

# Best of Homes

PUBLISHED WITH **Daily Mail** ON SATURDAYS

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



**Best of Homes** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of the *Daily Mail*.

*Daily Mail* 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 their day-to-day living.

Full of inspiration for those looking to move, improve or merely make a house a home, the **Best of Homes** serves as an essential guide for readers on the latest trends, inspirations and ways to increase the value of their homes.

It showcases a high-quality selection of products and services for the home including indoor and outdoor furniture, the latest gadgets, tools, accessories, interior and exterior design ideas.

Published on a Saturday, the **Best of Homes** is the perfect 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

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

### Best of Homes

ADVERTISMENT

The art of creating a beautiful home

Whether you're looking to escape to the other side of the world, or simply transform your home to make it more comfortable and stylish, we have the solutions for you.

Read more online: [www.dailymail.co.uk/bestofhomes](http://www.dailymail.co.uk/bestofhomes)

#### Get up to 35% off your signature summer styles with Fancetti's furniture collection

Make the most of your summer holidays with Fancetti's furniture collection. From outdoor seating to indoor furniture, Fancetti has everything you need to make your home feel like a holiday home.

Read more: [www.fancetti.co.uk](http://www.fancetti.co.uk)

#### Discover the art of creating a beautiful home

Whether you're looking to escape to the other side of the world, or simply transform your home to make it more comfortable and stylish, we have the solutions for you.

Read more online: [www.dailymail.co.uk/bestofhomes](http://www.dailymail.co.uk/bestofhomes)

#### Your design destination

Whether you're looking to escape to the other side of the world, or simply transform your home to make it more comfortable and stylish, we have the solutions for you.

Read more online: [www.dailymail.co.uk/bestofhomes](http://www.dailymail.co.uk/bestofhomes)

#### Build your dream home

Whether you're looking to escape to the other side of the world, or simply transform your home to make it more comfortable and stylish, we have the solutions for you.

Read more online: [www.dailymail.co.uk/bestofhomes](http://www.dailymail.co.uk/bestofhomes)

#### Bespoke sanitary ware handmade in Britain

Whether you're looking to escape to the other side of the world, or simply transform your home to make it more comfortable and stylish, we have the solutions for you.

Read more online: [www.dailymail.co.uk/bestofhomes](http://www.dailymail.co.uk/bestofhomes)

#### Give your bedroom a DUSK makeover

Whether you're looking to escape to the other side of the world, or simply transform your home to make it more comfortable and stylish, we have the solutions for you.

Read more online: [www.dailymail.co.uk/bestofhomes](http://www.dailymail.co.uk/bestofhomes)

#### Discover high end interior design

Whether you're looking to escape to the other side of the world, or simply transform your home to make it more comfortable and stylish, we have the solutions for you.

Read more online: [www.dailymail.co.uk/bestofhomes](http://www.dailymail.co.uk/bestofhomes)

1.6m

Average print readership of *Daily Mail*

63%

are ABC1

79%

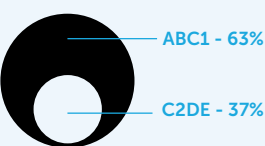
choose to only read a weekend newspaper

53

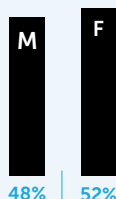
minutes is the average time spent reading

## DEMOGRAPHICS

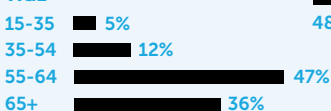
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## DISTRIBUTION

- 1,600,000 average circulation
- 2,300,000 average print readership
- Distributed UK wide

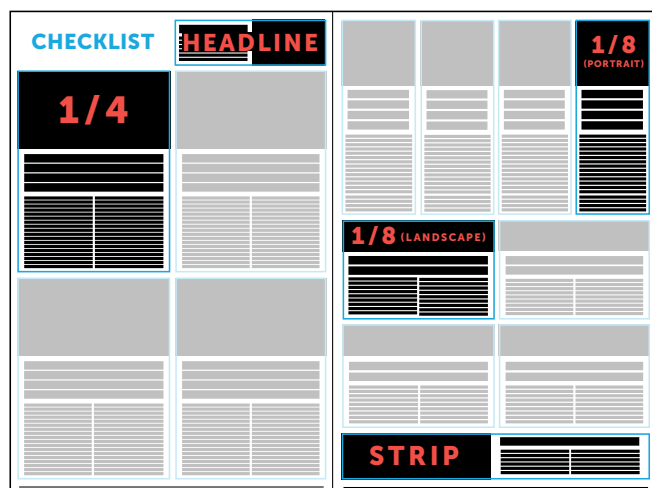
## RATE CARD

Third page	£13,800
Quarter page	£10,350
Sixth page	£6,900
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: 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

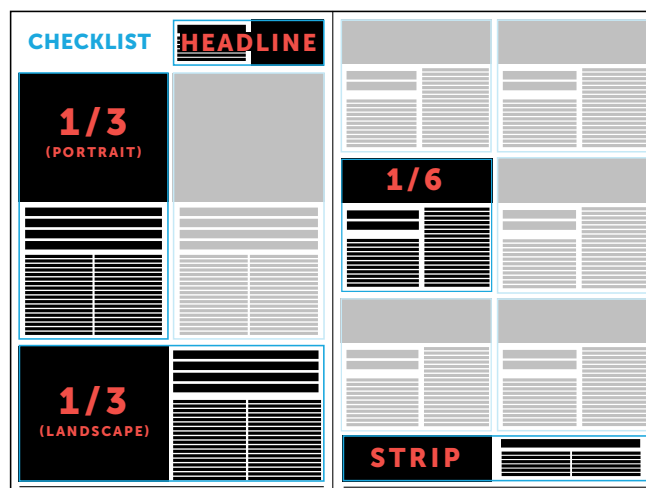
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### 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, 1 Phipp Street, London, EC2A 4PS  
Company number: 08375910 VAT number: 161866882

*Checklist* is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Daily Mail*.  
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)

### MEDIA SALES

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The UK's trusted media partner