

# HOMES AND INTERIORS checklist ✓



PUBLISHED WITH **The Mail** ON SUNDAYS

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

Homes and Interiors Checklist is a full-colour, tabloid-sized double-page spread of advertorial content published in the *Mail on Sunday*.

*Mail on Sunday* readers have an average of £47,902 in savings and investments. This wealthy readership believes it is worth paying extra for quality products and services for improving their home life. **Homes and Interiors Checklist** serves as an essential guide for those looking to spend on luxury items to maximise their enjoyment of day-to-day living, 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, indoor & outdoor furniture, household gadgets, tools, accessories, and interior & exterior design ideas.

Published on a Sunday, the **Homes and Interiors Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend reading the newspaper, and greater disposable income to spend on products and services for the home.

## PARTICULARLY CONSIDERING

- *Mail on Sunday* readers are known for their spending power with 10% of all weekly expenditure going towards groceries
- *Mail on Sunday* readers have an average of £47,902 in savings and investments – which is +£22k more than the UK average
- 83% of *Mail on Sunday* readers are homeowners, so spending quality time at home is important.

### Beat the burglar: new British Standard locks

Advertisement for Asec locks, highlighting their security features and availability.

### Your design destination

Advertisement for ncs16, showcasing a range of interior design products and services.

### The underground movement towards velvet

Advertisement for danetti, featuring velvet furniture and home decor items.

### Effortless savings on your energy bills, forever

Advertisement for Flipper energy-saving devices, promising long-term cost savings.

### Wake up pain free thanks to the Emma Original - the UK's most-awarded mattress in 2019

Advertisement for Emma Original mattresses, emphasizing their quality and awards.

### Tile designs for a new, nature-loving world

Advertisement for Topps Tiles, showcasing their natural stone and tile collections.

### Control your home remotely with Bosch

Advertisement for Bosch smart home appliances, highlighting remote control capabilities.

### Softened water for a cleaner, better home

Advertisement for HARVEY Water Softeners, promoting water purification benefits.

### Sleep soundly with Slumberdown

Advertisement for Slumberdown bedding, focusing on comfort and quality.

### Operate your blinds with your voice

Advertisement for smart blinds, featuring voice-activated operation.

# 2.1m

Average print readership of *Mail on Sunday*

# 65%

are ABC1

# 79%

choose to only read a weekend newspaper

# 53

minutes is the average time spent reading

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC

- ABC1 - 65.3%
- C2DE - 34.7%

### GENDER

M: 48% | F: 52%

### AGE

15-44	12.3%
45-55	19.1%
55-64	26.4%
75+	29.5%

## DISTRIBUTION

- 800,000 average circulation of *Mail on Sunday*
- 2,100,000 average print readership
- Distributed UK wide

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

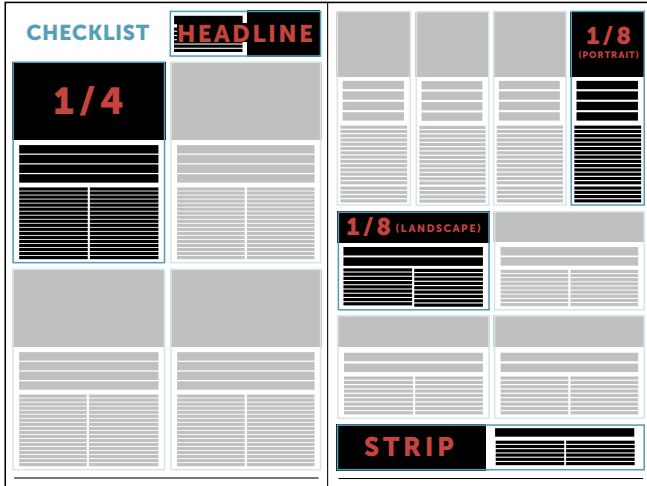
## RATE CARD

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

Sources: PAMCO 2 2020, ABC 12 2020, MailMetroMedia. Last updated Feb 21

## 1/4 , 1/8 FEATURE REQUIREMENTS

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



### QUARTER PAGE

Portrait: 134.5 x 147.7 mm

<b>Total word count</b>	200-250 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2 images + logo

### EIGHTH PAGE

Landscape: 134.5 x 71.7 mm  
Portrait: 65.25 x 147.7 mm

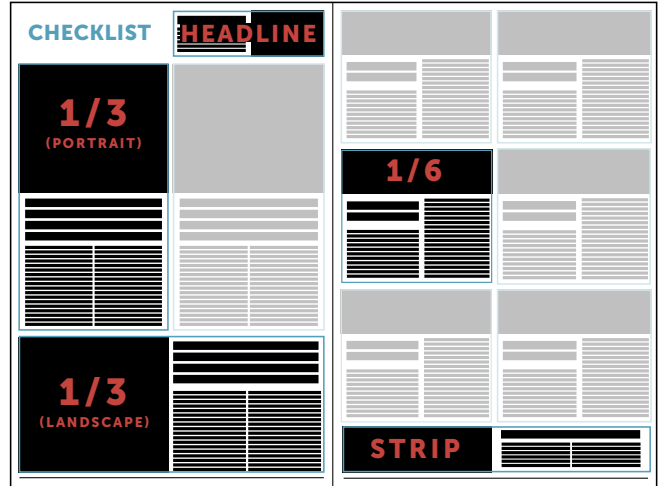
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### STRIP Landscape: 273 x 42.5 mm

<b>Total word count</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2 images + logo

## 1/3 , 1/6 FEATURE REQUIREMENTS

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



### THIRD PAGE

Landscape: 273 x 97 mm  
Portrait: 134.5 x 198.7 mm

<b>Total word count</b>	200-300 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2-3 images + logo

### SIXTH PAGE

Landscape: 134.5 x 97 mm

<b>Total word count</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 image + logo

### HEADLINE Landscape: 134.5 x 42.5 mm

<b>Total word count</b>	60-80 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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

At Home & Garden Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Mail on Sunday*  
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### MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018  
[sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPARTMENT

Tel: 0203 770 4024  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



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