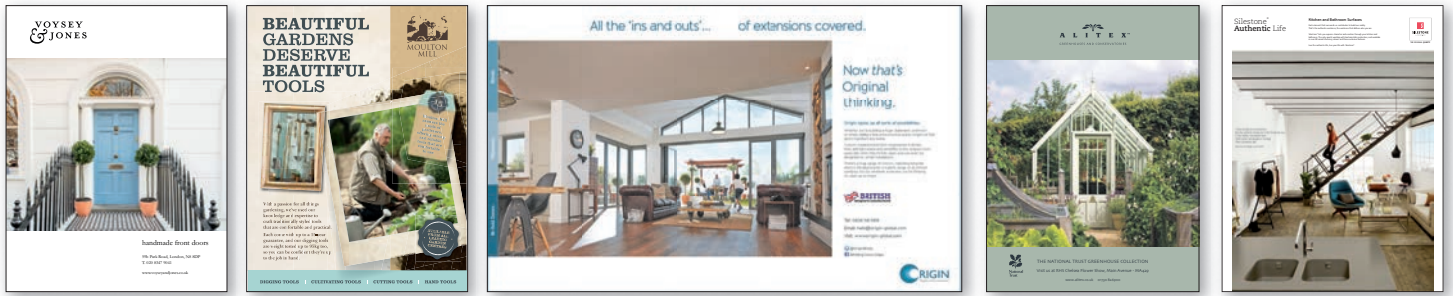


# Homes & Gardens



*Distributed with The Mail on Sunday, 20th May 2018*

With summer in full swing, it's time to step into the sunshine and sort out the home and garden. *Homes & Gardens* is a full-colour, tabloid-sized newspaper, distributed with *The Mail on Sunday* and packed with inspiration and advice on how to make the most of your outdoor space. It also includes articles on home improvements for readers looking to add value and space.

For many of us our home is our greatest asset — and there's an ever increasing trend to improve it. *The Mail on Sunday* readers are no exception. In fact, research shows they are rather entrepreneurial when it comes to their homes, eager to invest in improvements, which, in the long run, may add to the value and bring out its full potential.

This newspaper will highlight how readers can increase the value of their home through renovating kitchens and bathrooms, converting garages and building extensions. Also featuring gardens and landscaping as part of the build up to the

Chelsea Flower Show. It will also include inspirational features on the latest interior design trends and home furnishings.

The newspaper is published during summer time when many homeowners are keen to design, landscape and improve their garden. 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 Sunday — the most popular day of the week when most of us will either put our feet up and read the newspaper, or get out into the garden to embark on a few changes — or a huge transformation.

## Editorial features

### HOME IMPROVEMENTS & RENOVATIONS

Don't move... improve. How to add value to your home

### INTERIOR DESIGN, FINE FURNISHINGS & ACCESSORIES

Interior design trends to give your home a makeover

### GARDENS & LANDSCAPING

Great ideas to transform your green space into your dream garden

### ECO HOMES & ENERGY SAVINGS

Advice on saving energy and sustainable living.

## RATE CARD

Double page spread **£13,950**


One full colour page **£7,950**

Half page **£3,950**


15% premium for advertorial features

Premium position sponsorship is subject to availability

## DISTRIBUTION

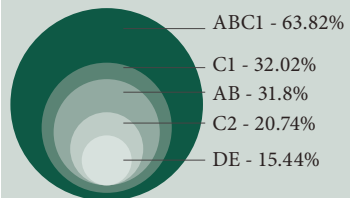
 250,000 printed copies distributed with *The Mail on Sunday* on 20th May 2018

 250,000 electronic copies

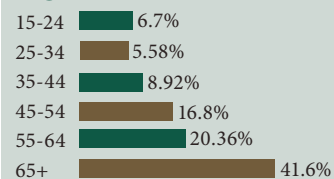
 Distributed within the London and Carlton regions

## DEMOGRAPHICS

### SOCIAL GRADE



### AGE

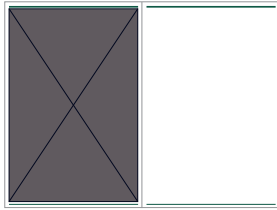


### GENDER



(Newsworks website 24/8/16)

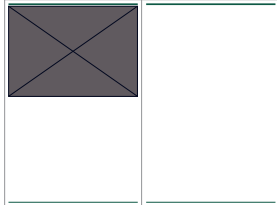
## Advertisement sizes



### FULL PAGE

#### DIMENSIONS

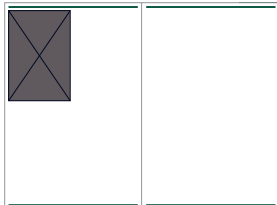
- Height 338mm
- Width 265mm



### HALF PAGE

#### DIMENSIONS

- Height 157mm
- Width 265mm

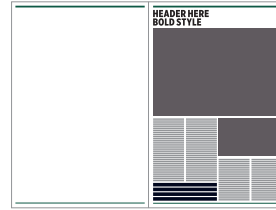


### QUARTER PAGE

#### DIMENSIONS

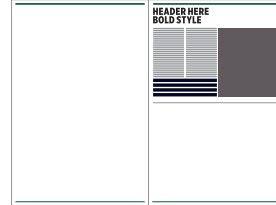
- Height 157mm
- Width 131mm

## Advertorial feature requirements



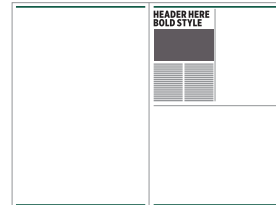
### FULL PAGE

- 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 high resolution images\*



### 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 high resolution images\*



### 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 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. HG0517\_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](mailto: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