

Homes & Improvements



Distributed with The Mail on Sunday on 28 February and 25 September 2016

Homes & Improvements is a full-colour, tabloid-sized newspaper, distributed with *The Mail on Sunday* and packed with inspiration and advice for home makeovers. An increasing number of homeowners are looking to add value and space to their existing home rather than move to another property, and this newspaper will cover everything from extensions to eco-friendly energy saving ideas.

For many of us our home is our greatest asset — and there's an ever increasing trend to improve it. *The Mail on Sunday* readers are no exception. In fact, research shows they are rather entrepreneurial when it comes to their homes, eager to invest in improvements, which, in the long run, may add to the value of their house and reduce bills.

This newspaper will highlight how readers can increase the value of their home through renovating kitchens and bathrooms, converting garages, building extensions and landscaping gardens. It will also include inspirational features on

the latest interior design trends and improvements.

The newspaper is published at the beginning of autumn, at a critical time when many of us are faced with soaring energy bills and receptive to products that reduce them. If your company has a product, scheme or appliance that could benefit readers this winter, *Homes & Improvements* is a perfect platform to showcase it. After all, it's published on a Sunday — the most popular day of the week when most of us will either put our feet up and read the newspaper, or do some DIY to the house!

Editorial features

HOME IMPROVEMENTS, SELF-BUILDS & RENOVATIONS

The lowdown on how to add value to your home

FINE FURNISHING, INTERIOR DESIGN & ACCESSORIES

The latest trends to give your home a makeover

ECO HOMES & ENERGY SAVINGS

Great ideas that can save money - and the planet

RATE CARD

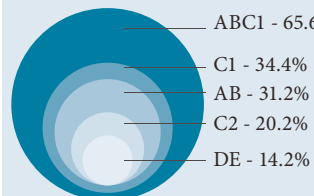
| | |
|---|---------|
| Double page spread | £13,950 |
| One full colour page | £7,950 |
| Half page | £3,950 |
| 15% premium for advertorial features | |
| Premium position sponsorship is subject to availability | |

DISTRIBUTION

- 250,000 printed copies distributed with *The Mail on Sunday*
- 250,000 electronic copies
- Distributed within the London and Carlton regions

DEMOGRAPHICS

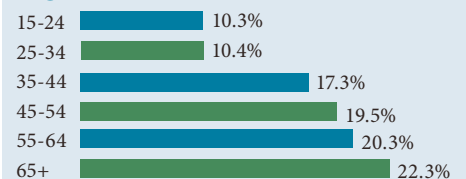
SOCIAL GRADE



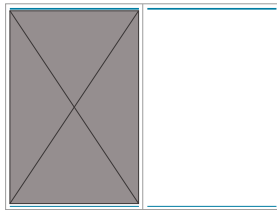
GENDER



AGE



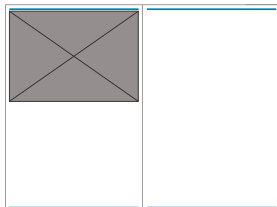
Advertisement sizes



FULL PAGE

DIMENSIONS

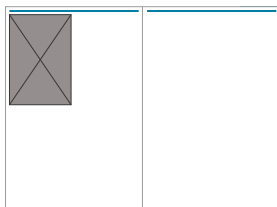
- Height 330mm
- Width 252mm



HALF PAGE

DIMENSIONS

- Height 152mm
- Width 252mm

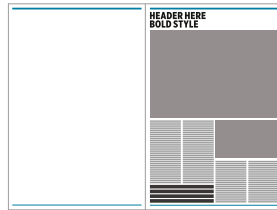


QUARTER PAGE

DIMENSIONS

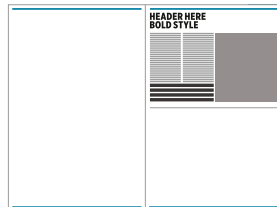
- Height 152mm
- Width 125mm

Advertorial feature requirements



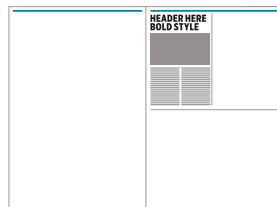
FULL PAGE

- Headline: 10-30 characters
- Main body copy: 480-530 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 2-5 high resolution images*



HALF PAGE

- Headline: 10-30 characters
- Main body copy: 160-350 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 1-2 high resolution images*



QUARTER PAGE

- Headline: 10-30 characters
- Main body copy: 120-150 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 1-2 high resolution images*

SUPPLYING FINAL ARTWORK

NAMING FILES

Artwork should be supplied with a colour proof and be clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg. BOB0416_YOURCLIENTNAME.pdf

DIGITAL FILE SPECIFICATIONS

- Our preferred method of delivery is Adobe Acrobat PDF's sent via email. Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewspaper26v4
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher than 245%
- Single colour text is no smaller than 6pt and is not tinted or screened as they will not be legible.
- Coloured text or reversed out white text on coloured background is no smaller than 8pt bold
- Avoid using fine serif type faces, line weight must not be less than 1pt

We cannot guarantee the quality of the final print for files supplied outside of these specifications. Colours variations will occur if your files do not utilise the colour profile and respect the ink density limit outlined above.

FILE TRANSFER

Files less than 8Mb can be emailed directly to production@aplmedia.co.uk. For larger files please call the Production Department on +44 (0) 20 7553 7372 for further information.

ADVERTORIAL SUBMISSIONS

DESIGN PROCESS

Once all material is submitted according to specification. APL Media Ltd will layout/design your advertorial within the house style of the publication. Layouts may vary depending on images and/or text supplied. APL Media Ltd reserve the right to make changes to make grammatical changes and corrections to ensure it meets house style.

APPROVALS & AMENDMENTS

- APL Media Ltd will provide a PDF for client approval.
- The client will have the option of two sets of amendments before final approval.
- The final third PDF is for fact checking and approval/records only.
- Amendments over and above the two rounds of amendments, will incur extra charge of £45 per round of changes / per hour. As such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

Where a client cannot provide the advertisement/advertorial material and requires the Publisher to create this content, this will incur a production charge of 25% of the value of the contract, unless otherwise agreed, or a minimum charge of £600†. The service provided is outlined in this Media Pack and online.

IMAGE SPECIFICATIONS

Please supply images as high resolution (300dpi) CMYK JPEGs. We can not use images from a client website as these are too low resolution for print.

*Image use subject to editorial discretion and may vary depending quality, size and layout. Full pages: 2-5 used; half pages and smaller, may use just one image.

† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour