

Best of Homes & Gardens



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)

The **Best of Homes & Gardens Checklist** 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. **Best of Homes & Gardens Checklist** serves as an essential guide for those looking to move, improve or merely make a house a home.

The **Best of Homes & 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, interior and exterior design ideas.

Published on a Saturday, the **Best of Homes & Gardens Checklist** 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

Best of Homes & Gardens

Create your dream living space - whether you're planning to put the finishing touches to your grand design, here are some of the best ways to improve your home

Titan Security Europe: the experts in home security

There's nothing more important than your home. With your loved ones inside, it's your responsibility to ensure the safety of your home and family. 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** - From basic burglar alarms to full-on security systems, we have the expertise to install the right system for your home.
- **Cameras** - We can help you choose the right camera system for your home, whether you're looking for a basic system or a full-on security system.
- **Door and window sensors** - We can help you choose the right sensors for your home, whether you're looking for a basic system or a full-on security system.
- **Remote monitoring** - We can help you choose the right remote monitoring system for your home, whether you're looking for a basic system or a full-on security system.

Exquisite flowers and fragrance

Flowers are a beautiful way to add colour and fragrance to your home. Whether you're looking for a basic bouquet or a full-on floral arrangement, we have the expertise to create the perfect look for your home. Our experts can help you choose the right flowers for your home, whether you're looking for a basic bouquet or a full-on floral arrangement. We offer a range of services, including:

- **Floral arrangements** - We can help you choose the right floral arrangement for your home, whether you're looking for a basic bouquet or a full-on floral arrangement.
- **Flower delivery** - We can help you choose the right flower delivery service for your home, whether you're looking for a basic bouquet or a full-on floral arrangement.
- **Flower care** - We can help you choose the right flower care service for your home, whether you're looking for a basic bouquet or a full-on floral arrangement.

Premium homes without the price tag

There's nothing more important than your home. With your loved ones inside, it's your responsibility to ensure the safety of your home and family. 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** - From basic burglar alarms to full-on security systems, we have the expertise to install the right system for your home.
- **Cameras** - We can help you choose the right camera system for your home, whether you're looking for a basic system or a full-on security system.
- **Door and window sensors** - We can help you choose the right sensors for your home, whether you're looking for a basic system or a full-on security system.
- **Remote monitoring** - We can help you choose the right remote monitoring system for your home, whether you're looking for a basic system or a full-on security system.

Created by our design studio, customised by you

Our design studio is the leading provider of home design solutions in the UK. Our experts can help you choose the right design for your home, whether you're looking for a basic design or a full-on design. We offer a range of services, including:

- **Interior design** - We can help you choose the right interior design for your home, whether you're looking for a basic design or a full-on design.
- **Exterior design** - We can help you choose the right exterior design for your home, whether you're looking for a basic design or a full-on design.
- **Landscaping** - We can help you choose the right landscaping for your home, whether you're looking for a basic design or a full-on design.

Tailored mortgages from Path

Path is the leading provider of tailored mortgages in the UK. Our experts can help you choose the right mortgage for your home, whether you're looking for a basic mortgage or a full-on mortgage. We offer a range of services, including:

- **Mortgage advice** - We can help you choose the right mortgage advice for your home, whether you're looking for a basic mortgage or a full-on mortgage.
- **Mortgage application** - We can help you choose the right mortgage application for your home, whether you're looking for a basic mortgage or a full-on mortgage.
- **Mortgage completion** - We can help you choose the right mortgage completion for your home, whether you're looking for a basic mortgage or a full-on mortgage.

Storm strength from Shetland

Shetland is the leading provider of storm strength solutions in the UK. Our experts can help you choose the right storm strength for your home, whether you're looking for a basic storm strength or a full-on storm strength. We offer a range of services, including:

- **Storm strength** - We can help you choose the right storm strength for your home, whether you're looking for a basic storm strength or a full-on storm strength.
- **Storm strength advice** - We can help you choose the right storm strength advice for your home, whether you're looking for a basic storm strength or a full-on storm strength.
- **Storm strength application** - We can help you choose the right storm strength application for your home, whether you're looking for a basic storm strength or a full-on storm strength.

Transform Your Landscape with Emorsgate

Emorsgate is the leading provider of landscape transformation solutions in the UK. Our experts can help you choose the right landscape transformation for your home, whether you're looking for a basic landscape transformation or a full-on landscape transformation. We offer a range of services, including:

- **Landscape transformation** - We can help you choose the right landscape transformation for your home, whether you're looking for a basic landscape transformation or a full-on landscape transformation.
- **Landscape transformation advice** - We can help you choose the right landscape transformation advice for your home, whether you're looking for a basic landscape transformation or a full-on landscape transformation.
- **Landscape transformation application** - We can help you choose the right landscape transformation application for your home, whether you're looking for a basic landscape transformation or a full-on landscape transformation.

Say a final goodbye to asbestos today

Asbestos is a dangerous substance that can cause serious health problems. It's important to get rid of it as soon as possible. We offer a range of services, including:

- **Asbestos removal** - We can help you choose the right asbestos removal for your home, whether you're looking for a basic asbestos removal or a full-on asbestos removal.
- **Asbestos removal advice** - We can help you choose the right asbestos removal advice for your home, whether you're looking for a basic asbestos removal or a full-on asbestos removal.
- **Asbestos removal application** - We can help you choose the right asbestos removal application for your home, whether you're looking for a basic asbestos removal or a full-on asbestos removal.

Discover the art of bespoke furniture with Harvey George

Harvey George is the leading provider of bespoke furniture solutions in the UK. Our experts can help you choose the right bespoke furniture for your home, whether you're looking for a basic bespoke furniture or a full-on bespoke furniture. We offer a range of services, including:

- **Bespoke furniture** - We can help you choose the right bespoke furniture for your home, whether you're looking for a basic bespoke furniture or a full-on bespoke furniture.
- **Bespoke furniture advice** - We can help you choose the right bespoke furniture advice for your home, whether you're looking for a basic bespoke furniture or a full-on bespoke furniture.
- **Bespoke furniture application** - We can help you choose the right bespoke furniture application for your home, whether you're looking for a basic bespoke furniture or a full-on bespoke furniture.

Greenhouses hand-made to order from Cultivar

Cultivar is the leading provider of hand-made greenhouse solutions in the UK. Our experts can help you choose the right hand-made greenhouse for your home, whether you're looking for a basic hand-made greenhouse or a full-on hand-made greenhouse. We offer a range of services, including:

- **Hand-made greenhouse** - We can help you choose the right hand-made greenhouse for your home, whether you're looking for a basic hand-made greenhouse or a full-on hand-made greenhouse.
- **Hand-made greenhouse advice** - We can help you choose the right hand-made greenhouse advice for your home, whether you're looking for a basic hand-made greenhouse or a full-on hand-made greenhouse.
- **Hand-made greenhouse application** - We can help you choose the right hand-made greenhouse application for your home, whether you're looking for a basic hand-made greenhouse or a full-on hand-made greenhouse.

2.3m

Average print readership of *Daily Mail*

63%

are ABC1

79%

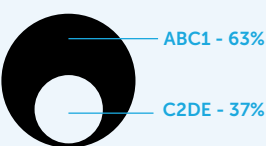
choose to only read a weekend newspaper

53

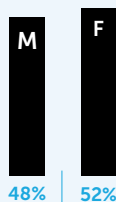
minutes is the average time spent reading

DEMOGRAPHICS

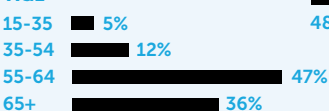
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

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

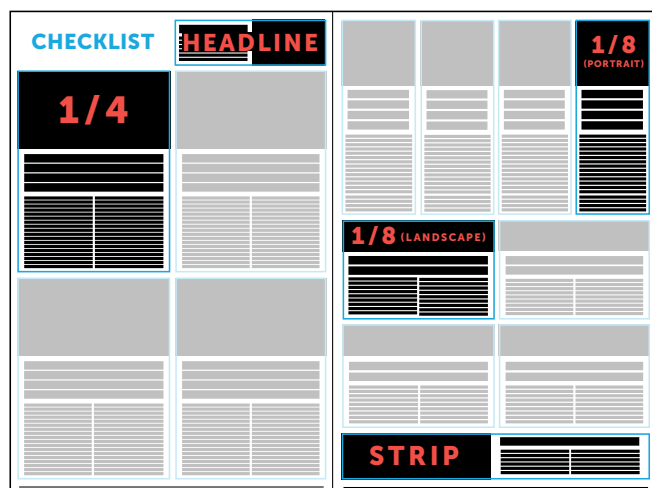
RATE CARD

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

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: 134.5 x 71.7 mm
Portrait: 65.25 x 147.7 mm

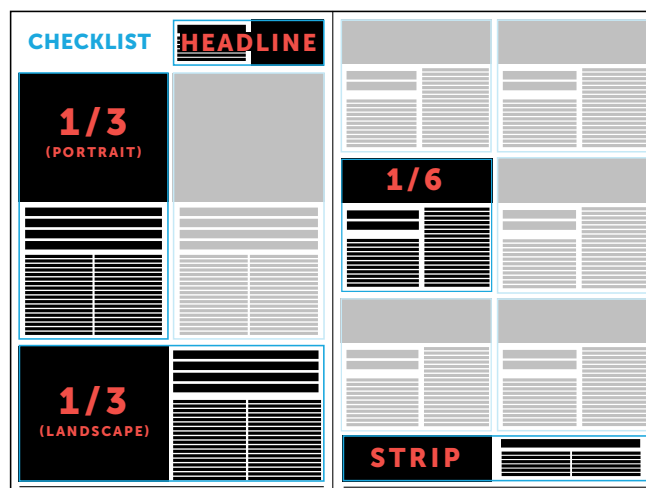
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

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The UK's trusted media partner