

MY PROPERTY, MY HOME



Distributed with The Mail on Sunday, 29th July 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. The publication will reach over 200 postcodes across West London, North West & North London, Hertfordshire, Bucks 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 London, in areas such as Wembley, Wood Green, St Albans, Stevenage, Harlow 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

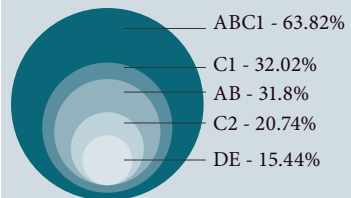
DISTRIBUTION

- 83,000 printed copies distributed with *The Mail on Sunday* on 29th July 2018.
- 250,000 electronic copies
- Distributed throughout Central London & North London. Please see postcodes on page 3.

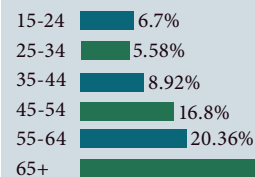


DEMOGRAPHICS

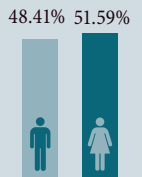
SOCIAL GRADE



AGE

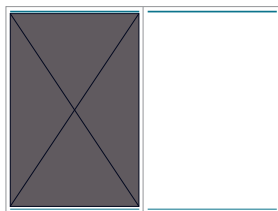


GENDER



(Newsworks website 24/8/16)

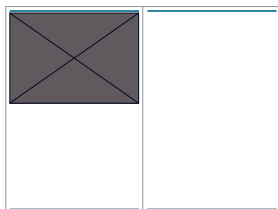
Advertisement sizes



FULL PAGE

DIMENSIONS

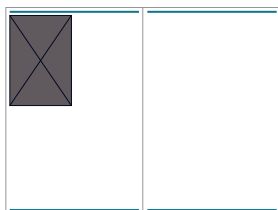
- Height 338mm
- Width 265mm



HALF PAGE

DIMENSIONS

- Height 157mm
- Width 265mm

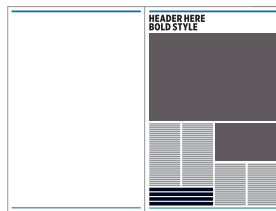


QUARTER PAGE

DIMENSIONS

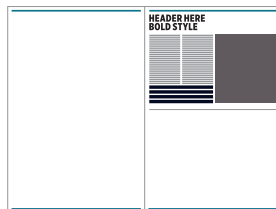
- Height 157mm
- Width 131mm

Advertorial feature requirements



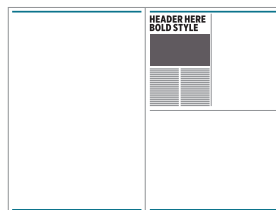
FULL PAGE

- 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. MPMH0718_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

MY PROPERTY, MY HOME

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

EN1	Bush Hill Park; eastern parts of Bulls Cross, Enfield Town, Forty Hill, outskirts of Lower Edmonton	CM6	Great Dunmow, Felsted		
EN2	Botany Bay, Clay Hill, Crews Hill; western parts of Bulls Cross, Enfield Chase, Enfield Town, Forty Hill, Gordon Hill	CM16	Epping, Theydon Bois	N9	LONDON Lower Edmonton district: Lower Edmonton, Edmonton (part)
EN3	Enfield Highway, Enfield Island Village, Enfield Lock, Enfield Wash, Ponders End	CM17	Harlow, Old Harlow, Matching, Matching Tye, Matching Green	N10	LONDON Muswell Hill district: Muswell Hill
EN4	Hadley Wood, Cockfosters, East Barnet, New Barnet	CM18	Harlow	N11	LONDON New Southgate district: New Southgate, Friern Barnet, Bounds Green, Arnos Grove (part)
EN5	High Barnet, Arkley	CM19	Harlow, Roydon	N12	LONDON North Finchley district: North Finchley, Woodside Park
EN6	Potters Bar, South Mimms, Cuffley, Northaw	CM20	Harlow	N13	LONDON Palmers Green district: Palmers Green
EN7	Cheshunt, Some parts of Enfield	CM21	Sawbridgeworth	N14	LONDON Southgate district: Southgate, Oakwood, Arnos Grove (part)
EN8	Waltham Cross, Cheshunt, Some parts of Enfield	CM22	Bishop's Stortford, Sheering	N15	LONDON South Tottenham district: South Tottenham, Harringay (part), West Green, Seven Sisters, Stamford Hill (part)
HA6	Northwood, Moor Park	CM23	Bishop's Stortford	N16	LONDON Stoke Newington district: Stoke Newington, Stamford Hill (part), Shacklewell, Dalston (part), Newington Green (part)
HA7	Stanmore, Queensbury, Belmont (part)	CM24	Stansted Mountfitchet, Stansted Airport	N17	LONDON Tottenham district: Tottenham, Wood Green (part)
HA8	Edgware, Canons Park, Queensbury	AL5	Harpenden	N18	LONDON Upper Edmonton district: Upper Edmonton, Edmonton (part)
HP1	Bourne End, Boxmoor, Chaulden, Fields End, Gadebridge, Great Gaddesden, Nettledean, Piccotts End, Water End, Warner's End	LU1	Luton (South), Aley Green, Caddington, Lower Woodside, Pepperstock, Skimpot, Slip End, Woodside	N19	LONDON Upper Holloway district: Upper Holloway, Archway, Tufnell Park (part)
HP2	Gaddesden Row, Piccotts End, Grovehill, Adeyfield, Hemel Hempstead Industrial Estate	LU2	Luton (East), Chiltern Green, Cockernhoe, East Hyde, Lawrence End, Lilley, New Mill End, Peters Green, Tea Green, The Hyde, Wandon End, Wandon Green, Winch Hill	N20	LONDON Whetstone district: Whetstone, Totteridge, Oakleigh Park
HP22	Aston Abbotts, Aston Clinton, Bierton, Buckland, Drayton Beauchamp, Dunsmore, Halton, Hardwick, Hulcott, North Lee, Nup End, Oving, Pitchcott, Quainton, Rowsham, Stoke Mandeville, Weedon, Wendover, Weston Turville, Whitchurch, Wingrave	LU3	Luton (North), Lower Sundon, Stratley, Sundon	N21	LONDON Winchmore Hill district: Winchmore Hill, Bush Hill, Grange Park
HP23	Aldbury, Buckland Common, Cholesbury, Hastoe, Long Marston, Marsworth, New Mill, Puttenham, St Leonards, Tring, Wigginton, Wilstone	LU4	Luton (West), Chilton, Leagrave	N22	LONDON Wood Green district: Wood Green, Bounds Green (part), Bowes Park
HP3	Apsley, Bovington, Felden	SG1	North Stevenage including Old Town and Town Centre	WC1A	LONDON New Oxford Street
HP4	Berkhamsted, Dagnall, Dudswell, Little Gaddesden, Northchurch, Potten End, Ringshall	SG2	South Stevenage, Walkern, Ardeley	WC1B	LONDON Bloomsbury, British Museum, Southampton Row
HP5	Chesham, Ashley Green, Bellingdon, Botley, Chartridge, Hawridge, Latimer, Lye Green, Newtown, Waterside, Whelpley Hill	SG3	Knebworth, Woolmer Green, Datchworth	WC1E	LONDON University College London
N20	Whetstone district: Whetstone, Totteridge, Oakleigh Park	SG4	Breachwood Green, Kimpton, King's Walden, Graveley, Little Wymondley, Great Wymondley	WC1H	LONDON St Pancras
NW7	Mill Hill district: Mill Hill, Arkley (part)	SG5	Apsley End, Fairfield Park, Higham Gobion, Offley (including Little Offley), Pegsdon, Stotfold, Shillington, Pirton	WC1N	LONDON Russell Square, Great Ormond Street
WD17	Watford town centre, Cassiobury, Nascot Wood	SG6	Letchworth	WC1R	LONDON Gray's Inn
WD18	West Watford, Holywell	SG7	Baldock	WC1V	LONDON High Holborn
WD19	Oxhey, South Oxhey, Carpenders Park	SG8	Royston, Abington Pigotts, Arrington, Barkway, Barley, Bassingbourn, Chrishill, Croydon, Fowlmere, Great Chishill, Guilden Morden, Heydon, Kelshall, Kneesworth, Litlington, Little Chishill, Melbourn, Meldreth, New Wimpole, Nuthampstead, Orwell, Reed, Shepreth, Shingay, Morden, Tadlow, Therfield, Thriplow, Wendy, Whaddon	WC1X	LONDON Kings Cross, Finsbury (west), Clerkenwell (north)
WD23	Bushey, Bushey Heath	SG15	Arlesey	WC2A	LONDON Lincoln's Inn Fields, Royal Courts of Justice, Chancery Lane
WD24	North Watford	SG16	Henlow, Henlow Camp, Lower Stondon, Upper Stondon	WC2B	LONDON Drury Lane, Kingsway, Aldwych
WD25	Garston, Leavesden, Aldenham, Letchmore Heath	NW1	LONDON North Western head district: Marylebone (part), Euston, Regent's Park, Baker Street, Camden Town, Somers Town, Primrose Hill (part) and Lisson Grove (part)	WC2E	LONDON Covent Garden
WD3	Rickmansworth, Chorleywood, Croxley Green, Loudwater, Mill End, Maple Cross, Sarratt, Batchworth, Chenies, Harefield (part), West Hyde, Heronsgate, Chandler's Cross	NW2	LONDON Cricklewood district: Cricklewood, Dollis Hill, Childs Hill, Golders Green (part), Brent Cross (part), Willesden (north), Neasden (north)	WC2H	LONDON Leicester Square, St. Giles
WD4	Kings Langley, Chipperfield, Hunton Bridge, Rucklers Lane, Bucks Hill	NW3	LONDON Hampstead district: Hampstead, Belsize Park, Frognaal, Childs Hill (east), South Hampstead (north), Swiss Cottage (east), Primrose Hill (north), Chalk Farm (west), Gospel Oak	WC2N	LONDON Charing Cross
WD5	Abbots Langley, Bedmond	NW4	LONDON Hendon district: Hendon, Brent Cross (part)	WC2R	LONDON Somerset House, Temple (west)
WD6	Borehamwood, Elstree, Well End	NW5	LONDON Kentish Town district: Kentish Town, Camden Town (part), Gospel Oak (part), Dartmouth Park, Chalk Farm (east), Tufnell Park (west)	W1A	LONDON PO boxes & Admail codes in W1[7]
WD7	Radlett, Shenley	NW6	LONDON Kilburn district: Kilburn, Brondesbury, West Hampstead, Queen's Park, Kensal Green (part), South Hampstead (south), Swiss Cottage (west)	W1B	LONDON Portland Place, Regent Street
AL1	St Albans	NW7	LONDON Mill Hill district: Mill Hill, Arkley (part), Edgware (part)	W1C	LONDON Oxford Street (west)
AL2	St Albans, Bricket Wood, Colney Street, Frogmore, London Colney, Napsbury, Park Street, Potters Crouch, Chiswell Green	NW8	LONDON St John's Wood district: St John's Wood, Primrose Hill (south), Lisson Grove (north)	W1D	LONDON Soho (south east): Chinatown, Soho Square
AL3	St Albans, Childwickbury, Flamstead, Gorhambury, Markyate, New Greens, Porters Wood, Redbourn, Sandridge	NW9	LONDON The Hyde district: The Hyde, Colindale, Kingsbury, West Hendon, Queensbury (part)	W1F	LONDON Soho (north west)
AL4	St Albans, Colney Heath, London Colney, Jersey Farm, Marshalswick, Oaklands, Sandridge, Smallford, Tyttenhanger, Wheathampstead	NW10	LONDON Willesden district: Willesden, Harlesden, Kensal Green, Brent Park, College Park, Stonebridge, North Acton (part), West Twyford, Neasden (south), Old Oak Common, Park Royal (north)	W1G	LONDON Harley Street
AL6	Welwyn, Ayot St Peter, Ayot St Lawrence, Digswell, Rabley Heath, Tewin	NW11	LONDON Golders Green district: Golders Green, Temple Fortune, Hampstead Garden Suburb (west), Hendon (part), Brent Cross (part)	W1H	LONDON Marylebone
AL7	Welwyn Garden City	N1	LONDON Northern head district: Barnsbury (part), Canonbury, Kings Cross, Islington, Pentonville, De Beauvoir Town, Hoxton	W1J	LONDON Mayfair (south), Piccadilly, Royal Academy
AL8	Welwyn Garden City, Lemsford	N1C	LONDON Kings Cross Central	W1K	LONDON Mayfair (north), Grosvenor Square
AL9	Hatfield, Brookmans Park, Essendon, North Mymms	N2	LONDON East Finchley district: East Finchley, Fortis Green, Hampstead Garden Suburb (part)	W1S	LONDON Mayfair (east), Hanover Square, Savile Row
AL10	Hatfield	N3	LONDON Finchley district: Finchley, Church End, Finchley Central	W1T	LONDON Fitzrovia, Tottenham Court Road
EN10	Broxbourne	N4	LONDON Finsbury Park district: Finsbury Park, Manor House, Harringay (part), Stroud Green (part)	W1U	LONDON Marylebone
EN11	Hoddesdon	N5	LONDON Highbury district: Highbury, Highbury Fields	W1W	LONDON Great Portland Street, Fitzrovia
EN9	Waltham Abbey	N6	LONDON Highgate district: Highgate, Hampstead Heath (part)	W2	LONDON Paddington head district: Paddington, Bayswater, Hyde Park, Westbourne Green, Little Venice (part), Notting Hill (part)
IG10	Loughton, Debden, High Beach (part)	N7	LONDON Holloway district: Holloway, Barnsbury (part), Islington (part), Tufnell Park (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
IG7	Chigwell, Chigwell Row, Hainault (north)	N8	LONDON Hornsey district: Hornsey, Crouch End,	W4	LONDON Chiswick district: Chiswick, Gunnersbury, Turnham Green, Acton Green, South Acton (part), Bedford Park
RM4	Havering-atte-Bower, Abridge, Stapleford Abbotts, Noak Hill, Navestock, Stapleford Tawney, Stapleford Aerodrome Buntingford, Westmill			W5	LONDON Ealing district: Ealing, South Ealing, Ealing Common, North Ealing, Northfields, (south and east), Pitsheanger, Hanger Lane
SG9	Much Hadham			W6	LONDON Hammersmith district: Hammersmith, Ravenscourt Park, Stamford Brook (part)
SG10	Much Hadham			W7	LONDON Hanwell district: Hanwell, Boston Manor (part)
SG11	Albury, Braughing, Bury Green, Colliers End, Haultwick, High Cross, Little Hadham, Nasty, Patmore Heath, Puckeridge, Standon, Standon Green End			W8	LONDON Kensington district: Kensington, Holland Park (part)
SG12	Ware			W9	LONDON Maida Hill district: Maida Hill, Maida Vale, Little Venice (part)
SG13	Hertford, Newgate Street Village, Bayford, Brickendon			W10	LONDON North Kensington district: North Kensington, Kensal Town, Ladbroke Grove (north), Queen's Park (part)
SG14	Hertford, Newgate Street Village, Bayford, Brickendon			W11	LONDON Notting Hill district: Notting Hill, Ladbroke Grove (south), Holland Park (part)
CM5	Chipping Ongar, High Ongar, Bobbingworth, Moreton, The Lavers, The Rodings			W12	LONDON Shepherds Bush district: Shepherds Bush, White City, Wormwood Scrubs, East Acton (east)