

Homes and Gardens and checklist



PUBLISHED WITH LONDON METRO ON FRIDAYS

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

Homes and Gardens Checklist is a full-colour, tabloid-sized double-page spread of advertorial content published in the Metro.

As the UK's highest circulation print newspaper, the Metro reaches a wide and varied audience, made up mainly of commuters, 57% of whom are in the ABC1 social demographic.

Packed full of inspiration for those looking to move, improve or merely make a house a home, Homes and 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; and interior/exterior design ideas.

Published on Fridays at peak commuter time, Homes and Gardens Checklist is the perfect shop window for brands and organisations looking to benefit from an affluent and engaged readership, who regularly engage with newspapers on their daily commute.

PARTICULARLY CONSIDERING

- The average age of a Metro reader is 45
- The Metro readership is made up of 43% female and 57% male readers
- 57% of readers are ABC1 social groups
- 75% of the audience read Metro before 9am each day on public transport.

Get your lawn spring-ready

OVER THE WINTER, your lawn naturally grows and recovers and needs little to no maintenance. However, to ensure your lawn is healthy and ready for the spring, there are a few things you can do to help it get back on track.

More tips and tips at www.metro.co.uk

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

THESE ARE THE BEST KEYS YOU CAN HAVE. They are smart, they are secure, and they are easy to use. The Nuki Smart Lock 2.0 is the latest in smart lock technology, and it's the perfect solution for anyone who wants to take their home security to the next level.

Learn more about this smart lock at www.nuki.com

EverEdge: 25 years of manufacturing garden edging

FOR OVER 25 YEARS, EverEdge has been manufacturing high-quality garden edging products. Our products are made from recycled plastic and are designed to last for years to come.

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

A naturally-insulated fireplace for the garden

THE SCHIEDEL CERAMIC SYSTEM is a revolutionary new way to heat your garden. It's made from natural stone and is designed to be installed in your garden, providing a warm and cosy space for you and your family.

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

Modular access ramps and home extensions

THE CERRADULO modular access ramps are a perfect solution for anyone who needs to improve their home's accessibility. They are made from high-quality materials and are easy to install.

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

No more fuel, cables or hassle

THE GREENWORKS cordless lawnmower is the perfect solution for anyone who wants to mow their lawn without the hassle of fuel or cables. It's easy to use and is designed to last for years to come.

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

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

THE GARDENERS DREAM indoor and outdoor plants are the perfect way to bring a touch of nature into your home or garden. They are easy to care for and are designed to thrive in any environment.

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

Fire it up, slow it down for maximum flavour

THE KAMADO JOE kamado grill is the perfect solution for anyone who wants to grill their food in style. It's made from high-quality materials and is designed to last for years to come.

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

Operate your blinds with your voice

THE APEL voice-controlled blinds are the perfect solution for anyone who wants to control their blinds with their voice. They are easy to use and are designed to last for years to come.

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

1.3m

Daily print readership of Metro

38%

of readers strongly agree "it's important to continue learning new things throughout your life"

75%

read Metro before 9am each day, with most on a train, tube or bus journey

30%

Adults are interested in the education pages of newspapers – more than any other national newspaper

DEMOGRAPHICS

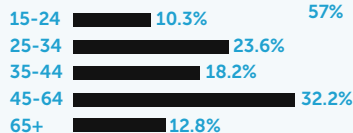
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 670,197 copies of London Metro published daily
- 1,320,000 average London issue readership
- London distribution

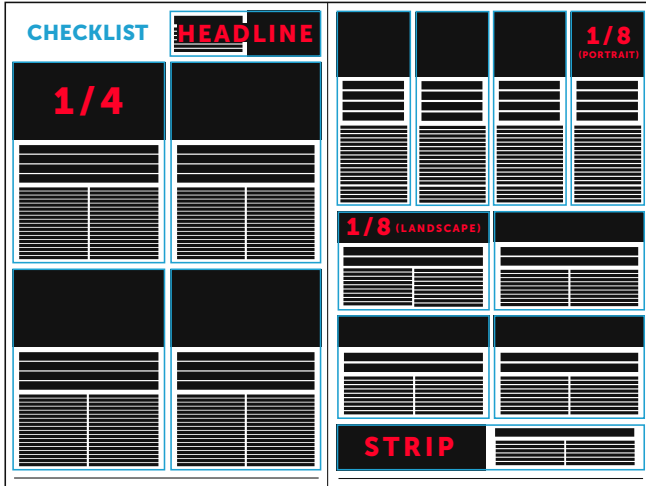
RATE CARD

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: 129.5 x 135.7 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: 129.5 x 66 mm
Portrait: 62.8 x 135.7 mm

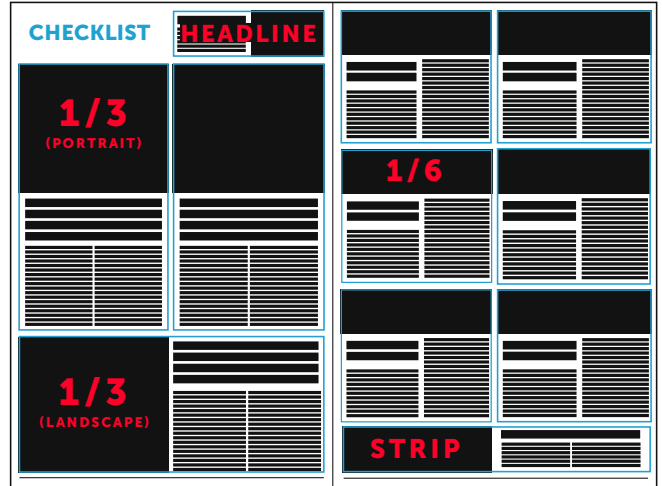
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 263 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: 263 x 89 mm
Portrait: 129.5 x 182.4 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: 129.5 x 89 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: 129.5 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. 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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Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in Metro

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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