

# HOMES & PROPERTY



*Distributed with The Mail on Sunday, 16th July 2017*

*Homes & Property* is a full-colour, tabloid-sized newspaper, distributed with *The Mail on Sunday* and packed with inspiration and advice for buying a new property or upgrading an existing one. *Homes & Property* will reach over 160 postcodes across East London, Essex & Kent and will include fantastic property, as well as methods of improving the quality and value of your existing home.

This newspaper will feature New-Builds & Developments, Residential Park Homes, Estate Agents & Lettings, Home Improvements, Self-Builds & Renovations, Fine Furnishings and Interior Design & Accessories.

Our home is very often our pride and joy — whether we want to find a better suited property or simply improve our existing one. It will reach *The Mail on Sunday* readers across East London, Essex & Kent, in areas such as Harlow, Chelmsford, Romford, Grays, Ashford, Maidstone, Canterbury, Sevenoaks and surrounding areas. With great appeal to readers, you'll find featured local developers and estate agents, with potential

advertisers able to reach this wide audience through a newspaper-sized colour advertisement.

Content wise, think exciting new properties on the market and second homes for luxury retirement living. It will also include inspirational features on the latest interior design trends and tips on how to give your home the perfect make-over.

Published on Sunday, what better time for readers to kick-back with a cup of tea, and discover everything they need for a new property, or simply transforming their current humble abode!

## Editorial features

### NEW-BUILDS & DEVELOPMENTS

Keeping you up-to-date with new-builds and planning

### ESTATE AGENTS & LETTINGS

Details of the region's hottest property experts

### HOME IMPROVEMENTS SELF-BUILDS & RENOVATIONS

The low-down on how to add value to your home

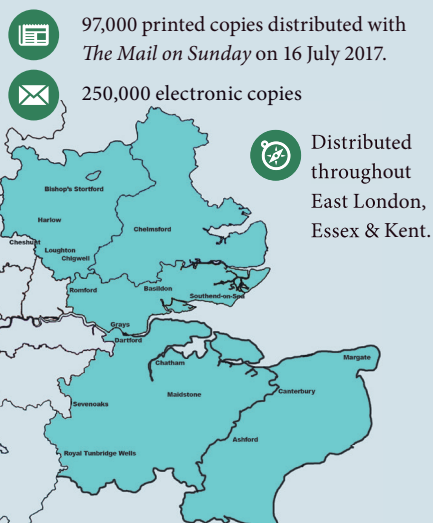
### FINE FURNISHINGS, INTERIOR DESIGN & ACCESSORIES

The latest trends to give your home a makeover

## RATE CARD

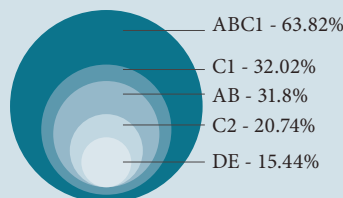
Double page spread	£8,000
One full colour page	£4,000
Half page	£2,000
Quarter page	£1,000
15% premium for advertorial features	
Premium position sponsorship is subject to availability	

## DISTRIBUTION

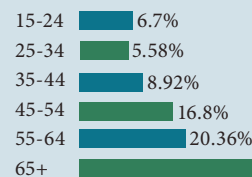


## DEMOGRAPHICS

### SOCIAL GRADE



### AGE

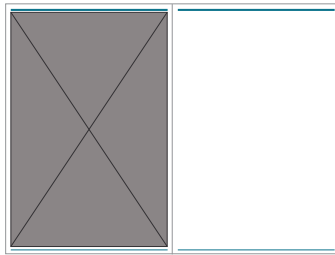


### GENDER



(Newsworks website 24/8/16)

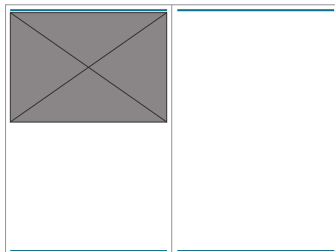
# Advertisement sizes



## FULL PAGE

### DIMENSIONS

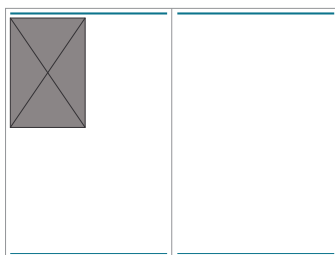
- Height 330mm
- Width 252mm



## HALF PAGE

### DIMENSIONS

- Height 152mm
- Width 252mm

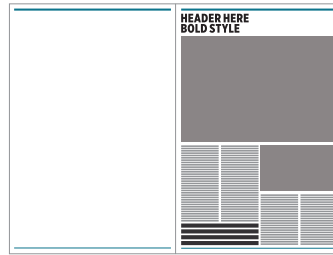


## QUARTER PAGE

### DIMENSIONS

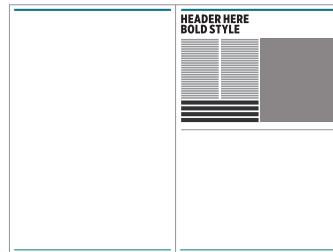
- Height 152mm
- Width 125mm

# Advertorial feature requirements



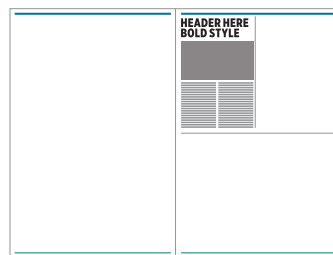
## FULL PAGE

- 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 x images; please see image specifications below\*



## 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 x images; please see image specifications below\*



## 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 x images; please see image specifications below\*

## 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. HP0717\_YOURCLIENTNAME.pdf

### DIGITAL FILE SPECIFICATIONS

- Artwork MUST be supplied in Adobe PDF/X-1a compliant format – MS Word, Powerpoint or Publisher will not work.
- Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3)
- Colour Profile / Output intent: ISOnewspaper26v4
- Line weight must not be less than 1pt. Avoid fine serif type faces
- Ink weight should not exceed 245%
- Body text must be single colour or two colour at most, no less than 6pt in size & should not be compressed
- Reverse out white or coloured text should be no smaller than 8pt bold & should not be compressed

### FILE TRANSFER

Files under 8MB can be sent via email to [lisa.poston@aplmedia.co.uk](mailto:lisa.poston@aplmedia.co.uk)

Please contact the Production Department on +44 (0) 20 7553 7372 for further information on file transfer if files exceed 8MB.

## 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

# HOMES & PROPERTY

*Postcodes where this issue of Homes & Property is being distributed*

<b>TN1</b>	TUNBRIDGE WELLS	Royal Tunbridge Wells (town centre)	<b>CT15</b>	DOVER	Alkham, Lydden, Eythorne, St Margaret's at Cliffe, Elvington	<b>SS4</b>	ROCHFORD	Rochford, Ashingdon, Canewdon, Stambidge, Paglesham
<b>TN2</b>	TUNBRIDGE WELLS	Royal Tunbridge Wells, Pembury	<b>CT16</b>	DOVER	Whitfield, Temple Ewell	<b>SS5</b>	HOCKLEY	Hockley, Hullbridge, Hawkwell
<b>TN2</b>	WADHURST		<b>CT17</b>	DOVER	River	<b>SS6</b>	RAYLEIGH	Rayleigh
<b>TN3</b>	TUNBRIDGE WELLS	Langton Green, Groombridge, Frant, Speldhurst, Lamberhurst	<b>CT18</b>	FOLKESTONE	Hawkinge, Lyminge, Etchinghill, Capel-le-Ferne, Densole, Newington	<b>SS7</b>	BENFLEET	Hadleigh, South Benfleet, Thundersley
<b>TN4</b>	TUNBRIDGE WELLS	Rusthall, Southborough	<b>CT19</b>	FOLKESTONE	Folkestone (north), Cheriton	<b>SS8</b>	CANVEY ISLAND	Canvey Island
<b>TN5</b>	WADHURST	Wadhurst, Ticehurst, Tidebrook, Stonegate	<b>CT20</b>	FOLKESTONE	Folkestone (south), Sandgate	<b>SS9</b>	LEIGH-ON-SEA	Eastwood, Leigh-on-Sea
<b>TN6</b>	CROWBOROUGH	Black Hill, Boars Head, Burnt Oak, Castle Hill, Friars Gate, Mark Cross, Rotherfield, St Johns, Stone Cross, Town Row	<b>CT21</b>	HYTHE	Hythe, Saltwood, Lympe, Postling, Newingreen, West Hythe, Westenhangar	<b>SS11</b>	WICKFORD	Wickford
<b>TN7</b>	HARTFIELD	Coleman's Hatch, Hartfield	<b>ME1</b>	ROCHESTER	Rochester, Burham, Wouldham	<b>SS12</b>	WICKFORD	Wickford, North Benfleet
<b>TN8</b>	EDENBRIDGE	Crockham Hill, Edenbridge	<b>ME2</b>	ROCHESTER	Strood, Halling, Cuxton, Frindsbury	<b>SS13</b>	BASILDON	Pitsea
<b>TN9</b>	TONBRIDGE	Tonbridge	<b>ME3</b>	ROCHESTER	Rural, Hoo St Werburgh	<b>SS14</b>	BASILDON	Basildon
<b>TN10</b>	TONBRIDGE	Tonbridge	<b>ME4</b>	CHATHAM	Chatham	<b>SS15</b>	BASILDON	Laindon
<b>TN11</b>	TONBRIDGE	Penshurst, Hildenborough, Hadlow	<b>ME5</b>	CHATHAM	Walderslade, Blue Bell Hill, Lordswood, Luton	<b>SS16</b>	BASILDON	Langdon Hills
<b>TN12</b>	TONBRIDGE	Paddock Wood, Staplehurst, Brenchley, Horsmonden	<b>ME6</b>	SNODLAND	Snodland	<b>SS17</b>	STANFORD-LE-HOPE	Stanford-le-Hope, Corringham, Horndon-on-the-Hill
<b>TN13</b>	SEVENOAKS	Riverhead, Dumton Green	<b>ME7</b>	GILLINGHAM	Gillingham, Rainham, Hempstead	<b>CM0</b>	SOUTHMINSTER	Southminster, Bradwell, Tillingham, Asheldham, Dengie
<b>TN14</b>	SEVENOAKS	Cudham, Otford	<b>ME8</b>	GILLINGHAM	Rainham, Parkwood, Twydall	<b>CM1</b>	CHELMSFORD	Chelmsford, Writtle
<b>TN15</b>	SEVENOAKS	Kemsing, Ightham, Plaxtol, Wrotham, Sevenoaks Weald	<b>ME9</b>	SITTINGBOURNE	Sittingbourne, Teynham, Iwade and Rural	<b>CM2</b>	CHELMSFORD	Chelmsford
<b>TN16</b>	WESTERHAM	Westerham, Biggin Hill, Tatsfield	<b>ME10</b>	SITTINGBOURNE	Kemsley, Milton Regis	<b>CM3</b>	CHELMSFORD	Hatfield Peverel, South Woodham
<b>TN17</b>	CRANBROOK	Cranbrook, Goudhurst, Benenden, Frittenden	<b>ME11</b>	QUEENBOROUGH	Queenborough, Rushenden	<b>CM4</b>	INGATESTONE	Ferrers, North Fambridge, Cold Norton, Boreham, Maylandsea
<b>TN18</b>	CRANBROOK	Hawkhurst, Sandhurst	<b>ME12</b>	SHEERNESS	Isle of Sheppey, Minster, Sheerness, Eastchurch	<b>CM5</b>	ONGAR	Blackmore, Fryerning, Ingatestone, Stock
<b>TN19</b>	ETCHINGHAM	Etchingham	<b>ME13</b>	FAVERSHAM	Faversham, Boughton under Blean, Selling and rural area	<b>CM6</b>	DUNMOW	Chipping Ongar, High Ongar, Bobbingworth, Moreton, The Lavers, The Rodings
<b>TN20</b>	MAYFIELD	Five Ashes	<b>ME14</b>	MAIDSTONE	Maidstone, Bearsted, Grove Green	<b>CM7</b>	BRAINTREE	Great Dunmow, Felsted
<b>TN21</b>	HEATHFIELD	Heathfield, Broad Oak, Horam, Cross in Hand	<b>ME15</b>	MAIDSTONE	Bearsted (Madginford), Downswood, Shepway, Senacre, Maidstone Town Centre, Loose, Mangravel, Park Wood, Tovil, East Farleigh, West Farleigh	<b>CM8</b>	WITHAM	Braintree, Finchingfield, Great Bardfield
<b>TN22</b>	UCKFIELD	Buxted, Isfield, Maresfield, Nutley, Uckfield	<b>ME16</b>	MAIDSTONE	Barming, Allington and west Maidstone	<b>CM9</b>	MALDON	Witham
<b>TN23</b>	ASHFORD	Ashford (town centre), Kingsnorth, Singleton	<b>ME17</b>	MAIDSTONE	Hollingbourne, Hucking, Harrietsham, Lenham, Boughton Monchelsea, Linton, Coxheath, Chart Sutton, East Sutton, Langley, Kingswood, Sutton Valence	<b>CM11</b>	BILLERICAY	Maldon, Tollesbury, Tolleshunt D'Arcy, Tolleshunt Knights
<b>TN24</b>	ASHFORD	Willesborough	<b>ME18</b>	MAIDSTONE	Wateringbury, Mereworth, Teston, Nettlestead, West Peckham, Yalding, Laddingford	<b>CM12</b>	BILLERICAY	Billericay (East), Great Burstead
<b>TN25</b>	ASHFORD	Challock, Wye, Stowting	<b>ME19</b>	WEST MALLING	West Malling, Kings Hill, Leybourne	<b>CM13</b>	BRENTWOOD	Billericay (West), Little Burstead
<b>TN26</b>	ASHFORD	Bethersden, Hamstreet, Shadoxhurst, Woodchurch	<b>ME20</b>	AYLESFORD	Aylesford, Ditton	<b>CM14</b>	BRENTWOOD	Brentwood, East Horndon, Great Warley, Herongate, Hutton, Ingrave, Little Warley, West Horndon
<b>TN27</b>	ASHFORD	Headcorn, Biddenden	<b>RM1</b>	ROMFORD	Romford, Rise Park	<b>CM15</b>	BRENTWOOD	Brentwood, Warley
<b>TN28</b>	NEW ROMNEY	New Romney, Greatstone-on-Sea, Littlestone-on-Sea	<b>RM2</b>	ROMFORD	Gidea Park, Heath Park	<b>CM16</b>	EPPING	Brentwood, Dodinghurst, Kelvedon Hatch, Mountnessing, Shenfield, Standon Massey, Pilgrims Hatch
<b>TN29</b>	ROMNEY MARSH	Lydd	<b>RM3</b>	ROMFORD	Harold Park	<b>CM17</b>	HARLOW	Epping, Theydon Bois, North Weald
<b>TN30</b>	TENTERDEN	Tenterden, Wittersham	<b>RM4</b>	ROMFORD	Harold Wood, Harold Hill, Noak Hill, Harold Park	<b>CM18</b>	HARLOW	Harlow, Old Harlow, Matching, Matching Tye, Matching Green, Church Langley
<b>TN31</b>	RYE	Rye, Camber	<b>RM5</b>	ROMFORD	Havering-atte-Bower, Abridge, Stapleford Abbots, Noak Hill, Navestock, Stapleford Tawney, Stapleford Aerodrome	<b>CM19</b>	HARLOW	Harlow
<b>TN32</b>	ROBERTSBRIDGE	Brightling	<b>RM6</b>	ROMFORD	Rush Green, Mawneys, Romford	<b>CM20</b>	HARLOW	Harlow, Roydon
<b>TN33</b>	BATTLE	Battle	<b>RM7</b>	ROMFORD	Dagenham, Becontree, Becontree Heath, Chadwell Heath	<b>CM21</b>	SAWBRIDGEWORTH	Harlow, Gilston
<b>TN34</b>	HASTINGS	Hastings town centre	<b>RM8</b>	DAGENHAM	Dagenham, Becontree Castle Green	<b>CM22</b>	BISHOP'S STORTFORD	Sawbridgeworth
<b>TN35</b>	HASTINGS	Hastings, Pett, Guestling, Westfield	<b>RM9</b>	DAGENHAM	Dagenham, Becontree	<b>CM23</b>	BISHOP'S STORTFORD	Bishop's Stortford, Sheering
<b>TN36</b>	WINCHELSEA	Winchelsea, Icklesham	<b>RM10</b>	DAGENHAM	Dagenham, Becontree	<b>CM24</b>	STANSTED	Bishop's Stortford, Thorley, Manuden
<b>TN37</b>	ST. LEONARDS-ON-SEA	St Leonards-on-Sea	<b>RM11</b>	HORNCHURCH	Hornchurch, Emerson Park, Ardleigh Green	<b>CM27</b>	BRAINTREE	Stansted Mountfitchet, Stansted Airport
<b>TN38</b>	ST. LEONARDS-ON-SEA	St Leonards-on-Sea, Silverhill, Wishing Tree, North Hastings, Bulverhythe	<b>RM12</b>	HORNCHURCH	Hornchurch, Elm Park	<b>CO1</b>	COLCHESTER	Braintree, Great Notley, Rayne Colchester
<b>TN39</b>	BEXHILL-ON-SEA	Bexhill-on-Sea, Cooden	<b>RM13</b>	RAINHAM	Rainham, South Hornchurch, Wennington	<b>CO2</b>	COLCHESTER	Colchester, Old Heath, Berechurch, Layer de la Haye
<b>TN40</b>	BEXHILL-ON-SEA	Bexhill-on-Sea, Pebsham	<b>RM14</b>	UPMINSTER	Upminster, Cranham, North Ockendon, Bulphan	<b>CO3</b>	COLCHESTER	Colchester, Lexden, Stanway
<b>CT1</b>	CANTERBURY	Canterbury (south and city centre)	<b>RM15</b>	SOUTH OCKENDON	South Ockendon, Aveyley	<b>CO4</b>	COLCHESTER	Colchester, Myland, Boxted
<b>CT2</b>	CANTERBURY	Canterbury (north), Harbledown, Rough Common, Sturry, Fordwich, Blean, Tyler Hill, Broad Oak, Westbere	<b>RM16</b>	GRAYS	Chafford Hundred, Chadwell St Mary, North Stifford, Orsett	<b>CO5</b>	COLCHESTER	Tiptree, Kelvedon, West Mersea, Peldon, Rowhedge
<b>CT3</b>	CANTERBURY	Wingham	<b>RM17</b>	GRAYS	Grays, Badgers Dene	<b>CO6</b>	COLCHESTER	Coggeshall, Earls Colne, Marks Tey, Great Tey, Chappel, Wakes Colne, Copford, West Bergholt, Great Horkeley, Wormingford, Nayland, Stoke-by-Nayland, Polstead
<b>CT4</b>	CANTERBURY	Chartham, Bridge	<b>RM18</b>	TILBURY	Tilbury, East Tilbury, West Tilbury	<b>CO7</b>	COLCHESTER	Brightlingsea, Wivenhoe, Great Bentley
<b>CT5</b>	WHITSTABLE	Whitstable, Seasalter, Tankerton, Chestfield, Swalecliffe, Yorkletts	<b>RM19</b>	PURFLEET	Purfleet	<b>CO8</b>	BURES	Bures, Alphonstone
<b>CT6</b>	HERNE BAY	Herne Bay, Herne, Broomfield, Greenhill, Eddington, Beltinge, Reculver	<b>RM20</b>	GRAYS	West Thurrock, South Stifford	<b>CO9</b>	HALSTEAD	Halstead
<b>CT7</b>	BIRCHINGTON	Birchington-on-Sea, St Nicholas-at-Wade, Sarre, Acol	<b>SS0</b>	WESTCLIFF-ON-SEA	Westcliff-on-Sea, Chalkwell	<b>CO10</b>	SUBBURY	Sudbury
<b>CT8</b>	WESTGATE-ON-SEA	Westgate-on-Sea	<b>SS1</b>	SOUTHEND-ON-SEA	Southend-on-Sea, Thorpe Bay	<b>CO11</b>	MANNINGTREE	Manningtree, Lawford, Mistley, Bradfield, Wrabness, Wix, Horsley Cross, Little Bromley, Brantham, Cattawade
<b>CT9</b>	MARGATE	Margate, Cliftonville, Birchington	<b>SS2</b>	SOUTHEND-ON-SEA	Southend-on-Sea, Prittlewell, Southchurch	<b>CO12</b>	HARWICH	Harwich, Dovercourt, Parkeston, Ramsey, Little Oakley, Great Oakley, Stones Green
<b>CT10</b>	BROADSTAIRS	Broadstairs, St Peters	<b>SS3</b>	SOUTHEND-ON-SEA	Shoeburyness, Great Wakering, Little Wakering, Barling	<b>CO13</b>	FRINTON-ON-SEA	Frinton-on-Sea
<b>CT11</b>	RAMSGATE	Ramsgate				<b>CO14</b>	WALTON ON THE NAZE	Walton-on-the-Naze[3]
<b>CT12</b>	RAMSGATE	Northwood, Minster-in-Thamet, Cliffsend, Monkton, Manston				<b>CO15</b>	CLACTON-ON-SEA	Clacton-on-Sea
<b>CT13</b>	SANDWICH	Sandwich, Eastry, Woodnesborough, Great Stonar, Richborough				<b>CO16</b>	CLACTON-ON-SEA	Clacton-on-Sea, St Osyth, Little Clacton
<b>CT14</b>	DEAL	Deal, Walmer, Kingsdown, Ringwould, Sholden, Great Mongeham, Worth, Ripple, Tilmantstone, Betteshanger						