have the spare money to invest into their properties, either to improve their home or simply maximise their enjoyment of day-to-day living.

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, interior and exterior design ideas.

Published on a Saturday, the **Homes & Gardens Checklist** provides a perfect shop window for brands and organisations looking to benefit from a readership accustomed to expert property commentary from award-winning journalists.

### PARTICULARLY CONSIDERING

- Readers of *The Times* are 28% more likely to buy or sell their property over the next 12 months
- Readers of *The Times* are 25% more likely to mention advertisements when they talk about brands
- *The Times* readers have an average family income of £55,885

### Homes and Gardens checklist

Start a series of home improvements in your garden. Whether it's a new lawn or a new patio, the checklist will guide you through the process. It's a free guide to help you get the most out of your garden.

**EverEdge: 25 years of manufacturing garden edging**

EverEdge has been manufacturing garden edging for 25 years. We are proud to be a family-run business and we are committed to providing the best quality products and services to our customers. Our products are made from high-quality materials and are designed to last. We offer a wide range of products to suit all budgets and tastes. Visit [www.everedge.co.uk](http://www.everedge.co.uk) for more information.

**Modular access ramps and home extensions**

At QuadraBuild, we specialise in the design and construction of modular access ramps and home extensions. Our products are made from high-quality materials and are designed to last. We offer a wide range of products to suit all budgets and tastes. Visit [www.quadrabuild.co.uk](http://www.quadrabuild.co.uk) for more information.

**A new conservatory roof is an investment**

Conservatory roofs are a great way to improve your conservatory and make it a more comfortable and enjoyable space. They are made from high-quality materials and are designed to last. They also provide a great way to increase the value of your property. Visit [www.conservatoryroofs.co.uk](http://www.conservatoryroofs.co.uk) for more information.

### Get your lawn spring-ready

It's time to get your lawn spring-ready. Our experts provide advice on how to prepare your lawn for the new season. Visit [www.lawnmatters.co.uk](http://www.lawnmatters.co.uk) for more information.

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

The Nuki Smart Lock 2.0 is a smart lock that allows you to control your door from anywhere. It's easy to install and use, and it provides a secure and convenient way to lock your door. Visit [www.nuki.co.uk](http://www.nuki.co.uk) for more information.

**A naturally-insulated fireplace for the garden**

The Schiedel fireplace is a naturally-insulated fireplace that is perfect for the garden. It's made from high-quality materials and is designed to last. It also provides a great way to increase the value of your property. Visit [www.schiedel.co.uk](http://www.schiedel.co.uk) for more information.

**No more fuel, cables or hassle**

The Greenworks lawnmower is a cordless lawnmower that is easy to use and maintain. It's made from high-quality materials and is designed to last. It also provides a great way to increase the value of your property. Visit [www.greenworks.co.uk](http://www.greenworks.co.uk) for more information.

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

The Gardeners Dream plant range is a collection of high-quality plants that are perfect for the garden. They are made from high-quality materials and are designed to last. They also provide a great way to increase the value of your property. Visit [www.gardenersdream.co.uk](http://www.gardenersdream.co.uk) for more information.

**Fire it up, slow it down for maximum flavour**

The Kamado Joe grill is a ceramic grill that is perfect for grilling. It's made from high-quality materials and is designed to last. It also provides a great way to increase the value of your property. Visit [www.kamad joe.co.uk](http://www.kamad joe.co.uk) for more information.

**Operate your blinds with your voice**

The Amazon Echo is a smart speaker that allows you to control your blinds with your voice. It's easy to use and provides a convenient way to control your blinds. Visit [www.amazon.co.uk](http://www.amazon.co.uk) for more information.

1m

Saturday print readership of *The Times*

34%

are likely to take action after seeing adverts in this section

70%

believe it is worth paying extra for quality products

39%

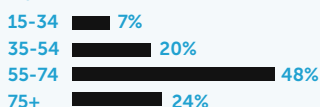
agree they tend to go for premium brands

### DEMOGRAPHICS

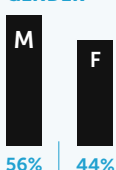
#### SOCIAL DEMOGRAPHIC



#### AGE



#### GENDER



### DISTRIBUTION

- 467,325 copies of *The Times* published on a Saturday
- 1,077,000 average print Saturday readership
- Distributed UK wide

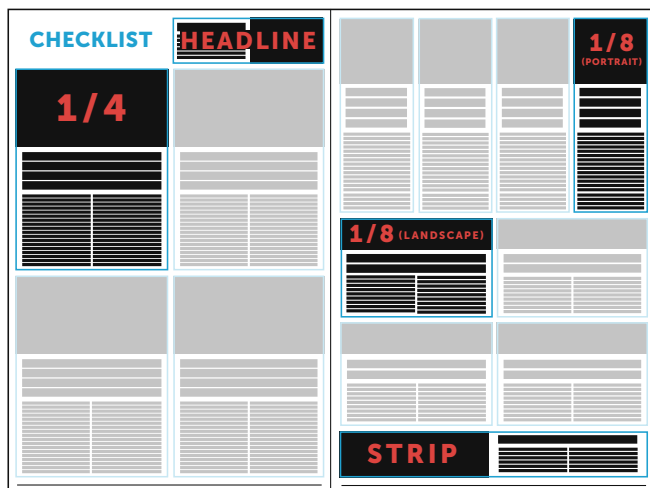
### RATE CARD

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.



### QUARTER PAGE

Portrait: 132 x 136.6 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: 132 x 66.25 mm

Portrait: 64 x 136.6 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: 268 x 42.5 mm

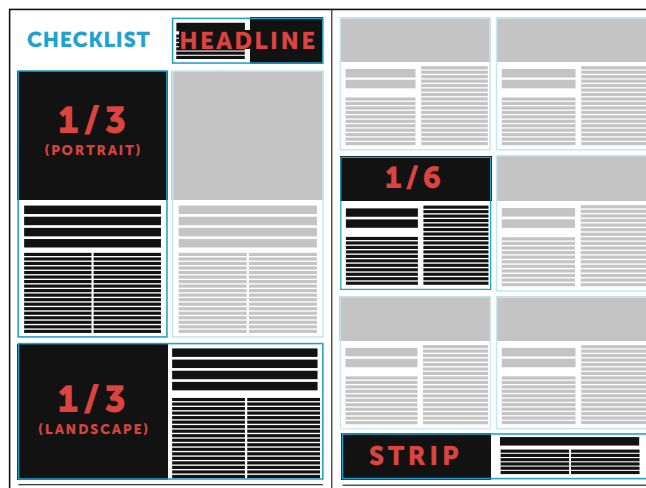
**Total word count** 120-150 words

**Call to action** i.e. Discount offer, website, phone, or social links

**Images** 2 images + logo

## 1/3 , 1/6 FEATURE REQUIREMENTS

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



### THIRD PAGE

Landscape: 268 x 89.7 mm

Portrait: 183.6 x 132 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: 132 x 89.7 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: 132 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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto: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 & Gardens Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Times*

All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](https://hurstmediacompany.co.uk/hurst-media-advertising-terms)

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