

## Advertisement display rates

ADVERTISEMENT SIZE/COLOUR	
DPS COLOUR	£7,800
FULL PAGE COLOUR	£3,950
HALF PAGE COLOUR	£2,360
QUARTER PAGE COLOUR	£1,220

SPECIAL POSITIONS AND INSERTS	
OUTSIDE BACK COVER	+20%
INSIDE FRONT COVER	+15%
INSIDE BACK COVER	+10%
GATEFOLDS	£POA
HALF PAGE SPREADS	£POA
SOLUS SITES	£POA
TIP-ONS/COVER MOUNTS	£POA

PROMOTIONS	
ADVERTORIAL FULL PAGE (INCLUDING PRODUCTION) SPONSORSHIPS (PER ISSUE)	£4500 FROM £1000

MECHANICAL SPECIFICATIONS (mm)			
SIZE	TRIM SIZE	TYPE AREA	BLEED AREA
DPS	290H X 430W	270H X 404W	296H X 436W
FULL PAGE	290H X 215W	270H X 192W	296H X 221W
HALF PAGE (H)	142H X 215W	142H X 192W	145X X 221W
HALF PAGE (V)	290H X 106W	270H X 93W	296H X 109W
QUARTER PAGE (STRIP)	290H X 57W	270H X 44W	296H X 60W
QUARTER PAGE		132H X 93W	
BROCHURE PANEL		80H X 60W	

### Advertisement specifications and copy requirements

MACINTOSH FORMATS: QuarkXpress, Illustrator, Freehand and Photoshop.  
Four colour picture – cmyk – eps/jpeg, Mono picture – eps or tiff/jpeg

NB: When sending files please enclose a colour proof and ensure all necessary fonts and graphics are included

Disc Types Accepted: CD/DVD

### Other titles of Essential Publishing

- The Essential Kitchen Bathroom Bedroom Magazine
- Period House • Full House
- Essential Kitchen & Bathroom Business

## Advertisement classified rates

NUMBER OF INSERTIONS	COST PER INSERTIONS			
	1	3	6	12
PER SINGLE CM COLUMN	£60	£55	£50	£45
6cm x 1 COLUMN	£360	£330	£300	£270
5cm x 2 COLUMN	£600	£550	£500	£450
12cm x 1 COLUMN	£720	£660	£600	£540

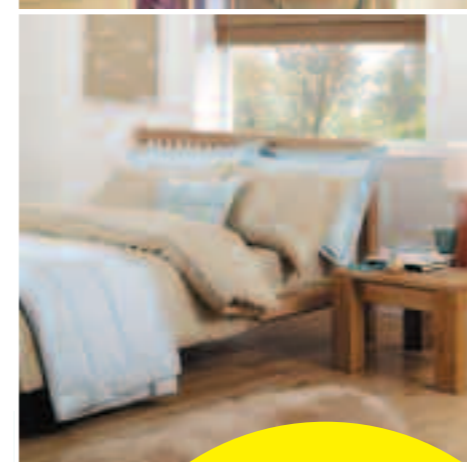


### Advertisement terms and conditions

1. The Publisher (Essential Publishing Ltd.) has at their absolute discretion the right to omit, suspend or change the position of any advertisement accepted for insertion.
2. The said Publisher has the right to make any alterations they consider necessary or desirable in an advertisement or to require any copy to be amended to meet their approval. Failure to supply suitable advertising copy by the stipulated deadline as per the dispatched advertisement booking confirmation shall result in the automatic cancellation of the relevant advertisement space and a cancellation surcharge of 100% of the cost of the advertisement being applied.
3. The said Publisher will not be responsible for any error in the insertion of or omission to insert any advertisement or for any damage or loss of any artwork or other material supplied for the purpose of advertisement.
4. The said Publisher shall have the right to change their scale of advertisement rates at any time.
5. The said Publisher state that notice of cancellation of advertisements received more than 21 working days prior to copy deadline shall carry no surcharge. Cancellations received

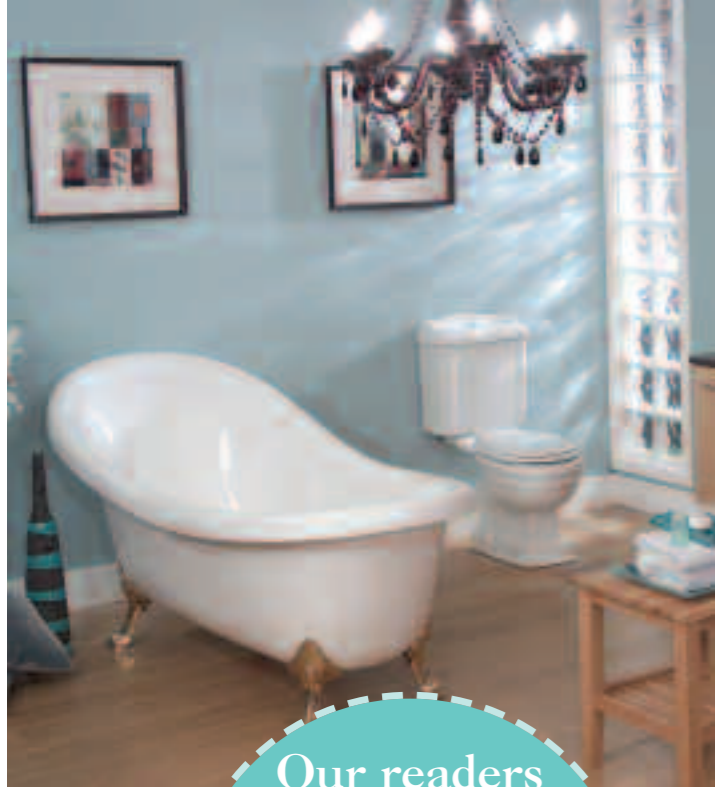
- between 14 and 7 working days prior to copy deadline shall incur a 50% cancellation surcharge. Those cancellations received 6 working days or less prior to copy deadline shall incur a 90% cancellation surcharge.
6. The advertising agency or advertiser submitting the advertisement shall indemnify the said Publisher in respect of costs, damages or other charges falling upon them as a result of legal actions or threatened legal actions arising from the publication of the advertisement in accordance with the copy instructions supplied to the said Publisher by the agency or the advertiser. In any case where a claim is made against the said Publisher and the agency or advertiser may ultimately be liable under the terms thereof, notice in writing shall be given in order that consultations shall take place before any expense is incurred or the claim is settled, defended or otherwise disposed of to his detriment.
7. The said Publisher shall make a surcharge of 3% of the cost of any advertisement for which payment has not been received on or before the last day of the month following that in which the advertisement appears provided that the

- account has been dispatched on or before the tenth day of the month following that in which the advertisement appears and provided also that voucher copies or tearsheets have been dispatched (where this is normal practice) or otherwise made available on or before the tenth day of the month following in which the advertisement appears.
8. The cost of an advertisement shall imply the cost of advertisement space and the said surcharge should be applied only to such cost.
9. These conditions shall not imply a requirement to supply voucher copies or tearsheets in respect of classified advertisements.
10. The placing of any order for the insertion of any advertisement shall amount to an acceptance of the above conditions and any condition stipulated on an agency's order form or elsewhere by an agency or advertiser shall be void insofar as they are in conflict with them.
11. In these conditions the word dispatched shall mean dispatched by post.



Inspirational and practical ways to revamp and decorate your home

- ✓ Decorating made easy
- ✓ Space-saving solutions
- ✓ Real-life reader homes and makeovers
- ✓ Food news and garden projects
- ✓ Competitions, giveaways and advertorials
- ✓ Great value ideas to steal for every room
- ✓ 8 page DIY pull-out section every month



Our readers love *Your Home* because of its enthusiasm, vibrancy and affordability

*Your Home* delivers great value, easy to understand, inspiration for home decorating and improvements for every room in the house, in a contemporary and upbeat magazine. Refreshing editorial brings out the decorator in everyone, inspiring confidence and trust by showing how to make the most of their space.

Creative features on instant revamps and quick fixes sit alongside complete room makeovers and expert home improvement advice to arm readers with all they need to know to give their homes a fresh new look.

*Your Home*, every month, guides the reader step-by-step through a selection of quick and simple projects that not only look great but really work; from what it will cost to how long it will take and how you can do it. It also provides an invaluable source of information on what to look for when you buy and how to achieve designer looks within a realistic budget.



Our expert team offer helpful advice and top tips on decorating every room

