

# Homes and Gardens TOP 10 *checklist*

10 TOP INSPIRATIONS FOR THOSE LOOKING TO LIVE A HAPPY, HEALTHIER AND FULFILLING LIFE AT HOME  
(Eventual title will be chosen by Express.co.uk on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH  **EXPRESS.co.uk**

**Homes & Gardens Top 10 Checklist** is a native feature of 10 sponsored articles published on *express.co.uk*. It appears in content-relevant areas of the website and is promoted by way of circa 2.5 million ad-site traffic drivers [1]. The advertorial content is hosted perpetually on *express.co.uk* and includes individual links for the benefit of all 10 advertising partners.

*Express.co.uk* reaches an audience of 12.4 million monthly unique visitors across their digital platforms. It's a mature audience, with over 82% being over the age of 35. This makes the **Homes & Gardens Top 10 Checklist** an invaluable guide to readers as they plan to make the most of their homes.

Curated by an experienced team of *express.co.uk* copywriters, the **Homes & Gardens Top 10 Checklist** showcases a high-quality selection of products and services. This includes indoor and outdoor furniture, the latest household, gadgets, tools, accessories, interior and exterior design ideas, barbecues, home automation, ventilation and heating solutions and more.

**Homes & Gardens Top 10 Checklist** is the perfect shop window for brands and organisations seeking to benefit from both the robust editorial environment of *express.co.uk* and a readership which is highly sympathetic to the subject matter.

## PARTICULARLY CONSIDERING

- 81% of readers are the main shopper of their household
- 32% of *express.co.uk* readers are parents of under 18s
- 65% of readers are in the ABC1 socio-economic group.



**12.4m**  
monthly unique visitors to *Express.co.uk*

**65%**  
readers are ABC1

**82.9m**  
monthly page views

## SPONSORED ARTICLE EXAMPLE



### Stiga

We all know someone with green fingers and a love of being out in the garden tending to their plants. So why not help them to achieve an immaculate lawn as well, with a gift they're guaranteed to love?

Mousetfield is a well-established British brand that has been manufacturing high-quality lawnmowers, hedge trimmers, bench cutters, leaf blowers and chainsaws for over 60 years.

Their mowers are suitable for all sizes of gardens and all terrains, so you know it'll work for your gardening loved one.

And for the ultimate in modern mowing, turn them to the Mousetfield Gentle-Lawnmower. Quiet, lightweight and with two on-board tools they're designed to make mowing easy and efficient.

And with prices starting at just £149, it really is the gift that will keep on giving, season after season.

[Click here to find out more.](#)

[CLICK HERE TO SEE A PREVIOUS FEATURE](#)

## RATE CARD

### Sponsored article and banner package **£9,000**

Promoted by way of circa 2.5m ad-site traffic drivers: 1 sponsored article **2**, 1 MPU **3**, 1 billboard **4**, 1 mobile banner **5**, 1 leaderboard **6**

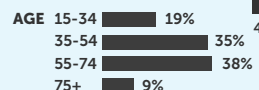
**Competition Upgrade £1,000**

## DISTRIBUTION

- Published in content relevant areas and hosted on the *Express.co.uk* perpetually
- Promoted by way of circa 2.5m ad-site traffic drivers
- Available nationwide

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC

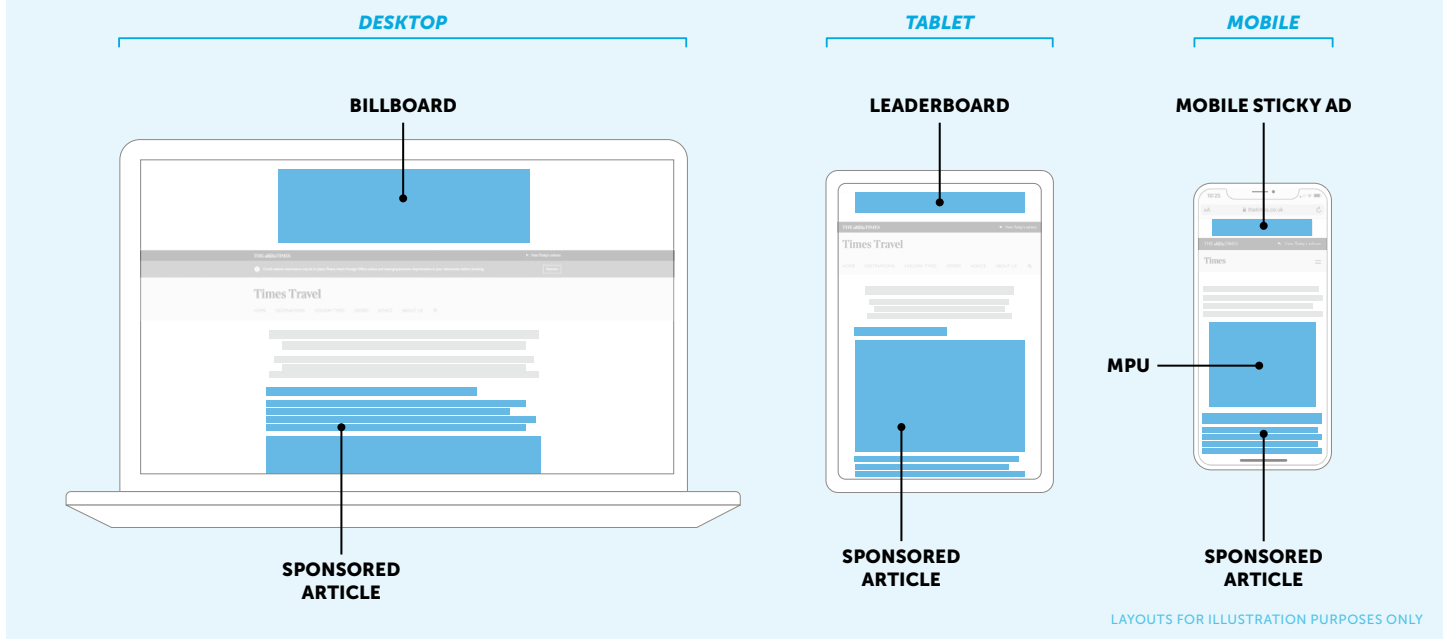


### GENDER



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

## ADVERTISING POSITIONS



### SPONSORED ARTICLE SPECS

#### COPY SPECIFICATION

- **Word count:** 150 words
- **Headline:** Written by *Express.co.uk*
- **Contact information:** Your website

#### IMAGE SPECIFICATION

- **Image size:** 1000px (w) x 667px (h)
- **Format:** RGB JPEG or PNG
- **Resolution:** 72 dpi

Images should be high quality lifestyle photographs promoting your product or service. In case of a video upgrade, that should be supplied as a Vimeo link or MP4 file.

### DISPLAY AD SPECS

#### BILLBOARD

- Displays on desktop only
- **Size:** 970px (w) x 250px (h)

#### LEADERBOARD

- Displays on tablet only
- **Size:** 728px (w) x 90px (h)

#### SKYSCRAPER

- Displays on tablet only
- **Size:** 120px (w) x 600px (h)

#### MOBILE STICKY AD

- Displays on mobile only
- **Size:** 320px (w) x 50px (h)

#### MPU (MID PAGE UNIT)

- Displays on mobile only
- **Size:** 300px (w) x 250px (h)

## SUPPLYING CONTENT

**PLEASE NOTE:** The full content specification and artwork deadline will be given after booking.  
Your content can be emailed to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

### CREATION, PROOFING & APPROVAL

#### CREATION PROCESS

- After receiving your content, Hurst Media Company will review and forward to *Express.co.uk*.
- Copy for advertorial features will be subedited by *Express.co.uk*'s editorial team to meet their house style.

#### PROOFING & APPROVAL PROCESS

- Hurst Media Company will supply a proof to you.
- After sending a proof, we require either your approval to publish the article or any factual copy corrections.
- If you have any copy changes, you have the option of two rounds of corrections before final approval is required.
- Please ensure any amendments are clear and concise.
- Approval is required within 48 hours unless advised otherwise.

### TERMS & CONDITIONS

- Retirement Living Top 10 Checklist Top 10 Checklist is advertorial content compiled by Checklist who takes sole responsibility for the content, but is published on *Express.co.uk*.
- All bookings are made subject to our Terms & Conditions of advertising, which are available [here](#).
- We reserve the right to convert images to meet the technical specification if they are not supplied as such.
- Image use and copy are subject to *Express.co.uk*'s editorial discretion.
- Ads must adhere to the Advertising Standards Authority's (ASA) UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code), which can be read [here](#).

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