

househome & garden

THE PRESS

House, home & garden

House, home & garden provides information on all aspects of the home and garden from DIY to soft furnishings and gardening tips, therefore it is an ideal platform to reach your target customers and it has something for everyone who is interested in improving their home.

It is a full colour stitch and trim publication, which is editorially led, therefore it is a very eye catching readable publication that readers will want to keep for a reference guide for tips and suggestions.

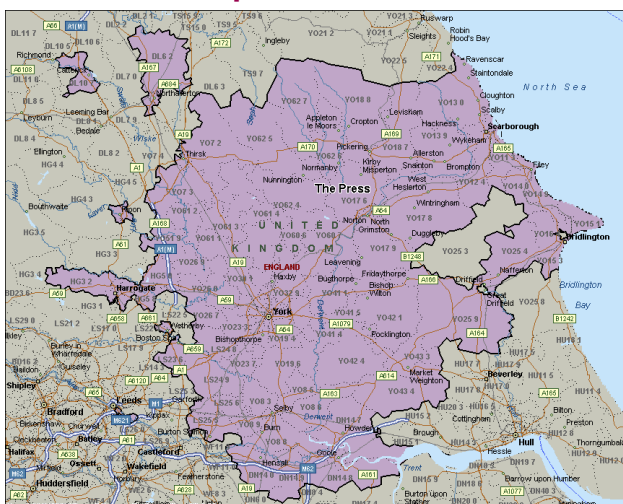
It contains a comprehensive and easy to use classified section, which provides a good reference guide for readers and therefore makes it even more retainable.

Home improvements add value to property, with loft conversions said to add over £13,000* to the price of a property, therefore this publication provides an interesting read to all of our readers, especially in this hard market and therefore will help you reach your target market (lovemoney.com 2009).

368,230 (60%)* adults within The Press' circulation area do DIY, showing the importance of relevant marketing to these people. Therefore this publication provides you with a platform to reach these interested people (*BMRB, Experian 2008).

539,550 (88%)* adults within The Press' circulation area have a garden, of whom are your ideal consumers to advertise to and by advertising in this publication you will have this opportunity (*BMRB, Experian 2008).

Circulation map (JICREG April 2010)



Circulation

House, Home & Garden has a circulation of 28,661 copies within The Press (100% paid - The Press, ABC July-Dec 2009, Mon-Sat daily average) and a readership of 75,232 people, of whom could be your potential customers (JICREG April 2010).

It is published three times a year in March, July and October, which are key times throughout the year when people will be looking at making improvements to their home.

2010 Dates

Month	Booking & copy deadline	Publication
March	17 th March	30 th March
July	23 rd June	7 th July
October	22 nd September	6 th October

Example pages

Our best display packages

Size	Rate (+ VAT)
Sc	£
Full page	£800
Half page	£450
Quarter page	£275
Eighth page	£150
Sixteenth page	£100
Sponsorship (includes back page, editorial, 1x9 folios and logo on front page)	£1,250
2 issues = 10% discount, 3 issues = 20% discount	
All sizes include an enhancement on thepress.co.uk	

Our best classified packages

Classified Dial a Trade rates	
Size	Rate
3x2	£15.00
4x2	£20.00
5x2	£25.00
6x2	£30.00
7x2	£35.00
8x2	£40.00
9x2	£45.00
10x2	£50.00
All other sizes	£2.50 scc

Mechanical data

Format:	Stitch and trim
Full page:	310mm x 248mm
Half page vertical:	310mm x 124mm
Half page horizontal:	150mm x 248mm
Quarter page:	150mm x 124mm
Column widths:	
1 column = 26mm	2 columns = 53.5mm
3 columns = 81mm	4 columns = 109mm
5 columns = 137mm	6 columns = 164.5mm
7 columns = 192.5mm	8 columns = 220mm
9 columns = 248mm	



Contact the House, Home & Garden advertising team on

01904 567167

to help you with all your advertising needs

Technical Specification

Delivery

- **Email** Only one attachment per email
- **ADFAST** Secure web-based. PDF format with embedded fonts

Acceptable formats and media

- **EPS files** Fonts and graphics embedded. Level 1 or 2 postscript
- **PDF files** Version 1.3 *Do not* subset fonts / apply security or protection of any type / use Object Level compression in Acrobat 6

Fonts

- Newsquest does not accept supplied fonts
- Fonts that are not embedded may be substituted with defaults
- Use only type 1 postscript fonts

Type specifications

- Text reversed in multi-colour shouldn't be below 12pt sans serif
- Minimum size should be 8 points in a bold face, sans serif

Overprinting

- Backgrounds should have a tonal value of less than 25%

Process colour

- Cyan (C) Magenta (M) Yellow (Y) Black (K)

Dot

- Dot gain is 32% in the 50% dot area. Anything greater than 80% will print solid
- Max of 75% in shadow. Highlights set at 5% with 0% for catchlights

Resolutions

- Line-art 1200 dpi • Colour/mono 300 dpi