

# HOUSE AND home



ALL YOUR IRISH SOURCING FOR A HOME YOU'LL LOVE



**MEDIA KIT**

[www.houseandhome.ie](http://www.houseandhome.ie)



IRELAND'S FAVOURITE INTERIORS MAGAZINE AND WEBSITE

## OUR READERS

**House and Home** readers are **nesters**: real people whose homes are the centre of their world. **Nesters** have mortgages, muddy boots by the door and magnets on the fridge. Their lives embrace dogs that need walks and lawns that need mowing. Mornings are feeding frenzies and school runs; at weekends they relax with old friends over a home-cooked meal.

**Nesters** are busy and discerning. They will happily shop in budget-friendly places, but love to splash out on something special. They appreciate Ikea, but understand the allure of the Aga; they buy some of their weekly groceries at a discount supermarket, but won't compromise on a favourite brand. They have internet access, digital TV, facebook accounts and are happy to buy online.

Above all, **Nesters** are open-minded. They welcome change, they embrace colour and they aren't afraid to roll up their sleeves to make their home a better place to be. And they get renewed inspiration with every issue of **House and Home**.



## MAGAZINE PROFILE



The editorial ethos of **House and Home** is Irish ideas for Irish interiors. We tell our readers exactly where they can buy everything they see in the magazine (providing them with website and telephone information), which makes **House and Home** a handy sourcebook for interiors shopping and home renovations.

The three main components of the magazine are **Decoration, Inspiration and Renovation**. We keep abreast of the latest trends and deliver the biggest Irish interiors news. We find inspirational rooms, decorating ideas and DIY jobs, and we tell our reader how to achieve them. Finally, we showcase the best real Irish homes, from mini-makeovers to massive renovation jobs, complete with a handy sourcebook of materials, accessories and reputable tradespeople.

[www.houseandhome.ie](http://www.houseandhome.ie)





## Our Nesters\*

### Our Nesters at a glance are

- 84% Female
- 43% are aged 25-35
- 50% are aged 35-54
- 25% are single
- 51% are married
- 24% are in a co-habiting couple
- 50% live in Dublin
- 15% live in a commuter town
- 17% live in a large town/city
- 18% live in a rural location

### Our nesters are established home owners

- 15% are renting and in the process of buying their first home
- 68% own one home
- 17% own more than one home of which 60% have a holiday home in Ireland
- 55% are living in their home for more than five years

### Our nesters are interested in home renovation and like a little DIY

- 45% are planning a renovation in 2011 while 27% have yet to decide. (45% of them need more space)

### Renovation projects in order of importance

1. Kitchens
2. Bathrooms
3. Livingrooms
4. Bedrooms

- 52% are planning to buy new appliances
- 81% are planning to add energy efficient and environmentally friendly features to their home

The majority will leave jobs like tiling, electrics and plumbing to the professionals, while the top DIY jobs undertaken are wallpapering and gardening.

### Our nesters are web savvy

- 50% spend one to two hours a day on-line while 21.5% spend more than two hours online a day.
- In the past year 87% have searched on-line for home interiors products.
- 56% have bought products on-line for their home

\* On-line Survey of 650 readers January 2010

## NESTERS

### Want their home:

To be the centre of their world

**Where they live:** In a house most likely bought before 2004

**Interiors Style:** Homely with a personal twist.

**How to spot them:** This segment is highly home-centered ranging in age from late 20s to late 40s. They are often in a couple with two incomes and have bought their home pre-boom. They enjoy entertaining family and friends at home and consider their home as an extension of their personal taste and measure of their status.

They have a renewed interest in baking, cooking, growing their own vegetables and craft and will try their hand at wallpapering and painting and giving their home a personal touch with heirloom pieces and auction finds. They enjoy 'home-making' and see shopping for the home as 'retail therapy' including visits to garden centres. They love telling their guests where everything came from as each piece in their home has a 'story' attached. They research their home purchasing decisions well and don't mind paying for good quality. They are becoming more eco aware and like to recycle. They don't just shop in one supermarket but like to shop in the local butcher and vegetable shops and often discount supermarkets for certain items.

**Likely to say:** "I love my home and look forward to spending time there with friends and family".



# RATECARD

## Full Colour

DPS	€5495
Page	€3000
1/2 Page	€1650
1/4 Page	€1000

## Special Positions

IF Cover	€3500
IB Cover	€3500
OB Cover	€3700
DPS Page 4-5	€5795
DPS IFC-Page 1	€6000
1/3 Editorial	€2000

**Right Hand Page:** ..... +€150

**Inserts:** By arrangement

## Technical Data

Format: A4 printed on 100 gram gloss with 250 gram gloss board cover

## Mechanical Data

Full Page	H 297 x W 210 mm
DPS	H 297 x W 420 mm
<b>(N.B. Add 5mm bleed to the above size and include crop marks), (Gutter width 20mm)</b>	
Half Page Upright	H 277 x W 94 mm
Half Page Across	H 137 x W 190 mm
Quarter Page Upright	H 137 x W 94 mm
<b>Print Run:</b>	35,000 (Magazine)
<b>ABC Audit:</b>	13,575 (Jan-Dec 2009)
<b>Credit Terms:</b>	Strictly 30 days
<b>Editorial to advertising ratio</b>	3:1

SUBMISSION DEADLINES			
COVER DATE	EDITORIAL DEADLINE	FINAL ADVERTISING DEADLINE	ON SALE
NOV/DEC 2010	September 24 2010	October 11 2010	November 1 2010
JAN/FEB 2011	November 26 2010	November 22	December 27
MAR/APR 2011	January 28 2010	February 14	March 1
MAY/JUNE 2011	March 25 2010	October 11	May 1 2011
JULY/AUG 2011	May 27 2010	November 22	July 1 2011
SEPT/OCT 2011	July 25 2010	February 14	September 1 2011
NOV/DEC 2011	September 26 2010	October 14 2011	November 1 2011
JAN/FEB 2012	November 25 2010	December 9 2011	December 27 2011

MAIN FEATURES				
NOV/DEC 2010	FABRICS	FIREPLACES	FLOORING	
JAN/FEB 2011	STORAGE	BATHROOMS	LIGHTING	
MAR/APR 2011	KITCHENS	SHUTTERS	RANGE COOKERS	
MAY/JUNE 2011	BOUTIQUE INTERIORS	APPLIANCES	KIDS ROOMS	
JULY/AUG 2011	ECO-FRIENDLY HOME	STAIRS AND COVERINGS	WINDOWS AND DOORS	
SEPT/OCT 2011	BEDROOMS	TILING	RADIATORS	
NOV/DEC 2011	FIRES AND STOVES	LIVINGROOM FURNITURE	CARPETS AND RUGS	
JAN/FEB 2012				

(SUBJECT TO CHANGE)

## When sending your ad copy, please send in the following format:

- Quark Xpress document preferred with scans and fonts attached.
  - High resolution JPEG (300 dpi).
  - High resolution PDF files for full pages only - with bleed and crop marks.
  - Colours must be in CMYK format not spot colour or RGB.
  - A chromalin to be sent with ready artwork must be provided for colour proofing.
- If not provided, cannot guarantee colour matching in print.**
- For images, please make sure they are a high resolution (300 dpi) (images off the web or taken from Microsoft Word are not proper print quality).
  - When emailing, please indicate your company name and the magazine your ad is being placed in.
  - If you do not have email access - we accept brochures, transparencies, compliment slips, or stationery.

## For any technical queries please contact:

Production Co-ordinator, Dyflin Publications Ltd.  
Cunningham House, 130 Francis St, Dublin 8.  
Tel: +353 1 416 7971 Fax: +353 1 416 7904  
email: copy@dyflin.ie



## ADVERTISING CONTACTS:

Imelda Crombie: +353 87 8216048  
Jurate Tilmanaite: +353 1 416 7932  
Tamara Good-Nunnari: +353 1 416 7951

# HOUSE AND home

## HOUSE AND HOME TERMS AND CONDITIONS



- 1 An advertisement is accepted on the understanding that the relationship between the Advertiser and the Publisher is governed by the conditions set out below. Unless specifically approved in writing by the Publisher, the conditions stipulated on an Advertiser's order form or anywhere else shall be void.
- 2 For the purpose of these conditions, "Advertiser" shall refer to the contractual Principal, that is the party responsible for payment of charges arising from the publication of an advertisement. Where appropriate, "advertisement" includes a loose or bound-in insert.
- 3 The Publisher reserves the right to refuse any advertisement submitted for publication.
- 4 The Publisher reserves the right to amend advertisement copy where absolutely necessary. If the Publisher considers it necessary to modify the space or alter the date or position of insertion, the Advertiser will have the right to cancel if such arrangements are unacceptable, unless such changes are due to an emergency or circumstances beyond the Publisher's control. Where the advertisement forms part of a series order, the liability of the Advertiser shall be limited to the pro-rata cost of those advertisements already published.
- 5 In the event of any error, misprint or omission in the printing of an advertisement or part of an advertisement, except where attributable to an act or default by the Advertiser or his agents or where covered by Clause 4 above, the Publisher will either re-insert the advertisement or make an adjustment to the cost. No re-insertion or adjustment will be made where the error, misprint or omission does not materially detract from the advertisement. In no circumstances shall the total liability of the Publisher for any error, misprint or omission exceed the agreed net cost of the advertisement.
- 6 The Publisher cannot accept liability for any errors due to inaccurate copy instructions. Charges will be made to the Advertiser where the printers are involved in extra production work owing to acts or defaults of the Advertiser or his agents. These charges will be in accordance with the rates current at that date.
- 7 Advertisement rates are subject to revision at any time and individual orders are accepted on condition that the price binds the Publisher only in respect of the next issue to go to press.
- 8 The Advertiser, where an agency, may not recharge a client for space at an increased rate, unless with the Publisher's written consent.
- 9 If written copy instructions are not received by the agreed copy date, no guarantee can be given that proofs will be supplied or corrections made and the Publisher reserves the right to repeat the most appropriate copy.
- 10 All advertisements are accepted and published on the representation by the agency and advertiser that they are authorised to grant the right to publish them and that such publication will not violate any law or infringe upon any right of any person or entity in consideration of the publication of advertisements.
- 11 Any condition on contracts, orders, or copy instructions, including, without limitation, those involving the placement of advertising within the publication such as page location, competitive separation, placement facing editorial copy, or requests for editorial mention, shall be treated as a request only. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
- 12 The advertiser and agency are jointly and severally liable for the payment of invoices and all other obligations in connection with advertising published hereunder.
- 13 Invoices are rendered on or about the issue/distribution date and are due thirty days following invoice date.
- 14 If an Advertiser cancels the balance of a contract he relinquishes any right to the series discount to which he was previously entitled and advertisements will be paid for at the appropriate rate.
- 15 For all publications, at least 14 day's notice prior to publication date is required to stop or suspend a monotone insertion. At least 21 day's notice prior to publication date is required to stop or suspend a colour insertion.
- 16 Copy must be legal, decent, honest and truthful. Should it become apparent that this is not the case, the Publisher reserves the right to suspend the advertisement, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.
- 17 The Advertiser will indemnify the Publisher fully in respect of any costs, damages or losses arising directly or indirectly from the publication of an advertisement, where such an advertisement conformed with the copy instructions supplied by the Advertiser. The Publisher will consult with the Advertiser as to the way in which such claims should be handled.
- 18 The placing of an order by an Advertiser constitutes an assurance that all necessary authority and permission has been secured for the use in the advertisement of a pictorial representation of or of words attributable to a living person.
- 19 If so required, the Advertiser must disclose the identity of the client and reveal the nature of the product/service to be advertised. In the event of the Advertiser failing to comply with such a request, the Publisher reserves the right to cancel the advertisement, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.
- 20 If it is intended to include a competition or a special offer within an advertisement, full details should be submitted at the time of booking.
- 21 In accepting financial advertisements, the Publisher does so on the understanding that their copy content, authorisation and placing have been processed in accordance with the State's legal requirements.
- 22 The copyright on artwork/copy contributed to an advertisement by the Publisher shall be vested in the Publisher.
- 23 The Advertiser's property and artwork, etc are held at his risk and should be insured by him against loss or damage from whatever cause. The Publisher reserves the right to destroy all artwork which has been in his custody for six months from the date of its last appearance.
- 24 Notwithstanding anything in the above which may provide to the contrary, neither the Publisher nor the Advertiser shall be liable to one another for any loss or damage, consequential or otherwise, caused by or arising out of any Act of State, strike of employees, lock-out, trade dispute, enemy action, rioting, civil commotion, fire, force majeure, Act of God or other similar contingency beyond the control of either party.
- 25 These conditions and all other express terms of the contract shall be governed and construed in accordance with the Laws of the R.O.I.

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PPAI PUBLISHER OF THE YEAR 2005,

Cunningham House, 130 Francis Street, Dublin 8, Ireland.

Tel: +353 1 416 7900 Fax: +353 1 416 7901 Web: [www.houseandhome.ie](http://www.houseandhome.ie)