

MY PROPERTY, MY HOME



Distributed with The Mail on Sunday, 17th June 2018

My Property, My Home 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. *My Property, My Home* will reach over 120 postcodes across the South Coast 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 the South Coast, in areas such as Bournemouth, Eastbourne, Brighton, Bognor Regis 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

UK PROPERTY INVESTMENT OPPORTUNITIES

The low-down on property investment, buy-to-let and student accommodations

RETIREMENT LIVING & PARK HOMES

The best in retirement villages and holiday park homes

ESTATE AGENTS & LETTINGS

The region's hottest property experts

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

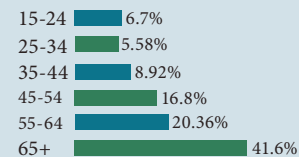
Premium position sponsorship is subject to availability

DISTRIBUTION

- 103,000 printed copies distributed with *The Mail on Sunday* on 17 June 2018.
- 250,000 electronic copies
- Distributed across the South Coast. Please see postcodes on page 3.

DEMOGRAPHICS

AGE

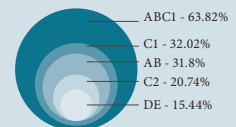


GENDER

48.41% 51.59%

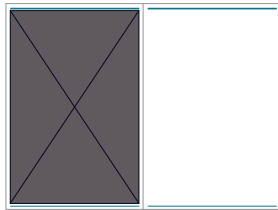


SOCIAL GRADE



(Newsworks website 24/8/16)

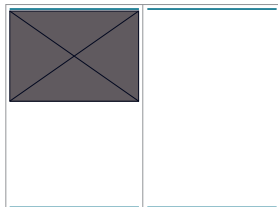
Advertisement sizes



FULL PAGE

DIMENSIONS

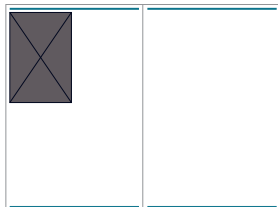
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- Width 265mm



HALF PAGE

DIMENSIONS

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- Width 265mm

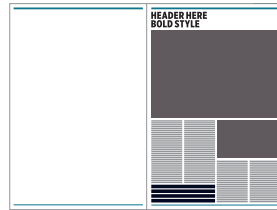


QUARTER PAGE

DIMENSIONS

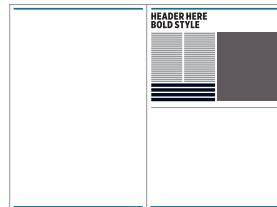
- Height 157mm
- Width 131mm

Advertorial feature requirements



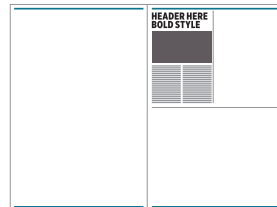
FULL PAGE

- 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. MPMH0618_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

Postcodes where this issue of My Property, My Home is being distributed

- BH1** Town Centre, Springbourne, East Cliff, Boscombe
BH10 Kinson, Northbourne, Redhill, Ensbury Park, Wallisdown
BH11 Kinson, Bear Cross, West Howe, Wallisdown
BH12 Branksome, Alderney, Upper Parkstone, Newtown
BH13 Canford Cliffs, Sandbanks, Branksome Park
BH14 Lower Parkstone, Lilliput, Penn Hill
BH15 Town Centre, Hamworthy, Oakdale
BH16 Upton, Turlin Moor, Lytchett Minster, Lytchett Matravers
BH17 Canford Heath, Creekmoor
BH18 Broadstone
BH19 Swanage, Studland, Langton Matravers
BH2 Bournemouth Central, West Cliff
BH20 Wareham, Wool, Bere Regis, Purbeck
BH21 Wimborne, Corfe Mullen, East Dorset
BH22 Ferndown, West Moors, West Parley
BH23 Christchurch, Mudeford, Highcliffe
BH24 Ringwood, St Leonards, Ashley Heath
BH25 New Milton, Barton on Sea, Bashley, Wootton
BH3 Talbot Woods, Winton
BH31 Verwood
BH4 Westbourne, Branksome Woods
BH5 Boscombe, Pokesdown
BH6 Southbourne, Tuckton, Wick
BH7 Littledown, Iford
BH8 Malmesbury Park, Charminster, Queens Park, Strouden Park, Townsend
BH9 Winton, Moordown, Throop, Muscliff
BN1 Brighton, Coldean, Falmer, Hollingbury, Patcham, Preston, Stanmer, Withdean
BN10 Peacehaven, Telscombe Cliffs
BN11 Worthing
BN12 Worthing, Ferring, Goring-by-Sea
BN13 Worthing, Clapham, Durrington, High Salvington, Patching, Tarring
BN14 Worthing, Broadwater, Findon, Northend, Tarring
BN15 Lancing, Coombes, Sompting
BN16 Angmering, East Preston, Kingston Gorse, Rustington
BN17 Littlehampton, Climping, Lyminster, Wick
BN18 Arundel, Amberley, Binsted, Burpham, Crossbush, Fontwell, Ford, Houghton, Madehurst, Poling, Slindon, Slindon Common, South Stoke, Tortington, Walberton, Warningcamp, Wepham, Yapton
BN2 Brighton, Bevendean, Brighton Marina, Kempdown, Moulsecomb, Ovingdean, Rottingdean, Saltdean, Woodingdean
BN20 Eastbourne, Beachy Head, East Dean, Friston, Old Town, Ratton, Wannock, Willingdon
BN21 Eastbourne, Old Town
BN22 Eastbourne, Hampden Park, Willingdon
BN23 Eastbourne, Friday Street, Langney, Sovereign Harbour
BN24 Pevensey, Beachlands, Hankham, Normans Bay, Pevensey Bay, Stone Cross, Westham
BN25 Seaford, Bishopstone, Cuckmere Haven, Exceat, Norton, Rookery Hill, Westdean
BN26 Polegate, Alciston, Alfriston, Arlington, Berwick, Caneheath, Filching, Folkington, Jevington, Litlington, Lullington, Milton Street, Sayerland, Selmeston, Summerhill, Wilmington
BN27 Hailsham, Amberstone, Bodle Street, Bodle Street Green, Boreham Street, Carters Corner, Chalvington, Cowbeech, Downash, Golden Cross, Hellingly, Herstmonceux, Horsebridge, Lower Dicker, Lower Horsebridge, Magham Down, Mulbrooks, Rickney, Trolliloes, Upper Dicker, Wartling, Windmill Hill
BN3 Hove, Hangleton, West Blatchington
BN41 Fishergate, Portslade
BN42 Southwick
BN43 Shoreham-by-Sea
BN44 Steyning, Ashurst, Botolphs, Bramber, Upper Beeding, Wiston
BN45 Poynings, Pyecombe, Saddlescombe
BN5 Henfield, Blackstone, Edburton, Fulking, Small Dole, Wineham, Woodmancote
BN6 Hassocks, Albourne, Clayton, Ditchling, Goddards Green, Hurstpierpoint, Keymer, Newtimber, Sayers Common, Streat, Westmeston
BN7 Lewes, Cooksbridge, East Chiltington, Iford, Kingston, Offham, Plumpton, Plumpton Green, Rodmell, Southeast, Swanborough, Telscombe
BN8 Barcombe, Barcombe Cross, Beddingham, Chailey Green, Chiddingfold, East Hoathly, Firle, Glynde, Halland, Hamsey, Holmes Hill, Loughton, Newick, North Chailey, Ringmer, Ripe, Shortgate, South Chailey, Southerham, Stoneham, Whitesmith
BN9 Newhaven, Piddinghoe, South Heighton, Tarring Neville
GU28 Petworth, Graffham, Northchapel, Byworth, Lodsworth
GU29 Midhurst, Cocking, Easebourne
GU31 Petersfield, Buriton, East Harting, South Harting, Elsted, Rogate
GU32 East Meon, West Meon, Sheet, Steep
GU33 Liss, Greatham, Selborne, Rake
PO1 Portsmouth, Fratton
PO10 Emsworth
PO11 Hayling Island
PO12 Gosport, Alverstoke, Hardway
PO13 Gosport, Lee-on-the-Solent
PO14 Fareham, Hill Head, Stubbington, Titchfield
PO15 Fareham, Titchfield, Whiteley
PO16 Portchester
PO17 Wickham
PO18 Bosham, Boxgrove, Eartham, East Dean, Goodwood, Funtington, Nutbourne
PO19 Chichester, Fishbourne
PO2 Portsmouth, Hilsea, North End
PO20 Selsey, West Wittering, East Wittering, Tangmere, Oving, Westergate, Eastergate
PO21 Bognor Regis, Aldwick, Pagham
PO22 Bognor Regis, Barnham, Elmer, Felpham, Middleton-on-Sea
PO3 Portsmouth, Hilsea
PO30 Yarmouth
PO31 Cowes, Gurnard
PO32 East Cowes, Whippingham
PO33 Ryde
PO34 Seaview
PO35 Bembridge, Whitecliff Bay
PO36 Sandown
PO36 Shanklin
PO37 Shanklin
PO38 Ventnor
PO39 Totland Bay, Alum Bay
PO4 Southsea
PO40 Freshwater
PO41 Yarmouth
PO5 Southsea
PO6 Cosham
PO7 Waterlooville, Denmead, Purbrook
PO8 Clanfield, Cowplain, Horndean
PO9 Havant, Rowland's Catle
SO14 City Centre, St. Mary's, Newtown, Nicholstown, Ocean Village, Chapel, Eastern Docks, Bevois Valley
SO15 Shirley, Freemantle, Banister Park, Millbrook
SO16 Bassett, Redbridge, Rownhams, Nursling, Chilworth
SO17 Highfield, Portswood, St Denys, Swaythling
SO18 Bitterne, Bitterne Park, Chartwell Green, Townhill Park, Southampton Airport
SO19 Sholing, Thornhill, Woolston, Weston
SO20 Stockbridge
SO21 Compton, Colden Common, Hursley, Micheldever, Owslebury, Shawford, South Wonston, Sutton Scotney, Sparsholt, Twyford
SO22 Badger Farm, Fulford, Hursley, Littleton and Harestock, Olivers Battery, Pitt, St Cross (W), Stanmore, Weeke
SO23 City Centre, Abbotts Barton, Bar End, Highcliffe, Hyde, St Cross (E), Winnall
SO24 New Alresford, Old Alresford, Cheriton, Tichborne
SO30 Botley, Hedge End, West End
SO31 Warsash, Hamble-le-Rice, Locks Heath
SO32 Bishops Waltham, Corhampton, Droxford, Durley, Exton, Meonstoke, Shedfield, Soberton, Swanmore, Upham, Warnford, Wickham
SO40 Totton, Lyndhurst, Cadnam, Marchwood
SO41 Milford-on-Sea, Pennington, Boldre, Hordle, Sway
SO42 Beaulieu
SO43 Lyndhurst, Minstead, Bramshaw, New Forest
SO45 Hythe, Fawley, Blackfield, Calshot, Hardley
SO50 Town Centre, Fair Oak, Bishopstoke, Horton Heath,
SO51 Romsey, Ampfield, Lockerley, Mottisfont, Wellow
SO52 North Baddesley
SO53 Chandler's Ford