

Best of Homes & Gardens



PUBLISHED WITH THE SUNDAY TIMES *magazine*

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

The **Best of Homes & Gardens** is a full-colour, A4-sized double-page spread of advertorial content published in *The Sunday Times Magazine* issued with the weekly newspaper.

With 89% of readers in the ABC1 social economic profile, *The Sunday Times Magazine* boasts a wealthy readership. The **Best of Homes & Gardens** serves as the essential guide for those with money to spend on luxury items to maximise their enjoyment of day-to-day living.

Full of inspiration for those who are spending more time with family and friends in their homes and gardens, the **Best of Homes & Gardens** serves as an essential guide for readers on the latest tools & gadgets, BBQs and accessories, patio furniture, entertainment & leisure, DIY must-haves, as well as food & drink options, and ways to maximise outdoor space.

Published on a Sunday, the **Best of Homes & Gardens** is the ideal 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

- Around 50% of the audience are likely to convince others about products and services that interest them
- Over 70% believe it is worth paying extra for quality goods
- The average age of *The Sunday Times Magazine* reader is 58.

Best of Homes & Gardens

Create your dream home space – whether you're renovating your garden or putting the first touches to your grand design, here are some of the best ways to improve and secure your home

Titan Security Europe: the experts in home security

With over 20 years of experience, Titan Security Europe is the leading provider of home security solutions in the UK. Our experts can help you choose the right system for your home, whether you're looking for a basic alarm or a full-on security system. We offer a range of services, including:

- **Alarm systems:** We can install a range of alarm systems, from basic burglar alarms to full-on security systems with cameras and motion sensors.
- **Door and window sensors:** We can install sensors that will alert you if a door or window is opened.
- **Fire alarms:** We can install fire alarms that will alert you if there is a fire in your home.
- **Security cameras:** We can install security cameras that will allow you to monitor your home from anywhere.

Exquisite flowers and fragrance

Established in 1984, the company has a reputation for providing the finest flowers and fragrances to its customers. The team has a wealth of experience in sourcing the best flowers and fragrances from around the world, and they are able to provide a wide range of products to suit any occasion.

- **Flowers:** We can provide a range of flowers, from roses to lilies, in a variety of colours and quantities.
- **Fragrances:** We can provide a range of fragrances, from scented candles to essential oils.

Premium homes without the pricetag

At Ashwood, we understand that you want a home that is both beautiful and practical. We can help you find the perfect home for you, whether you're looking for a new build or a property to renovate. We offer a range of services, including:

- **Property search:** We can help you find the perfect property for you, based on your budget and requirements.
- **Renovation services:** We can help you renovate your property, from the kitchen to the bathroom.
- **Interior design:** We can help you design the interior of your home, from the furniture to the lighting.

Created by our design studio, customised by you

At Bazaar, we have a design studio that can help you create the perfect home for you. We can help you choose the right furniture, lighting, and decor for your home, and we can also help you with the renovation process.

- **Furniture:** We can provide a range of furniture, from sofas to armchairs, in a variety of styles and colours.
- **Lighting:** We can provide a range of lighting, from table lamps to ceiling lights.
- **Decor:** We can provide a range of decor, from cushions to vases.

Tailored mortgages from Path

At Path, we can help you find the right mortgage for your home. We offer a range of mortgage products, including:

- **Fixed rate mortgages:** These mortgages have a fixed interest rate for a set period of time.
- **Variable rate mortgages:** These mortgages have a variable interest rate that can change over time.
- **Interest-only mortgages:** These mortgages allow you to pay only the interest on the loan.

Storm strength from Shetland

At Shetland, we can help you find the right storm protection for your home. We offer a range of storm protection products, including:

- **Storm doors:** These doors are designed to withstand strong winds and rain.
- **Storm windows:** These windows are designed to withstand strong winds and rain.
- **Storm shutters:** These shutters can be closed over your windows to protect them from the elements.

Transform your landscape with Emorgate

At Emorgate, we can help you transform your landscape into a beautiful garden. We offer a range of landscaping services, including:

- **Garden design:** We can help you design a beautiful garden for your home.
- **Planting:** We can help you plant a variety of plants and flowers in your garden.
- **Maintenance:** We can help you maintain your garden, from mowing the lawn to pruning the trees.

Greenhouses hand-made to order from Cultivar

At Cultivar, we can help you find the right greenhouse for your home. We offer a range of greenhouse products, including:

- **Polytunnels:** These are made of plastic and are easy to install.
- **Greenhouses:** These are made of glass or polycarbonate and are more durable.
- **Cold frames:** These are used to start seedlings in the spring.

Discover the art of bespoke furniture with Harvey George

At Harvey George, we can help you find the right bespoke furniture for your home. We offer a range of furniture products, including:

- **Sofas:** We can help you choose the right sofa for your home.
- **Armchairs:** We can help you choose the right armchair for your home.
- **Tables:** We can help you choose the right table for your home.

1.5m

Average readership of
The Sunday Times Magazine

70%

believe it is worth paying
extra for quality products

34%

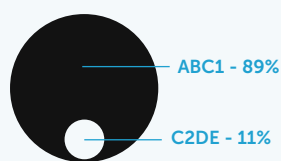
are likely to take action after
seeing adverts in this section

39%

agree they tend to go for
premium brands

DEMOGRAPHICS

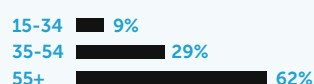
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 588,494 printed copies of *The Sunday Times* are circulated
- 1,504,000 average print readership of *The Sunday Times*
- Distributed UK wide

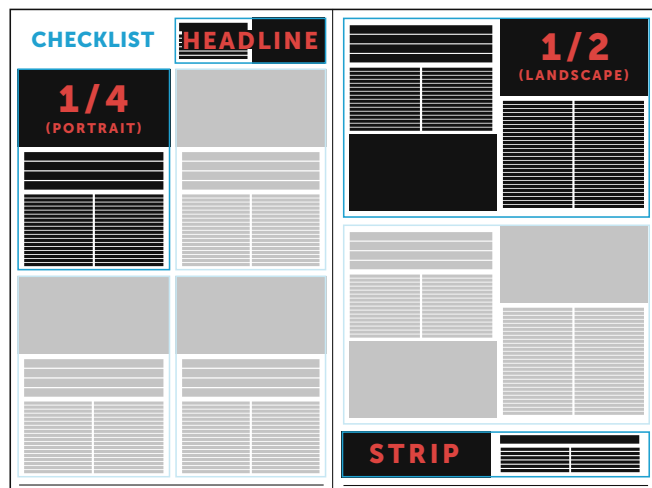
RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,500
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: 94 x 106 mm

HALF PAGE

Landscape: 193 x 106 mm

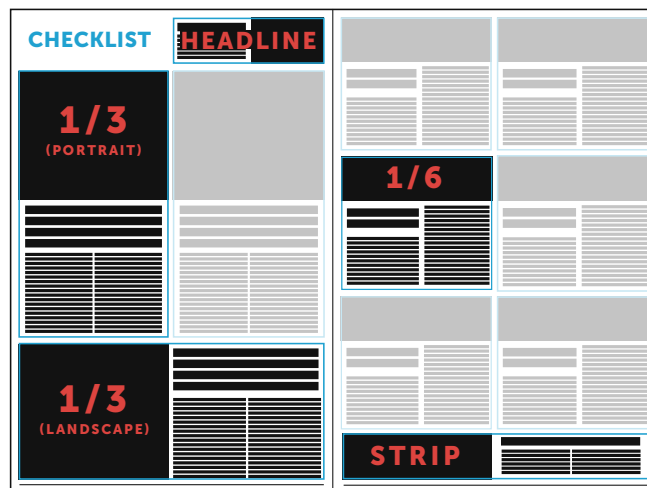
Total word count	130-150 words	Total word count	250-300 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	2-3 image + logo

STRIP Landscape: 193 x 32 mm

Total word count	80-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape: 193 x 69 mm
Portrait: 94 x 142mm

SIXTH PAGE

Landscape: 95 x 65 mm

Total word count	160-200 words	Total word count	80-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 image + logo

HEADLINE COMPETITION Landscape: 94 x 32 mm

Copy	What is the prize and its value.
URL	Hurst Media will provide competition link
Images	1 image

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. 15 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 *The Sunday Times Magazine*. 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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