

# HOMES & PROPERTY



*Distributed with The Mail on Sunday, 19th March 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 200 postcodes across North West England 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 North West England, in areas such as Manchester, Liverpool, Chester, Southport 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

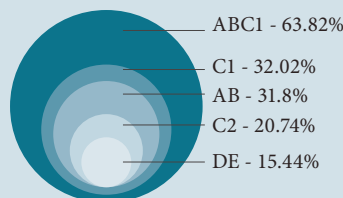
## DISTRIBUTION

- 151,000 printed copies distributed with *The Mail on Sunday* on 19 March 2017.
- 250,000 electronic copies
- Distributed within North West England. Please see postcodes on page 3.

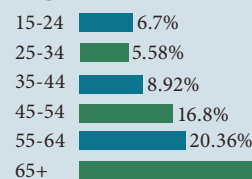


## DEMOGRAPHICS

### SOCIAL GRADE



### AGE

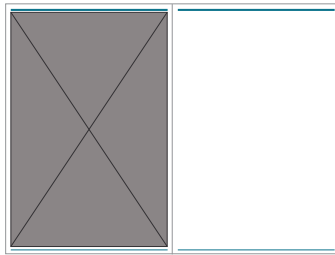


### GENDER



(Newsworks website 24/8/16)

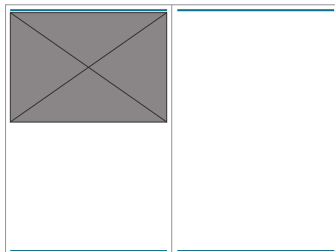
# Advertisement sizes



## FULL PAGE

### DIMENSIONS

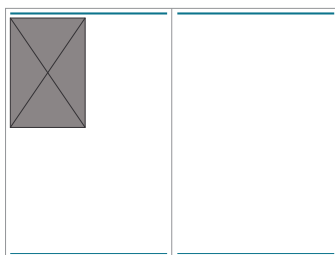
- Height 330mm
- Width 252mm



## HALF PAGE

### DIMENSIONS

- Height 152mm
- Width 252mm

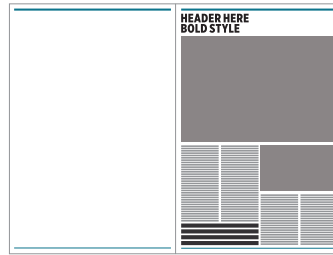


## QUARTER PAGE

### DIMENSIONS

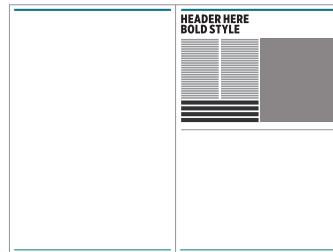
- Height 152mm
- Width 125mm

# Advertorial feature requirements



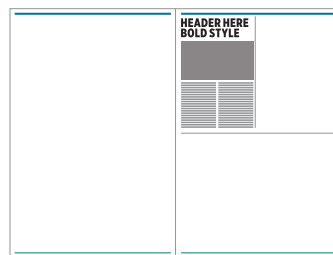
## FULL PAGE

- 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. HP0317\_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>M1</b> Piccadilly, City Centre, Market Street  | <b>OL13</b> Bacup, Britannia, Stacksteads  | <b>CH43</b> Beechwood, Bidston, Noctorum, Oxton, Prenton  |
| <b>M2</b> Deansgate, City Centre  | <b>OL14</b> Cornholme, Todmorden, Eastwood, Walsden  | <b>CH44</b> Egremont, Liscard, Poulton, Seacombe, Wallasey,   |
| <b>M3</b> City Centre, Deansgate, Castlefield   | <b>OL15</b> Littleborough, Shore, Smithybridge, Summit   | <b>CH45</b> New Brighton, Wallasey, Wallasey Village  |
| <b>M3</b> Blackfriars, Greengate, Trinity   | <b>OL16</b> Burnedge, Firgrove, Hurstead, Minrow, Rochdale, Smallbridge, Thornham                              | <b>CH46</b> Leasowe, Moreton  |
| <b>M4</b> Ancoats, Northern Quarter, Strangeways  | <b>SK1</b> Stockport   | <b>CH47</b> Hoylake, Meols, Saughall Massie, West Kirby   |
| <b>M5</b> Ordsall, Seedley, Weaste, University, Pendleton   | <b>SK2</b> Stockport   | <b>CH48</b> Caldby, Frankby, Grange, Greasby, Hoylake, Meols, Newton, Saughall Massie, West Kirby                                   |
| <b>M6</b> Claremont, Irlams O' Th' Height, Charlestown  | <b>SK3</b> Stockport, Davenport, Edgeley, Adswold, Bridgehall  | <b>CH49</b> Greasby, Landican, Upton, Woodchurch  |
| <b>M7</b> Higher Broughton, Cheetwood, Lower Broughton, Kersal  | <b>SK4</b> Stockport, Four Heaton  | <b>CH60</b> Gayton, Heswall   |
| <b>M8</b> Crumpsall, Cheetham Hill  | <b>SK5</b> Stockport, Brinnington, Reddish   | <b>CH61</b> Barnston, Heswall, Irby, Pensby, Thingwall, Thurstaston   |
| <b>M9</b> Harpurhey, Blackley   | <b>SK6</b> Bredbury, Romiley, Woodley, Marple, Marple Bridge high lane   | <b>CH62</b> Bromborough, Eastham, New Ferry, Port Sunlight, Spital,   |
| <b>M11</b> Clayton, Openshaw, Beswick   | <b>SK7</b> Bramhall, Hazel Grove, Woodford   | <b>CH63</b> Bebington, Brimstange, Bromborough, Clatterbridge, Higher Bebington, Raby, Raby Mere, Spital, Storeton, Thornton Hough, |
| <b>M12</b> Ardwick, Longsight, Chorlton-on-Medlock  | <b>SK8</b> Cheadle, Cheadle Hulme, Gatley, Heald Green   | <b>CH64</b> Little Neston, Ness, Neston, Parkgate, Puddington, Willaston,   |
| <b>M13</b> Ardwick, Longsight, Chorlton-on-Medlock  | <b>SK9</b> Alderley Edge   | <b>CH65</b> Ellesmere Port, Great Sutton, Whitby, Wolverham   |
| <b>M14</b> Fallowfield, Moss Side, Ladybarn, Rusholme   | <b>SK9</b> Wilmslow, Handforth, Styal  | <b>CH66</b> Childer Thornton, Ellesmere Port, Great Sutton, Hooton, Ledsham, Little Sutton, Overpool, Whitby,                       |
| <b>M15</b> Hulme, Manchester Science Park   | <b>SK10</b> Macclesfield, Bollington, Pott Shrigley, Prestbury, Rainow   | <b>CW1</b> Crewe  |
| <b>M16</b> Firswood, Old Trafford, Whalley Range  | <b>SK11</b> Macclesfield, Sutton   | <b>CW2</b> Crewe, Woolstanwood  |
| <b>M17</b> Trafford Park, The Trafford Centre   | <b>SK12</b> Disley, Poynton  | <b>CW3</b> Crewe, Madeley, Betley, Woore  |
| <b>M18</b> Abbey Hey, Gorton  | <b>SK13</b> Glossop, Hadfield  | <b>CW4</b> Holmes Chapel, Goostrey  |
| <b>M19</b> Levenshulme, Burnage, Heaton Mersey, Heaton Chapel, Reddish                                    | <b>SK14</b> Hyde, Broadbottom, Gee Cross, Hollingworth, Mottram in Longdendale                                 | <b>CW5</b> Nantwich, Willaston, Sound   |
| <b>M20</b> Didsbury, Withington   | <b>SK15</b> Stalybridge, Carrbrook, Heyrod, Matley, Millbrook  | <b>CW6</b> Tarporley, Winsford Rural West   |
| <b>M21</b> Chorlton-cum-Hardy, Barlow Moor  | <b>SK16</b> Dukinfield   | <b>CW7</b> Winsford (Town), Wharton, Over, Glebe Green, Darnhall, Stanthorne, Bostock, Wimboldsley                                  |
| <b>M22</b> Wythenshawe, Northenden, Sharston Industrial Area  | <b>SK17</b> Buxton, Tideswell, Hartington, Longnor, Chelmorton   | <b>CW8</b> Northwich, Hartford, Weaverham, Castle, Greenbank  |
| <b>M23</b> Baguley, Roundthorn Industrial Estate  | <b>SK22</b> Birch Vale, Hayfield, Little Hayfield, New Mills, Rowarth  | <b>CW9</b> Northwich, Wincham, Lostock Gralam, Rudheath, Leftwich, Davenham, Kingsmead  |
| <b>M24</b> Middleton, Alkington, Chadderton   | <b>SK23</b> Buxworth, Chapel-en-le-Frith, Chinley, Combs, Furness Vale, Kettleshulme, Whaley Bridge            | <b>CW10</b> Middlewich, Winsford Rural East   |
| <b>M25</b> Prestwich, Sedgeley Park, Simister   | <b>WA1</b> Warrington, Town Centre, Woolston, Paddington, Bruche   | <b>CW11</b> Sandbach, Ettiley Heath   |
| <b>M26</b> Radcliffe, Stoneclough   | <b>WA2</b> Warrington, Orford, Longford, Dallam, Padgate, Fearhead   | <b>CW12</b> Congleton   |
| <b>M27</b> Swinton, Clifton, Pendlebury, Wardley, Agecroft[disambiguation needed]                         | <b>WA3</b> Lowton, Golborne, Birchwood, Rixton, Glazebrook, Culcheth   | <b>L1</b> City Centre   |
| <b>M28</b> Worsley, Walkden, Boothstown, Mosley Common, Wardley Industrial Estate                         | <b>WA4</b> Warrington, Latchford, Stockton Heath, Appleton, Grappenhall, Daresbury, Moore, Walton              | <b>L2</b> City Centre   |
| <b>M29</b> Tyldesley, Astley  | <b>WA5</b> Warrington, Burtonwood, Westbrook, Penketh, Great Sankey, White Cross                               | <b>L3</b> City Centre, Everton, Vauxhall,   |
| <b>M30</b> Eccles, Monton, Peel Green   | <b>WA6</b> Frodsham, Helsby  | <b>L4</b> Anfield, Kirkdale, Walton   |
| <b>M31</b> Carrington, Partington   | <b>WA7</b> Runcorn   | <b>L5</b> Anfield, Everton, Kirkdale, Vauxhall  |
| <b>M32</b> Stretford  | <b>WA8</b> Widnes, Cronton   | <b>L6</b> Anfield, City Centre, Everton, Fairfield, Kensington, Tuebrook,   |
| <b>M33</b> Sale, Brooklands   | <b>WA9</b> Clock Face, Sutton, Thatto Heath  | <b>L7</b> City Centre, Edge Hill, Fairfield, Kensington,  |
| <b>M34</b> Denton, Audenshaw  | <b>WA10</b> Eccleston, St. Helens, West Park   | <b>L8</b> City Centre, Dingle, Toxteth  |
| <b>M35</b> Failssworth, Woodhouses  | <b>WA11</b> Crank, Haydock, Moss Bank, Rainford  | <b>L9</b> Aintree, Fazakerley, Orrell Park, Walton,   |
| <b>M38</b> Little Hulton  | <b>WA12</b> Newton-le-Willows, Earlestown  | <b>L10</b> Aintree Village, Fazakerley  |
| <b>M40</b> Collyhurst, Miles Platting, Moston, New Moston, Newton Heath                                   | <b>WA13</b> Lymm, Statham, Warburton   | <b>L11</b> Clubmoor, Croxteth, Gillmoss, Norris Green   |
| <b>M41</b> Urmston, Davyhulme, Flixton, Barton Dock Road  | <b>WA14</b> Altrincham, Bowdon, Broadheath, Dunham Town, Timperley, Dunham Massey, Little Bollington           | <b>L12</b> Croxteth Park, West Derby,   |
| <b>M43</b> Droylsden  | <b>WA15</b> Altrincham, Ashley, Hale, Hale Barns, Timperley, Ringway   | <b>L13</b> Clubmoor, Old Swan, Stoneycroft, Tuebrook  |
| <b>M44</b> Irlam, Cadishead   | <b>WA16</b> Ince, Platt Bridge   | <b>L14</b> Broadgreen, Dovecot, Knotty Ash, Page Moss   |
| <b>M45</b> Whitefield   | <b>WN1</b> Haigh, Ince, Swinley, Wigan   | <b>L15</b> Wavertree,   |
| <b>M46</b> Atherton   | <b>WN2</b> Abram, Aspull, Bamfurlong, Bickershaw, Haigh, Hindley, Hindley Green,                               | <b>L16</b> Broadgreen, Bowring Park, Childwall  |
| <b>M50</b> Salford Quays, MediaCityUK   | <b>WN3</b> Goose Green, Ince, Winstanley, Worsley Mesnes, Hawley Hall  | <b>L17</b> Aigburth, St Michael's Hamlet, Sefton Park   |
| <b>M60</b> Manchester X   | <b>WN4</b> Ashton-in-Makerfield, Garswood  | <b>L18</b> Allerton, Mossley Hill   |
| <b>M90</b> Manchester Airport   | <b>WN5</b> Billinge, Newtown, Higher End, Orrell, Pemberton, Winstanley, Worsley Hall, Marsh Green.            | <b>L19</b> Aigburth, Garston, Grassendale   |
| <b>M99</b> Manchester X; JD Williams (located geographically in M1 and M3)                                | <b>WN6</b> Appley Bridge, Shevington, Standish, Standish Lower Ground, Warrington                              | <b>L20</b> Bootle, Orrell   |
| <b>BL0</b> Bury, Ramsbottom, Edenfield, Shuttleworth  | <b>WN7</b> Hope Carr, Landside, Leigh, Low Common, Bedford, Westleigh, Pennington, Higher Folds                | <b>L21</b> Kirkdale   |
| <b>BL1</b> Bolton, Smithills, Halliwell, Heaton   | <b>WN8</b> Chapel House, Dalton, Holland Moor, Newburgh, Parbold, Roby Mill, Skelmersdale, Southway, Upholland | <b>L22</b> Ford, Litherland, Seaforth   |
| <b>BL2</b> Bolton, Ainsworth, Bradley Fold, Bradshaw, Breightmet, Harwood, Tonge Fold, Tonge Moor         | <b>CH1</b> Blacon, Chester, Higher Ferry, Capenhurst, Backford   | <b>L23</b> Waterloo   |
| <b>BL3</b> Bolton, Little Lever, Great Lever  | <b>CH2</b> Backford, Chester, Elton, Hoole, Ince, Mickle Trafford, Moston                                      | <b>L24</b> Blundellsands, Brighton-le-Sands, Crosby, Little Crosby, Thornton,   |
| <b>BL4</b> Bolton, Farnworth, Kearsley  | <b>CH3</b> Boughton, Chester, Huntington, Mouldsworth, Tarvin, Tattenhall, Farnodon, Waverton                  | <b>L25</b> Hale, Speke  |
| <b>BL5</b> Bolton, Over Hulton, Westhoughton  | <b>CH4</b> Chester, Curzon Park, Handbridge, Lache, Pulford, Penyffordd, Broughton, Saltney                    | <b>L26</b> Belle Vale, Gateacre, Hunts Cross, Woolton, Halewood   |
| <b>BL6</b> Bolton, Blackrod, Horwich, Lostock, Rivington  | <b>CH5</b> Connah's Quay, Shotton, Queensferry, Sealand, Sandycroft, Dobshill, Ewloe, Mancot                   | <b>L27</b> Halewood   |
| <b>BL7</b> Bolton, Belmont, Bromley Cross, Chapeltown, Edgworth, Egerton, Turton                          | <b>CH6</b> Flint, Oakenholt, Flint Mountain, The Nant, Bagillt   | <b>L28</b> Netherley  |
| <b>BL8</b> Bury, Brandlesholme, Greenmount, Afftside, Hawkshaw, Holcombe, Ramsbottom, Tottington, Walshaw | <b>CH7</b> Buckley, Leeswood, Treuddyn, Llanarmon-yn-Ial, Caerwys, Mold, Northop Hall, Drury                   | <b>L29</b> Stockbridge Village,   |
| <b>BL9</b> Bury, Heap, Heap Bridge, Nangreaves, Summerseat, Unsworth, Walmersley                          | <b>CH8</b> Holywell, Milwr, Holway, Carmel, Lloc, Bryn Celyn, Greenfield, Halkyn, Lixwm, Talacre               | <b>L30</b> Lunt, Sefton Village,  |
| <b>OL1</b> Chadderton, Higginshaw, Oldham   | <b>CH27</b> Wallasey[nb 1]   | <b>L31</b> Bootle, Netherton  |
| <b>OL2</b> Heyside, Royton, Shaw  | <b>CH41</b> Birkenhead, Cloughton, Seacombe, Tranmere, Woodside  | <b>L32</b> Maghull, Lydiate, Mellington, Waddicar   |
| <b>OL3</b> Delph, Denshaw, Diggle, Dobcross, Greenfield, Uppermill  | <b>CH42</b> Birkenhead, Oxton, Prenton, Rock Ferry,  | <b>L33</b> Kirby  |
| <b>OL4</b> Austerlands, Grasscroft, Grotton, Lees, Lydgate, Oldham, Scouthead, Springhead, Waterhead      |  | <b>L34</b> Prescot, Knowsley Village,   |
| <b>OL5</b> Mossley, Mossley Cross   |  | <b>L35</b> Prescot, Whiston, Rainhill   |
| <b>OL6</b> Ashton-under-Lyne  |  | <b>L36</b> Huyton, Roby, Tarbock  |
| <b>OL7</b> Ashton-under-Lyne  |  | <b>L37</b> Formby, Little Altcar, Great Altcar  |
| <b>OL8</b> Bardsley, Oldham   |  | <b>L38</b> Ince Blundell, Hightown  |
| <b>OL9</b> Chadderton, Oldham, Westwood   |  | <b>L39</b> Ormskirk, Aughton  |
| <b>OL10</b> Heywood   |  | <b>L40</b> Burscough, Mawdesley, Scarisbrick, Rufford, Holmeswood   |
| <b>OL11</b> Ashworth, Balderstone, Castleton, Norden, Rochdale  |  |   |
| <b>OL12</b> Buckley, Facit, Great Howarth, Healy, Hurstead, Rochdale, Shawforth, Wardle, Whitworth        |  |   |