

HOMES & PROPERTY



Distributed with The Mail on Sunday, 29th January 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 140 postcodes across West and South West London, Berkshire, Hampshire & Surrey 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 West and South West London & Home Counties, in areas such as Richmond, Wembley, Wimbledon, Reading, Maidenhead, Swindon 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	

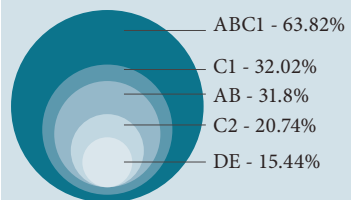
DISTRIBUTION

- 83,000 printed copies distributed with *The Mail on Sunday* on 29 January 2017.
- 250,000 electronic copies
- Distributed within West and South West London & Home Counties.

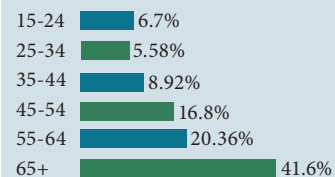


DEMOGRAPHICS

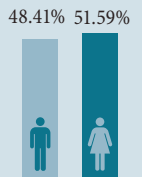
SOCIAL GRADE



AGE

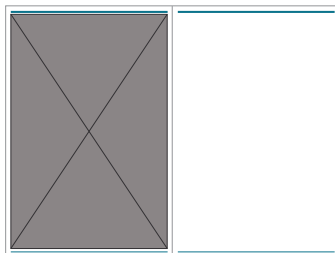


GENDER



(Newsworks website 24/8/16)

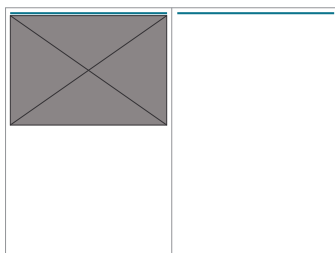
Advertisement sizes



FULL PAGE

DIMENSIONS

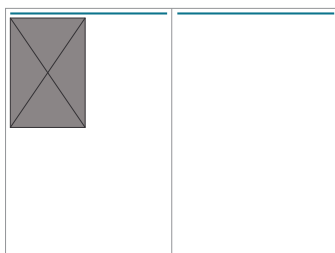
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HALF PAGE

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- Width 252mm

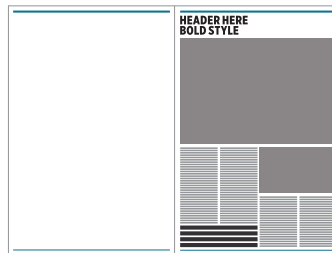


QUARTER PAGE

DIMENSIONS

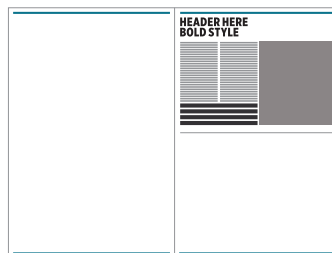
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- Width 125mm

Advertorial feature requirements



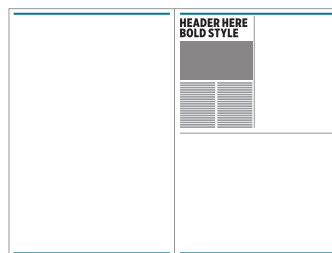
FULL PAGE

- 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. HP0117_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

HOMES & PROPERTY

Postcodes where this issue of Homes & Property is being distributed

- RG1** Katesgrove, Newtown
RG10 Charvil, Hurst, Ruscombe, Twyford, Wargrave
RG12 Bracknell south of A329 plus Bullbrook, Western ind. area, Wick Hill
RG14
RG17
RG18 Hampstead Norreys, Hermitage, Yattendon
RG19
RG2 Whitley
RG20 Chieveley, Compton
RG21 Town Centre, Eastrop, Black Dam
RG22 South Ham, Brighton Hill, Kempshott, Buckskin
RG23 Winklebury, Rooksdown, Oakley
RG24 Popley, Chineham, Sherborne St John
RG25 Cliddesden, Dummer, Overton
RG26 Baughurst, Bramley, Brimpton Common, Pamber End, Pamber Heath, Tadley
RG27 Hook, Sherfield-on-Loddon, Stratfield Turgis, Turgis Green
RG28
RG29
RG30 Tilehurst, Purley-on-Thames, Southcote
RG31 Calcot Row, Tilehurst
RG4 Caversham
RG40 Wokingham, Finchampstead, Barkham
RG41 Winnersh, Wooshill, Emmbrook, Sindlesham
RG42 Binfield, Newell Green, Priestwood, Warfield, Winkfield Row
RG45
RG5 Woodley
RG6 Earley
RG7 Aldermaston, Bradfield, Burghfield Common, Silchester, Mortimer, Theale
RG8 Goring, Streatley
RG9 Hambleden, Rotherfield Peppard, Turville, Turville Heath, Skirmett, Rockwell End, Mill End, Fawley, Fingest, Frieth, Greenlands, Nettlebed, Shiplake
HP10 High Wycombe, Flackwell Heath, Handy Cross, Hedsor, Loudwater, Penn, Tylers Green, Wooburn, Wooburn Green, Wooburn Moor
HP11 Wycombe Marsh
HP12 High Wycombe, Booker, Sands
HP13 High Wycombe, Downley, Totteridge
HP14 Beacon's Bottom, Bledlow Ridge, Bolter End, Bradenham, Cadmore End, Hughenden Valley, Ibstone, Lane End, Naphill, Northend, Stokenchurch, The City, Upper North Dean, West Wycombe
HP15 Cryers Hill, Great Kingshill, Hazlemere, Holmer Green, Hughenden Valley
HP16 Great Missenden, Ballinger, The Lee, Little Hampden, Little Kingshill, Prestwood, South Heath
HP27 Askett, Bledlow, Ilmer, Lacey Green, Longwick, Loosley Row, Monks Risborough, Owlswick, Pitch Green, Princes Risborough, Saunderton
HP6 Amersham, Chesham Bois, Hyde Heath, Little Chalfont
HP7 Amersham, Coleshill, Little Chalfont, Little Missenden, Penn Street, Winchmore Hill
HP8 Chalfont St Giles
HP9 Beaconsfield, Forty Green, Holtspur, Jordans, Knotty Green, Seer Green
SL0 Iver, Iver Heath, Richings Park, Thorney
SL1 Slough, Burnham, Cippenham, Chalvey, Upton, Littleworth, Salt Hill
SL2 Britwell, Farnham Common, Farnham Royal, Stoke Poges, Egypt, Hedgerley
SL3 Langley, Datchet, Colnbrook, Poyle, Horton, Fulmer, George Green, Wexham
SL4 Windsor, Old Windsor, Eton, Eton Wick, Clewer, Dedworth, Cranbourne, Winkfield, Dorney, Spital, Oakley Green, Woodside, Boveney, part of Fifield
SL5 Ascot, Sunninghill, Sunningdale, North Ascot, South Ascot, Burleigh, Cheapside
SL6 Maidenhead, Taplow, Bray, Bray Wick, Cookham, Cookham Dean, Cookham Rise, White Waltham, Hurley, Hurley Bottom, Holyport, Pinkneys Green, Woodlands Park, Furze Platt, Hitcham, Littlewick Green, Burchett's Green, Paley Street, Stud Green, Touchen End, part of Fifield
SL7 Marlow, Marlow Bottom, Little Marlow, Medmenham, Bisham, Lower Woodend
SL8 Bourne End, Well End
SL9 Gerrards Cross, Chalfont St Peter, Chalfont Common, Horn Hill
TW13 Feltham, Hanworth
TW14 Feltham (part of the station area), North Feltham, East Bedford, Hatton
TW15 Ashford
TW18 Staines-upon-Thames, Egham Hythe, Laleham
TW19 Stanwell, Stanwell Moor, Wraysbury, Sunnymeads, Hythe End
TW2 Twickenham[n 3], Whitton, Strawberry Hill (west), Fulwell (north)
TW20
TW3 Hounslow, Lampton, Whitton (north)
TW4 Hounslow West, Hounslow Heath, Whitton (west), Cranford (south)
TW5 Heston, Cranford (north), Osterley (west)
UB10 Hillingdon, Ickenham
UB11 Stockley Park
UB3 Hayes (south), Harlington
UB7 West Drayton, Harmondsworth, Sipson, Yiewsley, Longford
UB8 Uxbridge, Cowley, Hillingdon (part)
UB9 Denham, Harefield
GU1 Guildford Town Centre, Slyfield, Merrow
GU10 Bentley, Frensham, Churt, Crondall, Tongham, Ewshot, Seale, Tilford
GU11 Aldershot
GU12 Aldershot, Ash, Ash Green, Ash Vale
GU14 Farnborough, Cove
GU15 Camberley, Old Dean, RMAS
GU16 Frimley, Frimley Green, Deepcut, Mytchett
GU17 Blackwater, Hawley, Minley, Darby Green, Frogmore, Blackbushe
GU18 Lightwater
GU19 Bagshot
GU2 Guildford Park, Onslow Village, Park Barn, University of Surrey
GU20 Windlesham
GU21 Woking, Knaphill, St. John's, Horsell, Goldsworth Park
GU22 Woking, Pyrford, Hook Heath, Mayford, Old Woking
GU23 Send, Ripley, Ockham, Wisley
GU24 Bisley, Pirbright, Chobham, Knaphill, Brookwood, West End
GU25 Virginia Water, Wentworth
GU26 Hindhead, Bramshott Chase, Grayscott
GU27 Haslemere, Fernhurst, Shottersmill, Grayswood
GU3 Normandy, Puttenham, Worplesdon, Christmas Pie, Flexford
GU30 Liphook, Bramshott, Conford, Linch, Milland, Passfield
GU34 Alton, Beech, Bentworth, Medstead, Four Marks, Golden Pot, Lasham
GU35 Bordon, Headley, Headley Down, Lindford, Oakhanger, Kingsley, Arford, Whitehill
GU46 Yateley
GU47 Sandhurst, College Town, Owlsmoor, Little Sandhurst
GU51 Fleet, Elvetham Heath
GU52 Church Crookham, Crookham Village
GU4 Burpham, Chilworth, Jacobs Well, Shalford
GU5 Albury, Bramley, Shere
GU6 Cranleigh, Ewhurst, Alford
GU7 Farncombe, Godalming
GU8 Chiddingfold, Dunsfold, Elstead, Hascombe, Milford, Thursley, Witley
GU9 Farnham, Badshot Lea, Hale, Heath End
KT11 Cobham, Stoke d'Abernon, Downside, Hatchford
KT13 Weybridge, Oatlands, Saint George's Hill
KT14 Byfleet, West Byfleet
KT15 Addlestone, New Haw, Woodham
KT16 Chertsey, Ottershaw, Longcross, Lyne
KT24 West Horsley, East Horsley, Effingham
HA0 WEMBLEY - Alperton, Sudbury, Sudbury Hill, Wembley Central and North Wembley
HA1 HARROW - Harrow, Harrow on the Hill, North Harrow, Northwick Park, Sudbury, Sudbury Hill
HA2 HARROW - North Harrow, South Harrow, West Harrow, Rayners Lane (part)
HA3 HARROW - Harrow Weald, Kenton, Wealdstone, Queensbury, Belmont (part)
HA4 RUISLIP - Ruislip, Eastcote (part), South Ruislip, Ruislip Manor, Ruislip Gardens
HA5 PINNER - Pinner, Eastcote (part), Hatch End, Rayners Lane (part), Carpenders Park (part)
HA9 WEMBLEY - Wembley, Wembley Park, Wembley Central (East), Preston, Tokyngton
NW10 LONDON - Willesden, Harlesden, Kensal Green, Brent Park, College Park, Stonebridge, North Acton (part), West Twyford, Neasden (south), Old Oak Common, Park Royal (north)
SW13 LONDON - Barnes
SW14 LONDON - Mortlake, East Sheen
SW15 LONDON - Kingston Vale, Putney, Putney Heath, Putney Vale, Richmond Park, Roehampton, Roehampton Vale
TW1 TWICKENHAM - Twickenham, St. Margarets, Strawberry Hill
TW10 RICHMOND - Ham, Petersham, Richmond Hill, North Sheen (south), Richmond Park
TW7 ISLEWORTH - Isleworth, Osterley (east and centre)
TW8 BRENTFORD - Brentford, Kew Bridge, Syon Park
TW9 RICHMOND - Richmond, Kew, North Sheen (north)
UB1 SOUTHALL - Southall (north)
UB2 SOUTHALL - Southall (south), Norwood Green
UB4 HAYES - Hayes (north), Yeading
UB5 GREENFORD - Northolt
UB6 GREENFORD - Greenford, Perivale
W10 LONDON - North Kensington district: North Kensington, Kensal Town, Ladbroke Grove (north), Queen's Park (part)
W11 LONDON - Notting Hill district: Notting Hill, Ladbroke Grove (south), Holland Park (part)
W12 LONDON - Shepherds Bush district: Shepherds Bush, White City, Wormwood Scrubs, East Acton (east)
W13 LONDON - West Ealing district: West Ealing, Northfields (north and west)
W14 LONDON - West Kensington district: West Kensington, Kensington Olympia, Holland Park
W2 LONDON - Paddington head district: Paddington, Bayswater, Hyde Park, Westbourne Green, Little Venice (part), Notting Hill (part)
W3 LONDON - Acton district: Acton, West Acton, North Acton (part), South Acton, East Acton (west), Park Royal (south), Hanger Hill Garden Estate, Gunnersbury Park
W4 LONDON - Chiswick district: Chiswick, Gunnersbury, Turnham Green, Acton Green, South Acton (part), Bedford Park
W5 LONDON - Ealing district: Ealing, South Ealing, Ealing Common, North Ealing, Northfields, (south and east), Pitsanger, Hanger Lane
W6 LONDON - Hammersmith district: Hammersmith, Ravenscourt Park, Stamford Brook (part)
W7 LONDON - Hanwell district: Hanwell, Boston Manor (part)
W8 LONDON - Kensington district: Kensington, Holland Park (part)
W9 LONDON - Maida Hill district: Maida Hill, Maida Vale, Little Venice (part)