

# HOMES AND INTERIORS *checklist*

**PUBLISHED WITH DAILY EXPRESS**

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



The **Homes and Interiors Checklist** is a full-colour, tabloid-sized double-page spread of advertorial content published in the weekend edition of the *Daily Express*.

With a 672k readership, of which 84% are over the age of 55, the *Daily Express* boasts a mature readership with high disposable income. Therefore, they have the means to spend on luxury items to maximise the enjoyment of day-to-day living.

Full of inspiration for those looking to make a house a home, the **Homes and Interiors 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 including indoor and outdoor furniture, household tech and gadgets, tools, accessories, interior and exterior design ideas.

Published on a Saturday, the **Homes and Interiors 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.

## PARTICULARLY CONSIDERING

- 495,000 readers are aged over 55
- A total of 84% *Daily Express* readers are over 55
- The typical age of a *Daily Express* reader is 69-years-old.

**Beat the burglar: new British Standard locks**  
**Effortless savings on your energy bills, forever**  
**Wake up pain free thanks to the Emma Original - the UK's most-awarded mattress in 2019**  
**Sleep soundly with Slumberland**  
**Operate your blinds with your voice**

Sources: PAMCo 3 2019, ABC Feb-July 2019, Last updated Sept'20.

**672k**  
Average print readership of the *Daily Express*

**74%**  
of readers are ABC1C2

**57**  
minutes is the average time spent reading the *Daily Express*

**84%**  
of readers are 55 and over

## DEMOGRAPHICS

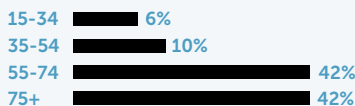
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## DISTRIBUTION

- The *Daily Express* has a circulation of 320,446
- 672,936 is the average readership
- Distributed UK wide

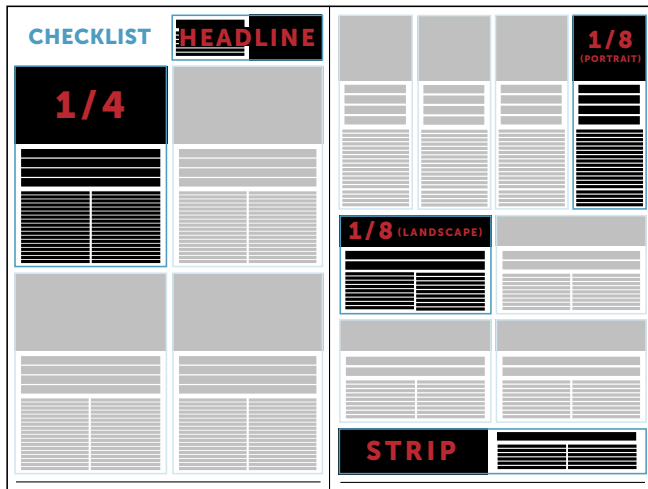
## RATE CARD

Third page	<b>£6,000</b>
Quarter page	<b>£4,500</b>
Sixth page	<b>£3,250</b>
Competition upgrade	<b>£1,000</b>

**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: 131.5 x 137.7 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: 131.5 x 67 mm  
Portrait: 63.9 x 137.7 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: 267 x 42.5 mm

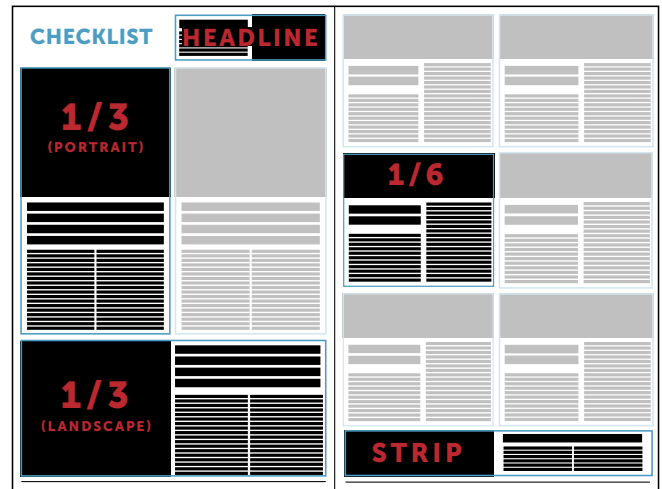
**Total word count** 120-150 words

**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: 267 x 90.4 mm  
Portrait: 131.5 x 185 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: 131.5 x 90.4 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: 131.5 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, United House, North Road, N7 9DP  
Company number: 08357910 VAT number: 161866882

*Food & Drink Checklist* is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Sunday Express*

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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