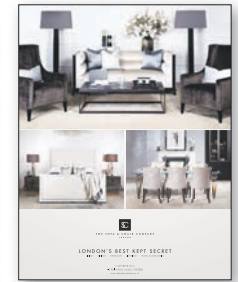
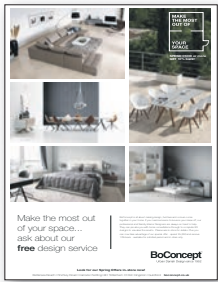


# HOMES & GARDENS



Distributed with **theguardian** on Saturday, 7th April 2018

*Homes & Gardens* is a full-colour, tabloid-sized newspaper, distributed with *The Guardian* and packed with inspiration and advice on home improvements. With an increasing number of homeowners looking to add value and space to their existing home, this newspaper will cover everything from renovating key rooms to creating an ideal garden.

For many of us our home is our greatest asset — and there's an ever increasing trend to improve it. *Guardian* readers are no exception. In fact, research shows the majority regularly visit property websites and are interested in reading about property in newspapers and magazines.

*Homes & Gardens* will highlight how readers can increase the value of their home through renovating kitchens and bathrooms, converting garages, building extensions and landscaping gardens. It will also include inspirational features on the latest interior design trends and home furnishings, as well as details on

energy saving initiatives that will help reduce bills and save the planet.

The newspaper is published during spring when many people are keen to landscape and improve their gardens and homes. 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 Saturday — the ideal time at the start of the weekend when most of us put our feet up and read the newspaper, or get out into the garden to embark on a few changes — or an ambitious transformation.

## Editorial features

### INTERIORS, FINE FURNISHINGS & ACCESSORIES

Trends in home furnishings and design

### HOME IMPROVEMENTS, SELF-BUILDS & RENOVATIONS

How to add space and value to your home

### GARDENS & GARDEN LANDSCAPING

How to achieve your dream garden

## RATE CARD

|   |         |
|---|---------|
| Double page spread                                      | £15,950 |
| One full colour page                                    | £9,950  |
| Half page   | £4,950  |
| Quarter page  | £2,950  |
| 15% premium for advertorial features                    |         |
| Premium position sponsorship is subject to availability |         |

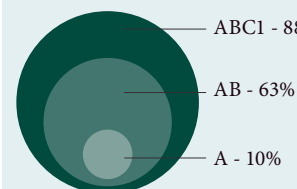
## DISTRIBUTION

- 262,000 printed copies distributed with the *Guardian* on 7 April 2018
- 250,000 electronic copies
- Distributed within London, the South East, the Home Counties, Norfolk, Suffolk and the Welsh Borders



## DEMOGRAPHICS

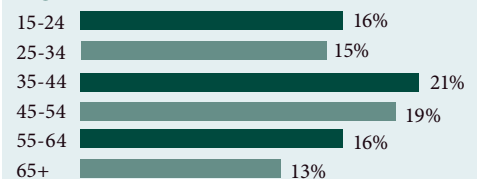
### SOCIAL GRADE



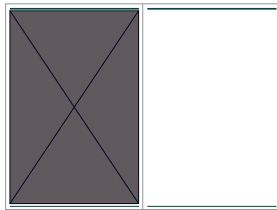
### GENDER



### AGE



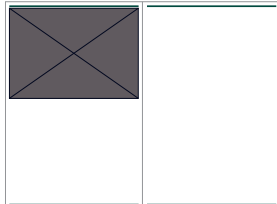
## Advertisement sizes



### FULL PAGE

#### DIMENSIONS

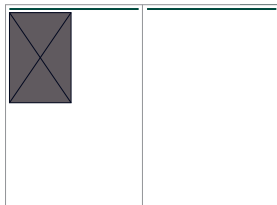
- Height 338mm
- Width 265mm



### HALF PAGE

#### DIMENSIONS

- Height 157mm
- Width 265mm



### QUARTER PAGE

#### DIMENSIONS

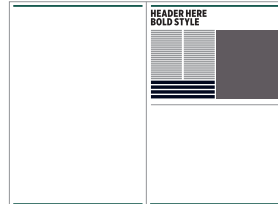
- Height 157mm
- Width 131mm

## Advertorial feature requirements



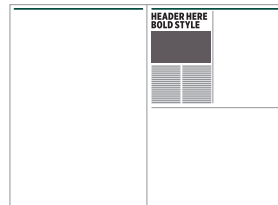
### FULL PAGE

- 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. HG0318\_YOURCLIENTNAME.pdf

### DIGITAL FILE SPECIFICATIONS

- Our preferred method of delivery is Adobe Acrobat PDFs 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 mustn't be less than 1pt

We can't guarantee the quality of the final print for files supplied outside of these specifications. Colours variations will occur if your files don't 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 reserves the right to make grammatical changes and corrections to ensure the advertorial 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 the advertorial is finally approved.
- The final third PDF is for fact checking and approval/records only.
- Amendments over and above the two rounds of amendments will incur an 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 can't 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't use images from a client website as these are too low resolution for print.

\*Image use subject to editorial discretion and may vary depending on quality, size and layout. Full pages: 2-5 images; half pages and smaller may use just one image.

† Excludes image(s) cost; image searches £40 per hour; and copywriting £40 per hour