

HOMES & GARDENS



Distributed with **theguardian** on Saturday, 8th April 2017

Homes & Gardens is a full-colour, Berliner-sized newspaper, distributed with *The Guardian* and packed with inspiration and advice on home improvements. With an increasing number of homeowners looking to add value and space to their existing home, this newspaper will cover everything from renovating key rooms to creating an ideal garden.

For many of us our home is our greatest asset — and there's an ever increasing trend to improve it. *Guardian* readers are no exception. In fact, research shows the majority regularly visit property websites and are interested in reading about property in newspapers and magazines.

Homes & Gardens 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 home furnishings, as well as details on

energy saving initiatives that will help reduce bills and save the planet.

The newspaper is published during spring when many people are keen to landscape and improve their gardens and homes. If your company has a product or appliance that can help readers achieve their goal, this is a key place to advertise them.

It's also published on a Saturday — the ideal time at the start of the weekend when most of us put our feet up and read the newspaper, or get out into the garden to embark on a few changes — or an ambitious transformation.

Editorial features

INTERIORS, FINE FURNISHINGS & ACCESSORIES

Trends in home furnishings and design

HOME IMPROVEMENTS, SELF-BUILDS & RENOVATIONS

How to add space and value to your home

GARDENS & GARDEN LANDSCAPING

How to achieve your dream garden

ECO HOMES & ENERGY SAVINGS

Advice on saving energy and the planet

RATE CARD

Double page spread	£15,950
One full colour page	£9,950
Half page	£4,950
Quarter page	£2,950
15% premium for advertorial features	
Premium position sponsorship is subject to availability	

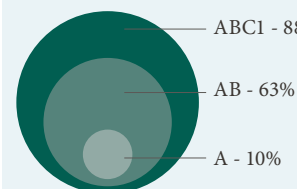
DISTRIBUTION

- 262,000 printed copies distributed with the *Guardian* on 8 April 2017
- 250,000 electronic copies
- Distributed within London, the South East, the Home Counties, Norfolk, Suffolk and the Welsh Borders



DEMOGRAPHICS

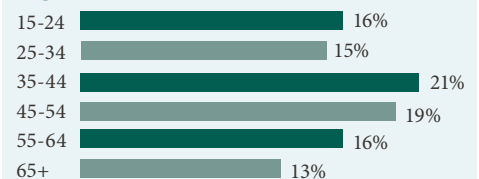
SOCIAL GRADE



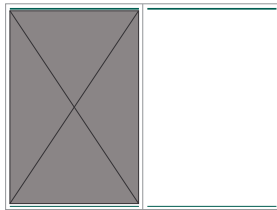
GENDER



AGE



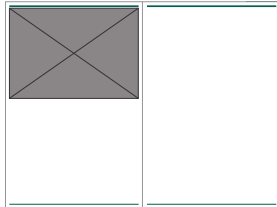
Advertisement sizes



FULL PAGE

DIMENSIONS

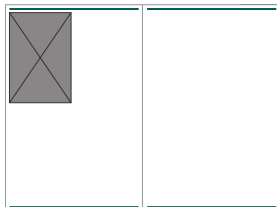
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- Width 287mm



HALF PAGE

DIMENSIONS

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- Width 287mm

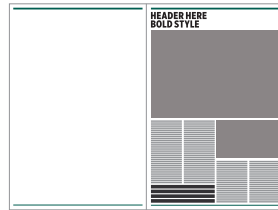


QUARTER PAGE

DIMENSIONS

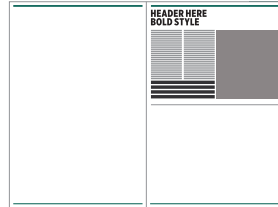
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- Width 141mm

Advertorial feature requirements



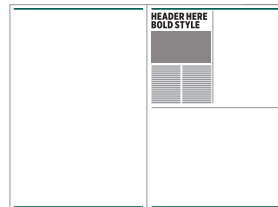
FULL PAGE

- Headline: 10-20 characters
- Main body copy: 700-1200 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 3-5 high resolution images*



HALF PAGE

- Headline: 10-40 characters
- Main body copy: 500-600 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: 300-380 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. HG0417_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