

Best of Homes and Improvements



PUBLISHED WITH **The Mail** ON SUNDAYS

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

Best of Homes & Improvements is a full-colour, tabloid-sized, double-page spread of advertorial content published in the *Mail on Sunday*.

Mail on Sunday 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 improving their home life. **Best of Homes & Improvements** serves as an essential guide for those looking to maximise their enjoyment of day-to-day living, 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, indoor and outdoor furniture, household gadgets, tools, accessories, and interior and exterior design ideas.

Published on a Sunday, the **Best of Homes & Improvements** is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend reading the newspaper, and greater disposable income to spend on products and services for the home.

PARTICULARLY CONSIDERING

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

Best of Homes and Improvements

Beat the burglar: new British Standard locks

How the latest virtual reality technology helps you plan your dream kitchen or bathroom

Get the right tone with Pantone's 'Colour of the Year'

Planning to remodel or extend your property?

Your design destination

The underground movement towards velvet

Softened water for a cleaner, better home

Control your home remotely with Bosch

Operate your blinds with your voice

devoLO Magic cures weak WiFi

devolo Magic cures weak WiFi

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Harvey Water Softeners

Harvey Water Softeners

Harvey Water Softeners

Harvey Water Softeners

2.1m

Average print readership of *Mail on Sunday*

65%

are ABC1

79%

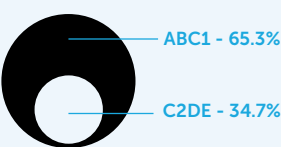
choose to only read a weekend newspaper

53

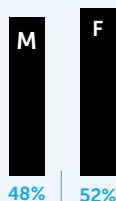
minutes is the average time spent reading

DEMOGRAPHICS

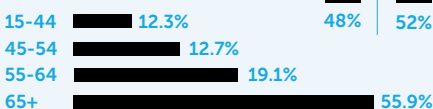
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 800,000 average circulation of *Mail on Sunday*
- 2,100,000 average print readership
- Distributed UK wide

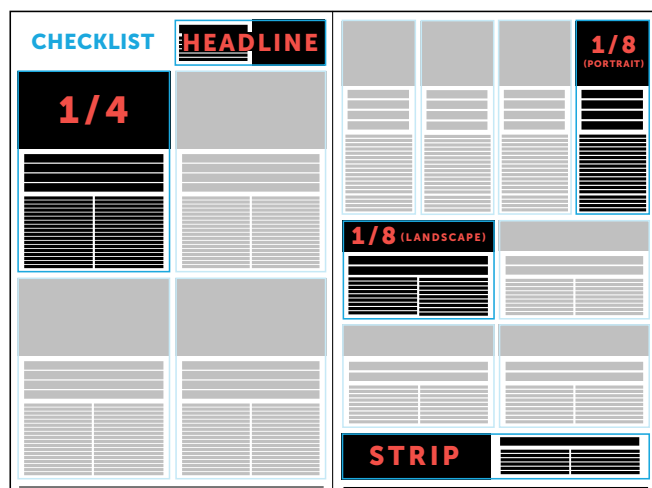
RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,000
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

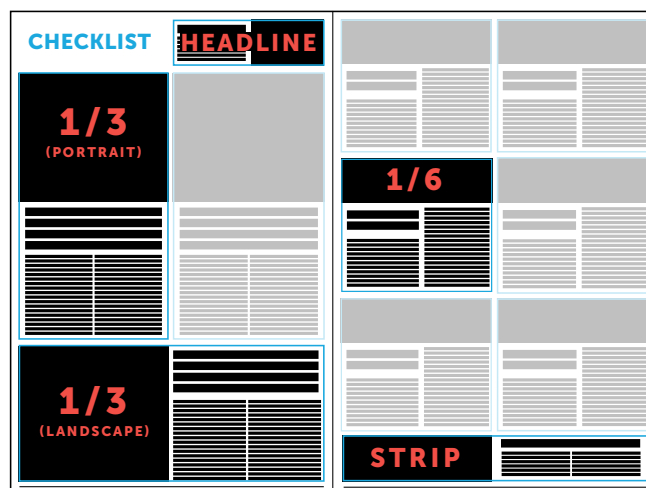
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

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 *Mail on Sunday*.
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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