

HOMES & PROPERTY



Distributed with The Mail on Sunday, 10th September 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 250 postcodes across Central London 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 Central London, in areas such as Brent Cross, Hampstead, Shepherd's Bush, Mayfair & Chelsea 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

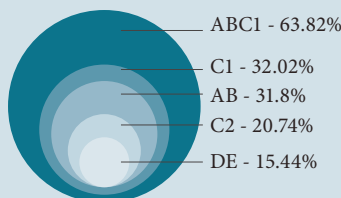
DISTRIBUTION

- 93,000 printed copies distributed with *The Mail on Sunday* on 10 September 2017.
- 250,000 electronic copies
- Distributed throughout Central London. Please see postcodes on page 3.

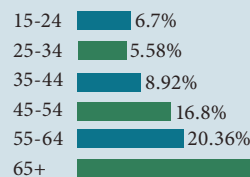


DEMOGRAPHICS

SOCIAL GRADE



AGE

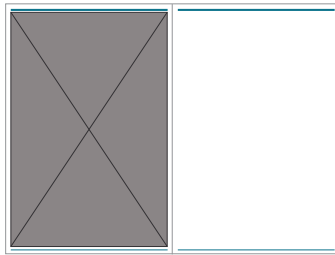


GENDER



(Newsworks website 24/8/16)

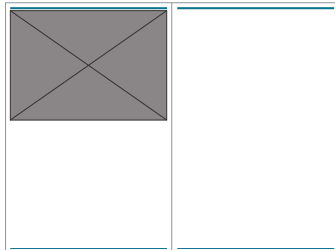
Advertisement sizes



FULL PAGE

DIMENSIONS

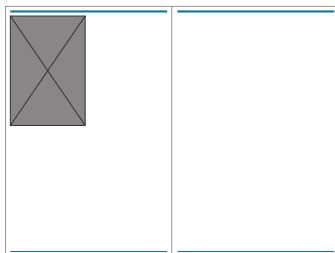
- Height 330mm
- Width 252mm



HALF PAGE

DIMENSIONS

- Height 152mm
- Width 252mm

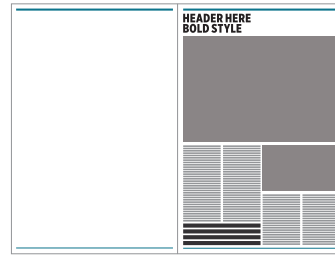


QUARTER PAGE

DIMENSIONS

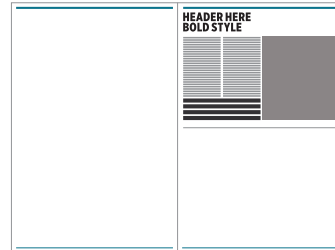
- Height 152mm
- Width 125mm

Advertorial feature requirements



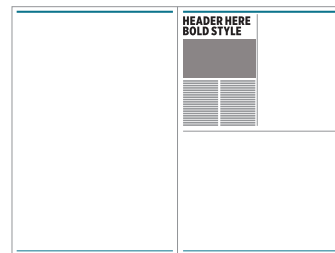
FULL PAGE

- 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. HP0917_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

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

