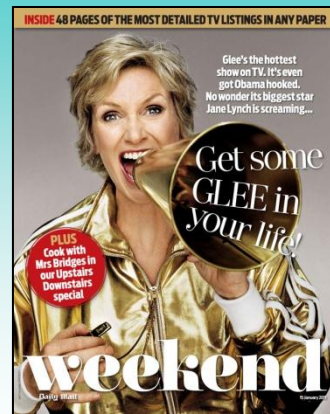


# weekend

February 2012



There really is something for everyone in Weekend. Readers are very engaged with the magazine and it is kept for the whole week by a large proportion of the audience who tell us that the comprehensive TV listings are better than any paid-for magazine. It's a powerhouse brand and a key driver of the Daily Mail's robust Saturday sale.

Content is a lively mix of pop culture and real-life: the cover story is always very 'of the moment', whether that's a celeb in the news, a new mainstream TV show or a blockbuster film.

The Your Weekend section focuses on 'home and away' featuring food, interiors, gardening and travel, with regular celebrity chef contributions (Gordon, Jamie, Gary, Delia...) to our food pages, a practical and inspirational gardening column from designer and horticulturist Monty Don and a plethora of clever travel ideas for all budgets.

Plus, highly-regarded astrologer Jonathan Cainer gives his forecast for the week ahead, Puzzle Time provides readers with a brain workout and The Definite Article puts a high-profile celeb in the spotlight.

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Weekend's feature content spans the whole spectrum from readers' real life stories, tales of the rich and famous to what's new in the cinema or on TV. And what these stories all have in common is their entertainment value.

A Saturday read needs to challenge, inspire, amuse and engage and Weekend ticks all the boxes with a profusion of interviews, profiles, anecdotes and snippets that make compulsive reading, ideal for our 5m audience's relaxed and receptive weekend mindset.

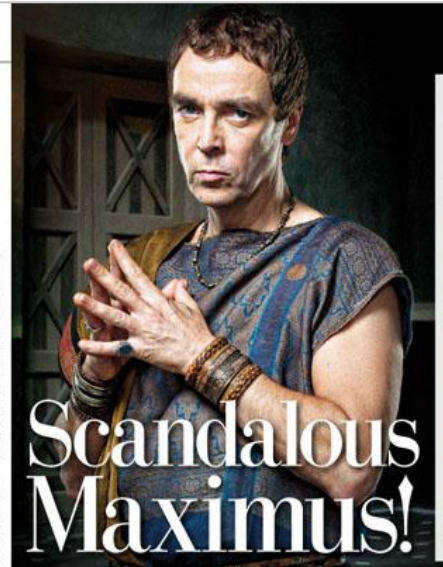
*The sex and gore of Spartacus shocked audiences last year. But it's rather tame compared to the new series, says Lina Das*

**S**evered limbs, filial deception, sex with gladiators – and that nice John Hannah getting all potty-mouthed – it can only mean one thing: Spartacus is back and it's bigger and sexier than ever. When US series Spartacus: Blood And Sand launched in the UK last year, there was much to do about the series labelled 'the sexiest show on TV'. MediaWatch UK, a lobby group that campaigns for higher standards in broadcasting, called for the series to be banned, but a little avast. And if they're hoping that the new series might be a touch more restrained, they're in for a shock. Entitled Spartacus: Gods Of The Arena, the six-part mini-series rips along at terrific speed and provides a thrilling recap of the events of Blood And Sand, which saw Spartacus leading his famed revolt against the might of the Roman republic in 73BC.

The idea for the new show came about when Welsh actor Andy Whitfield, who played Spartacus in the original series, had to leave the show after discovering he had cancer. To give him time to recuperate, the series creator, Steven S. DeKnight, decided to create a prequel – minus Spartacus himself – and Spartacus: Gods Of The Arena was born. Though the show doesn't feature the original hero (and Whitfield had to eventually retire from further filming of the series when his cancer returned), Australian actor Dustin Clare assumes the role of gladiator Gannicus, guaranteeing that the series is still in very capable – and meaty – hands.

The action centres on the history of the House of Batiatius prior to the arrival of Spartacus with the son Quintus Batiatius having gained control of the family's 'ludus' – the enclosure where gladiators are trained and housed – and becoming increasingly desperate to step out from the shadow of his domineering father. Tim (Jeffrey Thomas) Played by Scottish actor John Hannah, Quintus isn't so much Sliding Doors as Sliding Downers, as both he and his wife Lucretia (played by Xena Warrior Princess's Lucy Lawless) again find themselves without much in the way of clothing as they attempt to sleep and scheme their way to power.

Joining them in their exploits is gorgeous British actress Jaime Murray (Hustle, Deviants) – an old friend of Lucretia's who gets inordinately friendly with the Batiatians and whose own



**WHO'S WHO?**

**QUINTUS BATIATUS**  
**John Hannah (left)**  
In the new series, Gods Of The Arena, Batiatius is as conniving as ever. 'I played him part-slimy politician, part-brother keeper, part-Alex Ferguson giving someone the hairdryer treatment,' says Hannah.

**LUCRETIA**  
**Lucy Lawless**  
Batiatius's wife is a spouse of unwavering loyalty, no matter how many her husband's schemes tend to be. Think Lady Macbeth.

**GANNICUS**  
**Dustin Clare**  
Gannicus the gladiator fights and frolics with lustful abandon. But things go horribly wrong for him when he falls in love.

**GAIA**  
**Jaime Murray**  
The widowed Gaia is on the prowl for a husband. She's never met a vice she doesn't enjoy and is oddly likeable, despite her scheming.

**ONOMAUS**  
**Peter Mensah**  
Onomaus is Batiatius's 'doctor' – or trainer of gladiators. He's honest and loyal, so it's safe to assume things will go badly for him.

schmoozing and social climbing makes them look positively amiable. It's a terrific romp and for that, DeKnight is resolutely unapologetic. 'It's not everybody's cup of tea, I understand that,' he admits. 'But for adults who want an adult story and adult entertainment, it's perfectly fine.'

**OFF WITH THEIR TOGAS!**

As Steven DeKnight says: 'People then were a little more free, sexually. Slaves were often used indiscriminately in this way and of the husband of a married Roman couple made out with his slave, it wasn't considered cheating. It was a different time then.'

It certainly was. The naked breast count is considerable, though Spartacus is nothing if not an equal opportunities naked person employer, as the beery male quotient is just as high. Says John Hannah: 'It was probably the most depressing job I've ever done. While I was in make-up looking ravaged, all the male slaves were downstairs competing pees with one another.'

DeKnight insists, however, that the characters' emotions are at the show's core, 'and we wanted

to show how love, rather than sex, drives people to commit the greatest, as well as the most horrible, acts imaginable. But life at that time was cheap – the Romans were a violent and consuming society who were taught not to flinch from blood or violence.'

And there are pillars of the red staff guiding from heaving wounds. But thanks to the slow-motion action, the violence has a comic book, rather than realistic, feel to it. 'It was a conscious choice to make the bloodshed less authentic,' says DeKnight, 'as we didn't want to alienate the audience by including 100 per cent realistic bloodshed. That said, it is a very bloody show and it was always our intention to create an action show.'

**IS IT HISTORICALLY ACCURATE?**

It is so far-fetched you can't help wondering if the show bears any resemblance at all to what really went on 2,000 years ago. DeKnight would be the first to admit that 'the worst thing anybody could do would be to write a college essay based on a TV show', although he insists there is much in the series that is historically correct. The audience

in which the gladiators fight, far from being a vast, sweeping construct, is compact and intimate, allowing for fights of greater intensity and, says DeKnight, 'this is a much more historically accurate way of presenting how they were built, which is small, down and dirty.'

Hannah admits that the show's attempts to be realistic – particularly with regard to the somewhat frilly language – even managed to take him aback. 'I was actually stunned by the amount of cursing in the show,' he says. 'I felt it lost some of its power by being used so liberally, so I censored some of it while I was writing the lines.'

DeKnight insists, however, that having consulted historians, they discovered that the use of cursing was pervasive and that, in fact, 'we're being slightly delicate in the show. John Hannah's character, Batiatius, swears a lot – but then, he's a working man, the Tony Soprano of his time. We're not just throwing in curse words indiscriminately. So, are you sitting comfortably? Then let hunk commence!'

*Spartacus: Gods of the Arena begins on 21 March, 8pm, Sky1*

**HELEN MIRREN FIVE THINGS YOU DIDN'T KNOW ABOUT ME...**

- 1** I worry when I make a film and everyone's happy and having a good time. That's always a bad sign. In my experience, most good films come out of conflict and stress and strain and arguments.
- 2** Before I made it as an actress, I did three years of teacher training. I went out into the field in a very tough school in Bethnal Green. It was hard. I have huge admiration for teachers.
- 3** I can't bring myself to use the title Dame. I took it because of my parents – silly, since they were dead by then. I never use it. You'd have to be a bit of an idiot to do that. Call me Hel if you want to!
- 4** I once got so angry in a phone box I tried to rip the phone out of the wall. I'm usually pretty calm, but sometimes I just explode. It was quite a long time ago obviously as it was in a telephone box.
- 5** I'm happily married now, but years ago I lived with Liam Neeson for four years – before he was famous. I hasten to add, he trained as a boxer and taught me all about it – I'm a boxing fan to this day.

**D-DAY** On this day both Princess Margaret and Lord Snowdon (1976), and Fergie and Prince Andrew (1992), split up

Over two thirds of our readers keep Weekend all week for the top-notch TV listings. They tell us that it's better than any paid-for listings magazine.

Every day is allocated six pages of information: a spread for the five main terrestrial channels including critical picks; a spread for the main satellite, cable and Freeview channels and a spread for sport, movies and radio.

As well as this comprehensive information, Your TV Week focuses on the latest TV news and gossip; Nigel Andrew previews the week's best telly in Seven Days; Jaci Stephen offers the ultimate insight into the week's soaps in her Soap Watch column; we pick the best sporting events and the Footie Finder guide lists the week's main matches plus a whole spread of film previews in Your Movie Planner.

# Your Movie Planner

## SATURDAY

**Brief Encounter (1946)** PG ● 2.50PM, FILM ★★★★★

A railway station, that Rachmaninoff piano concerti, those clipped vowels – it can only be one film: yes, here's Noel Coward's touching yet unromantic story of a doomed affair.

**The Mummy Returns (2001)** 12 ● 3PM, ITV1 ★★★★★

Draft follow-up to the tip-roaring first instalment, with the full cast reunited (including Brendan Fraser, below left) and just as much bang for your buck. The story isn't quite as engaging this time around, due in part to the speedily turnaround required by the boxoffice success of the original.



**Bell, Book And Candle (1958)** 10 ● 3.05PM, BBC2 ★★★★★

Vertigo pair James Stewart and Kim Novak are reunited for a slightly less magical film about Manhattan witches. Novak is the sorceress and Stewart is the man she puts her spell on.

**The Professionals (1966)** PG ● 5.30PM, FIVE ★★★★★

Oscar-nominated classic western in which Lee Marvin's gun expert, Robert Ryan's horse man, Woody Strode's Indian scout and Burt Lancaster's explosives expert join forces to rescue Claudia Cardinale from Jack Palance's Mexican bandit.

**Mission: Impossible III (2006)** 12 ● 9.35PM, CH4 ★★★★★

Tom Cruise's blind outing as secret service agent Ethan Hunt once again splashes the cash, notably with the stunning aerial stunt in Shanghai. It looks superb (Cruise included), but it's largely veneer.

**You, Me And Dupree (2006)** 12 ● 8.45PM, ITV1 ★★★★★

One comedy that will make you squirm, with Owen Wilson as the pal who outstays his welcome at the home of newlyweds Matt Dillon and Kate Hudson.

**15 Minutes (2001)** 18 ● 12.30AM, CH4 ★★★★★

Confused action thriller, about a media-courting cop (Robert De Niro, left) and a straight-down-the-line fire marshal (Ed Burns) forced to team up to catch a pair of crooks – immigrants who are also after their 15 minutes of fame.



## SUNDAY

**The Wedding Singer (1998)** 12 ● 8.30PM, FIVE ★★★★★

Adam Sandler (above) slicks on the hair gel for this 1980s nostalgia piece, as the luckless cabaret singer of the title who has to bide his time before he can win the heart of Drew Barrymore's waitress. Perfectly charming romcom, with pitch-perfect period detail.

**Predator (1987)** 18 ● 9.40PM, CH4 ★★★★★

John (Die Hard) McTernan's second film, a sci-fi actioner has grown in stature over the past 23 years. The plot – Arnie Schwarzenegger battles an alien in the jungle – is simple, yet effective.

**Rumour Has It (2005)** 12 ● 10.35PM, ITV1 ★★★★★

Kevin Costner plays a man who's slept with three generations of women from the same family – including one (Jennifer Aniston, right) who initially thought he was her father. You don't really want that sort of creepiness in a romcom...

**House On Haunted Hill (1959)** 18 ● 10.30PM, FIVE ★★★★★

Geoffrey Rush is the head ham in a slick remake of the 1959 shocker, taking over from Vincent Price as the rich man challenging five strangers to survive the night in a haunted insane asylum.

**For Your Consideration (2006)** 12 ● 11.25PM, BBC1 ★★★★★

Having taken on the music industry (Spinal Tap, A Mighty Wind), am-dram (Waiting For Guffman) and animal-lovers (Best In Show), Christopher Guest turns his satirical eye to the film industry in this spoof on mockumentary. Glee's Jane Lynch (above with Fred Willard) features.

**Dawn Of The Dead (2004)** 18 ● 11.45PM, CH4 ★★★★★

Two horror remakes in one evening: here, cult favourite George A. Romero's 1978 classic about humans menaced by zombies, is reverentially updated. The critics liked it, and even Romero said it was better than he expected – though he did liken its style to a video game...

**Frankenstein (2004)** 18 ● 12.25PM, FIVE ★★★★★

Draft update of the Frankenstein story, a TV horror based on Dean Koontz's novels rather than Shelley's gloriously Gothic original. Martin Scorsese produced it, while Parker Posey and Michael Madsen are among the cast – a pedigree that doesn't preclude it from being a bit of a mess.

**You Can Count On Me (2000)** 15 ● 1AM, CH4 ★★★★★

Quality drama about the complex relationships that touch the lives of single mother Sammy (an Oscar-nominated Laura Linney) and her estranged brother (Mark Ruffalo).

## MONDAY

**Action In The North Atlantic (1943)** PG ● 12.05PM, CH4 ★★★★★

World War II propaganda in all its glory, with Raymond Massey and Humphrey Bogart as the officers who serve as an inspiration to their men. So highly regarded, it was actually used as a recruitment film for the merchant marine.

**Final Descent (1997)** PG ● 2.05PM, FIVE ★★★★★

The kind of film Al Pacino was designed to take the mickey out of, with Robert Ulrich as 'Lucky', the pilot of a high-tech plane that clearly wasn't worth the money – and is about to nose-dive.

**The Bone Collector (1999)** 15 ● 8PM, FIVE ★★★★★

Creepy thriller that badly wants to be Se7en – and damn near almost makes it – about a quadriplegic former cop (Denzel Washington, pictured with Angelina Jolie) helping the force to find a killer from the confines of his bed. Ridiculous, but watchably so.

**40 Days And 40 Nights (2002)** 15 ● 10.35PM, ITV1 ★★★★★

Josh Hartnett plays a likely lad who decides to abstain from sex for Lent and who, immediately the celibacy resolve is set, meets the woman of his dreams. More an excuse for a parade of saucy temptation than a nod to the virtues of virtue.

**Keeping Mum (2005)** 15 ● 10PM, CH4 ★★★★★

It's not often you get to see Dame Maggie Smith wielding an axe in a noiset and pearls (below).

Playing like an episode of Downton Abbey's Murder Most Horrid, this has some nice touches of gallows humour – all playing on the idea of twee rural England hiding dark secrets – but it's a little too slow to find any sure-fire momentum. Smith, though, is a joy as is Kristin Scott Thomas, as a bored housewife, and Patrick Swayze as her golf instructor lover.

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## TUESDAY

**The Cross Of Lorraine (1942)** PG ● 1.10PM, CH4 ★★★★★

The cross of the title was a symbol of the French Resistance during World War II, and this wartime adventure concerns itself with a Resistance effort to free Allied soldiers from a nearby camp. Gene Kelly, Peter Lorne and Hume Cronyn star.

**Rescuers: Stories Of Courage – Two Families (1996)** 12 ● 2.30PM, FIVE ★★★★★

The last of three films that demonstrate how Christians helped Jews to survive World War II. The first story has The Mentalist's Robin Tunney helping a Jewish soldier to escape the Hungarian ghettos, while part two has Daryl Hannah helping a Jewish family in her travelling circus.

**Galaxy Quest (1999)** PG ● 4.15PM, SKY COMEDY ★★★★★

Gloriously silly comedy with a host of serious actors (Sigourney Weaver, Alan Rickman, Tim Allen, Tony Shalhoub, all pictured below) seriously hamming it up as jaded sci-fi stars mistaken for real space heroes by aliens in peril. A few parody of films in the Star Trek mould, with Allen a perfect Tybalt-esque lead.



**Breakfast At Tiffany's (1961)** PG ● 8PM, SKY DRAMA ★★★★★

Although Truman Capote (on whose story this romantic comedy is based) was quite taken with the idea of Marilyn Monroe playing his iconic Holly Golightly, it's Audrey Hepburn who makes the role all her own – with a little help from a wardrobe courtesy of Mr Givenchy, of course...

**The Big Chill (1983)** 15 ● 8PM, FILM4 ★★★★★

One of the quintessential films of the 1980s, with a cast on the cusp of stardom (Glenn Close, Jeff Goldblum, William Hurt...) as idealistic former college friends, riding the wave of yippiedom and, frankly, bored of it all. Talky and maybe a little pretentious, but damned smart.

**Déjà Vu (2006)** 12 ● 10.35PM, BBC1 ★★★★★

As with most sci-fi stories about time travel, the plot here is a bit of a stretch, but at least Denzel Washington (left) looks to be enjoying himself in Tony Scott's typically flashy tale about a cop hoping to turn back time on a terrorist atrocity.



Weekend's food pages are geared towards the practicalities of finding new and tasty food for everyday eating. Whether it's a romantic supper for two, healthy snacks on-the-go or feeding a hungry family, we've got it covered.

With regular contributions from the UK's most high-profile chefs (Delia, Jamie and Marco have all been featured in recent months), the recipes are mouthwatering and easy to follow - ideal for our busy readers. Plus 15 and 30-minute recipes, the best kitchen gadgets and tools and to complete the picture, wine buff Matthew Jukes chooses a selection of affordable wines to tempt the palate.

Plus, MasterChef's Gregg Wallace and John Torode keep readers up to date with the latest in the world of food in their Side Dish column and family recipes from food-loving celebs in My Life in Recipes.

In 2011 we are publishing spring, summer, autumn and Christmas-themed specials.

**Jamie's 30 minute meals PART 1**

let the skin become good and crispy before reducing the heat.

**MASH** Get the sweet potatoes out of the microwave and check they are cooked through, then use tongs to squeeze over the juice from the hot lime halves and discard them. Carefully tip the sweet potatoes on top of the mango chutney mixture and use a knife or masher to chop and mash everything together, including the skins. Season to taste, adding more fresh lime juice if needed.

**SEA BASS** Take the pan of fish off the heat and flip the fillets over so they gently finish cooking on the flesh side. Return the pancetta to the pan to warm through, then serve the fish and pancetta on top of the board of mash. Pop the lemon wedges on the side for squeezing and sprinkle over the reserved coriander. Take to the table.

**GREENS** Drain the broccoli and asparagus in a colander, then tip into the serving bowl with the dressing, quickly toss and take to the table.

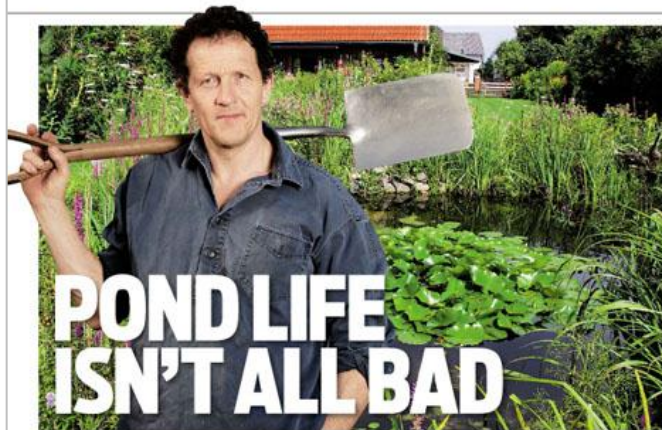
**BERRY ICE-CREAM** Get the glasses and the frozen berries out of the freezer. Divide the fresh blueberries between the glasses. Put the honey and yoghurt and leaves from the sprigs of mint into the food processor and whizz, then add the frozen berries and whizz again until combined. Spoon the frozen yoghurt over the fresh berries and serve.

Turn the page for Steak Sarnie and Salad →

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Weekend readers love their homes. They are constantly on the lookout for new ideas and keen DIY-ers. We approach the subject from a practical viewpoint: everything on our pages is easily available and won't break the bank. We aim to inspire and inform.

Designer and horticulturalist Monty Don is Weekend's gardening guru. He's an enthusiast and this shines through his writing. Our readers love his ideas and his postbag is always brimming with questions which he answers every week in the gardening pages.



*They're a haven for wildlife, a joy to look at and surprisingly easy to create. And now's the time, says Monty Don, to make your own pond*

I have had a slightly semi-detached relationship with ponds in my various gardens over the years. In my London garden we did not have one at all, although there was a patch of waste ground next door (now fancy flats) that had a dank little pond full of frogs and toads, both of which obligingly peeped next door and ate the slugs in my garden.

The next garden we moved to had a great big pond hidden behind a monstrously overgrown laurel hedge and though clogged with dogwood and reed, it still had plenty of peeper, clear water in it. I fenced it off to stop my three children – then all toddlers – wandering into it but I loved the process of clearing the years of undergrowth, wading up to my chest to pull up the rooted canes and chainsawing the overhanging branches to let some light back in. This in turn revealed a mass of marginal plants, which reappeared the following spring, such as rodgersias, Rhus

pulmatum, ligularias, darmeras, irises and the bright yellow Marsh marigold, *Caltha palustris*. When we moved to this garden 20 years ago we became pondless again. But now is a good time to be making one, ready to plant in April.

Ideally it should be situated where it will get plenty of sunshine. As a rule of thumb, the pond should receive direct sunlight for at least half the day to encourage good growth in your plants. Mark out the position of the pond using string and canes, or peg out a hosepipe. Make it as big as you dare, but bear in mind that even a small hole takes quite a few barrowloads of soil to excavate, so plan what you will do with the waste. I used it to bank up around the pond, which meant we did not have to dig so deep. But separate the topsoil from the subsoil, making sure the subsoil is on the surface of the exterior of the bank. This means you can grow wild flowers – they thrive in poor soil – attracting lots of insects

and butterflies. Leave a flat or gently sloping margin between the bank and the pond for rocks and access. Keep checking that the edges are level. If the site is sloping you will have to build up one side.

When you are satisfied with the shape and size, remove any stones or roots and smooth the soil. Then coat the surface with either carpeting underfelt or an inch of sand. You can buy underlays of permeable 'geotextile' membrane that are very tough. Whatever you use, the purpose is the same: to protect the lining from being punctured by stones in the soil.

Invest in a thick butyl liner. They are expensive but they stretch, they're tough and they last. To calculate the size, measure the longest distances along the length and breadth of the pond and add twice the maximum depth to both measurements. So a pond 3m x 2m (10ft x 6ft) at its widest points and 1m (3ft) at its deepest will need a liner at least 5m x 4m (16ft x 12ft). Open the liner and leave it in the sun for an hour to soften. Stretch it over the pool and let it ease into the contours. The water will make the fit snugger when it's added, but don't start to fill it until you are happy the lining is pretty well in position. Do not trim the edges yet, but weigh them down with bricks.

Then add water, pulling any creases free. If you can find a friendly pond owner who'll give you a bucketful, or you're able to get to a river, this will be rich in bacterial 'sog' and act as a starter for promoting a rich aquatic life. Then trim the excess liner.

When your pond is made, leave it to settle for a few weeks and then, as the weather warms up, it will be time to start planting. I will come to that in May and, in particular, pond plants that will attract a host of wildlife to your garden ■



**MONTY'S PLANT OF THE WEEK**  
**IRIS ENSATA**  
 Iris ensata, or the Japanese flag (also known as *I. Kaempferi*), has been bred for centuries in Japan and will come into flower in June and July. It likes moist, acid soil and tolerates being submerged in summer, but prefers to be dry in winter. It is ideal for planting on the margins of a pond but can be grown in the damp soil of a flower bed as well, as long as it is regularly watered. The plant is most commonly found in shades of purple, mauve and white. My favourite is 'Blue Peter' (left), which is a gorgeous, rich, inky purple.

today and tomorrow. Tickets start from £11. Call 02476 858375 for more details

**What to do this week**



**1 PRUNE CURRANTS AND GOOSEBERRIES**

Now is the time to prune red and white currant and gooseberry bushes (but not blackcurrants, which should be pruned in August after harvesting the fruit). All three produce their fruit on knobby spurs that need a permanent, open framework of branches. Begin by taking out all inward-growing branches and any that are damaged or crossing over. The aim is to reduce the bush to an open bowl made of four or five uncrowded ribs standing on a clean, straight stem. Then prune these branches by about a quarter to a third so you have a strong, sturdy framework with plenty of spurs. The idea is to give maximum ventilation and sunlight to ripen the fruit and deter sawfly.

**2 MULCH**

This is the perfect moment to mulch your flower borders. Spread a generous layer of organic material at least 5cm (2in) thick (10cm/4in is ideal) on the bare soil around your plants. This will suppress or weaken weeds, retain moisture in the soil throughout the summer and act as a gradual fertilizer, enriching the soil and improving the structure. Garden compost is ideal, but mushroom compost, cow or well-rotted horse manure are excellent too.

**3 DIVIDE HOSTAS**

Hosta shoots are starting to appear through the soil as lightly furled green stalks. If you have a mature hosta of any kind, this is an excellent time to lift it, divide it into four and replant the quarters to create three new very healthy and vigorous plants. Dig up the whole plant and place it on the surface of the soil. Using a sharp spade or edging tool, cut the solid root-mass in two. Then divide these halves into two again. Replant the sections so that the new buds are just below the surface, give them a very good soak and then mulch them thickly.

**THE GARDEN TO VISIT THIS WEEK**

**ERDDIG, WREXHAM, CLWYD**  
 A restored 18th-century garden, including landscape park and formal garden. Also features a large walled garden with unusual fruit trees, beautiful plum blossom in spring, and a huge collection of narcissi. The grounds are open daily from 11am-5.30pm. Entrance is £6.10, or free to National Trust members. [www.nationaltrust.org.uk](http://www.nationaltrust.org.uk) or tel: 01978 355 314.

The Mail has undeniable brand power and the editorial endorsement of an advertisement promotion or guide can be invaluable in strengthening a client's message. Our in-house team concentrate on finding creative solutions within all Mail brands and across the DMGT print and online portfolio. These range from advertorials, booklets and guides and interactive projects through to customer magazines.

The team is effectively a 'one-stop' operation - taking a project through from briefing and concept stage through to final design and repro - with constant client liaison to ensure that the project meets all expectations.

A number of awards have come our way recently, from Campaign and IFRA – testament to our creative success.

To view a range of examples, please visit the Solutions page on [www.mailconnected.co.uk](http://www.mailconnected.co.uk)

Contact: Dave Dumville, Solutions Manager  
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AVIVA ■ ADVERTISEMENT FEATURE



**Mike and Lee Cousins**  
SURREY

Mike, 64, and Lee, 58, live in a three-bedroom semi-detached house in Sutton, Surrey. Mike has followed a diverse career path: after leaving school he worked as a photographer for 16 years before becoming a self-employed refrigeration engineer for 22 years. Since 2005, he has worked in the maintenance department of the Prison Service. Lee has worked as a part-time medical secretary for the past 23 years.

You don't have to stick with your pension provider when your retirement fund matures: shop around for the best annuity deal and you could reap financial rewards

Like many couples their age, Mike and Lee Cousins are looking towards their impending retirement with a mixture of anticipation and trepidation. 'I like the focus of the working week so that I can contrast it with my downtime,' says Mike. 'It's like needing to feel cold in order to enjoy sitting by a hot fire – that's how I view my weekends. Retirement would ideally be about continuing the overseas travel and social life that we enjoy now, for as long as we can. We have a wide circle of friends we see on Saturday nights, at different restaurants, and we're big music fans, so we go to a gig once every two or three weeks.'

Lee echoes her husband's sentiments when it comes to plans for the future. 'I do aspire to retire at some point, but I can't imagine not doing anything. I have considered volunteering at a local hospice, but I'd also like to see more of our family, especially as our daughter, her husband and their children live in France. I started art classes about five years ago but had to stop because my hours changed at work, so I'd also like to resume that when I retire.'

However, Mrs Cousins is cautious about being overly optimistic when it comes to predicting her lifestyle after retiring from work. 'I have an NHS pension, which I understand is pretty good, but I'm not really aware of the options, to be honest. I do worry that I might not be able to enjoy such a healthy social life once we retire.'

Since 2002, personal pension providers have been required to tell members – ahead of retirement – that by shopping around they might be able to secure a better annuity deal, often boosting their annual income by a substantial sum, simply by surveying the market.

'I have a variety of pensions that really don't add up to a great deal,' says Mike. 'I know that the private pension I paid into when I was self-employed has a balance of around £46,000, with a predicted income of around £50 a week. I will definitely shop around for the best annuity deal, so we can continue to enjoy dining out with friends, and doing our trips to Thailand, so I can do my scuba diving. Our generation has different expectations: at 64 my grandfather spent his mornings in the allotment and then spent the afternoons watching the horse racing on the telly.'

**'I will definitely shop around for the best annuity deal, so we can continue to enjoy dining out with friends'**

**WHAT IS AN ANNUITY AND HOW SHOULD I CHOOSE ONE?**

- To benefit from your personal pension fund, you use it to buy a product to provide an income. Usually known as an annuity, it's designed to provide income for life, no matter how long you live.
- You can buy your annuity from any provider – it doesn't have to be with the company you had your pension plan with.
- Once you buy an annuity, you can't usually change it or cash it in, so it's essential to shop around for the best deal. The amount of income you will receive may vary considerably between different annuity providers.
- Seek advice from an independent Financial Adviser, or visit [www.moneyadviceservice.org.uk](http://www.moneyadviceservice.org.uk) or [www.unbiased.co.uk](http://www.unbiased.co.uk).

For more information call 0800 260 0421 or visit [aviva.co.uk/retirement](http://aviva.co.uk/retirement)



For your chance to **WIN a wine-tasting weekend in France** for two visit [mailonline.co.uk/aviva](http://mailonline.co.uk/aviva)

Inserts are a fantastic way to engage our readers and communicate your message. They communicate in a way that no other medium can, offering a highly-targeted solution with fantastic response and retainability factor.

Loose inserts can be carried in Weekend magazine, or can be inserted alongside the brands in the polybag. Being able to carry sizes from 2-300+ pages offers versatility and a fantastic route to market.

Bound-in inserts are positioned in the centre spread of Weekend and can be up to 56pp, utilising the brand values of the magazine whilst achieving maximum stand out.

Tip-on cards & Post-it notes are also available, offering greater creativity and an easy response mechanism.

Printing on the polybag is the perfect way to take ownership and dominate the brands, or simply to make the consumer aware of your insert within the pack. Perfect for brand advertising, your own mini poster site.

All insert options are available nationally, regionally or locally.

Targeting is the main USP of inserts, we can target by TV region and at wholesaler level. We can also provide an in-house targeting system that can identify wholesalers relating to store location, drive-time analysis or identifying customer 'hot spots'.

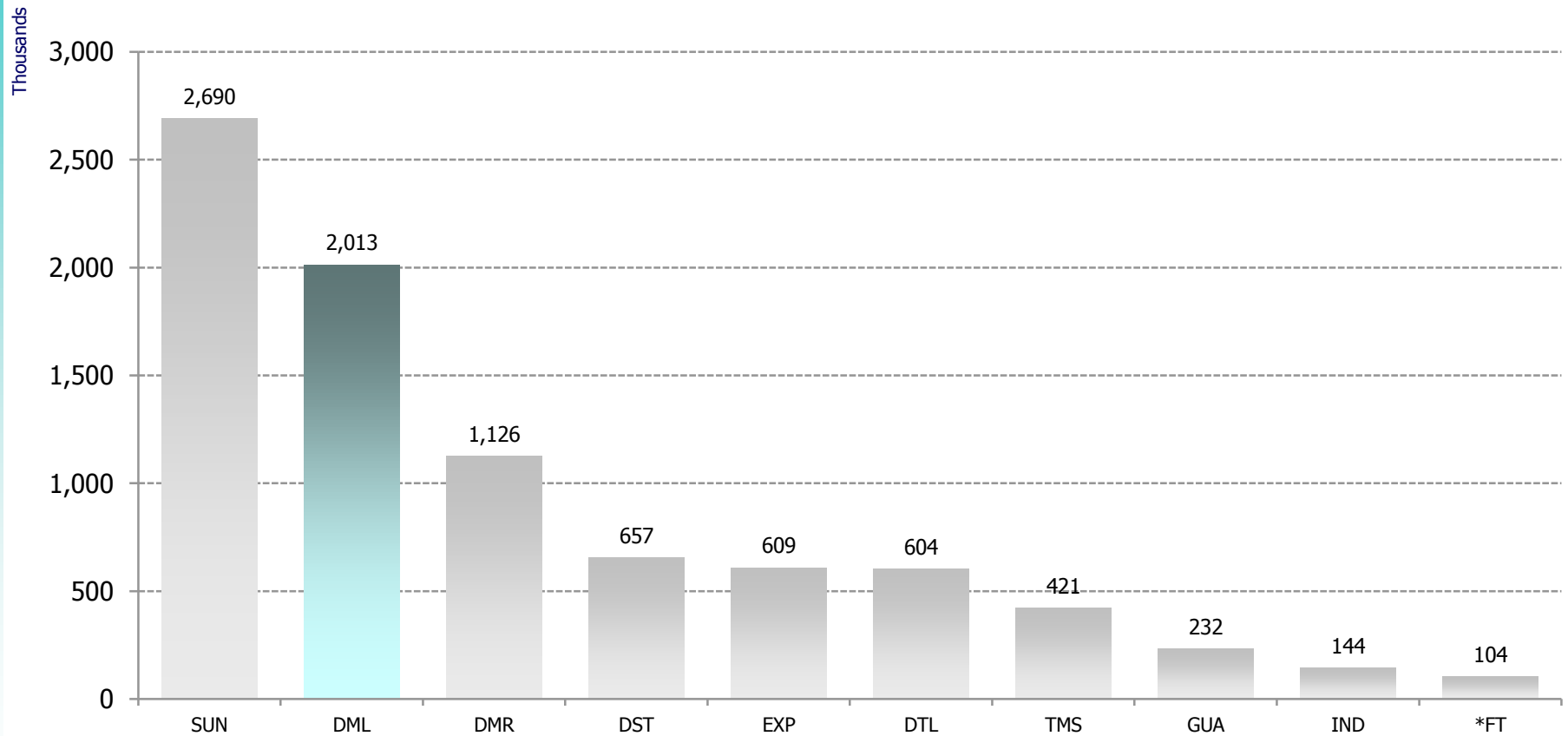
Inserts offer incredible flexibility with effective targeting, tailor-made to each advertiser's particular requirements.

Please contact the team and we will plan your campaign accordingly.

|                        |                  |
|------------------------|------------------|
| Carlton (London)       | 650,000          |
| Meridian (South)       | 320,000          |
| Anglia (East)          | 210,000          |
| Central (Midlands)     | 440,000          |
| WCTV (South West)      | 115,000          |
| HTV (Wales & West)     | 210,000          |
| Granada (Lancashire)   | 410,000          |
| Yorkshire              | 210,000          |
| Tyne Tees (North East) | 100,000          |
| Scotland               | 185,000          |
| N.Ireland              | 50,000           |
| <b>Total</b>           | <b>2,900,000</b> |

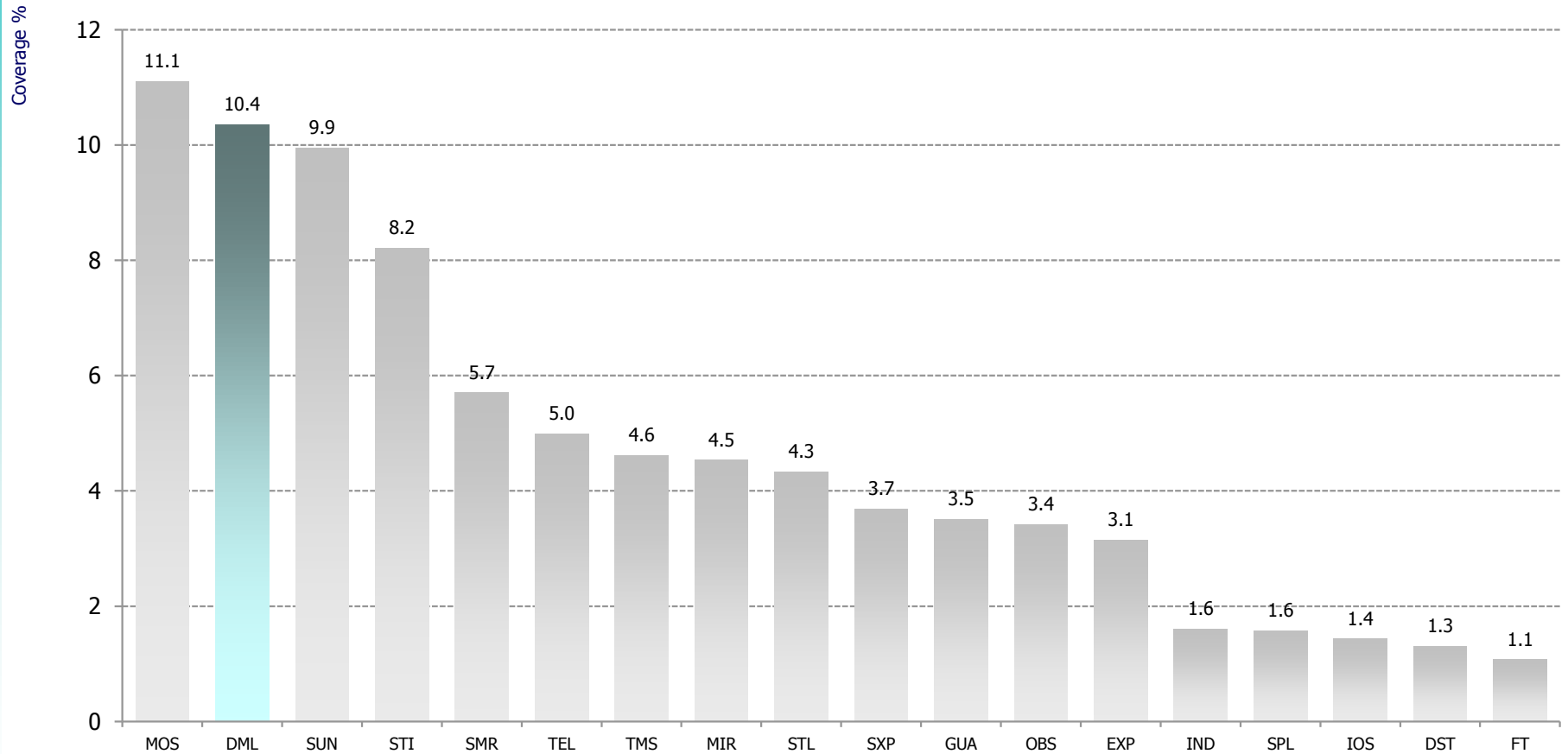
Contact: James Brook, Inserts Manager  
 020 7938 7320  
[james.brook@mailnewspapers.co.uk](mailto:james.brook@mailnewspapers.co.uk)

# Daily newspapers



Source: ABC August – January 2012, \*FT UK & ROI circulation

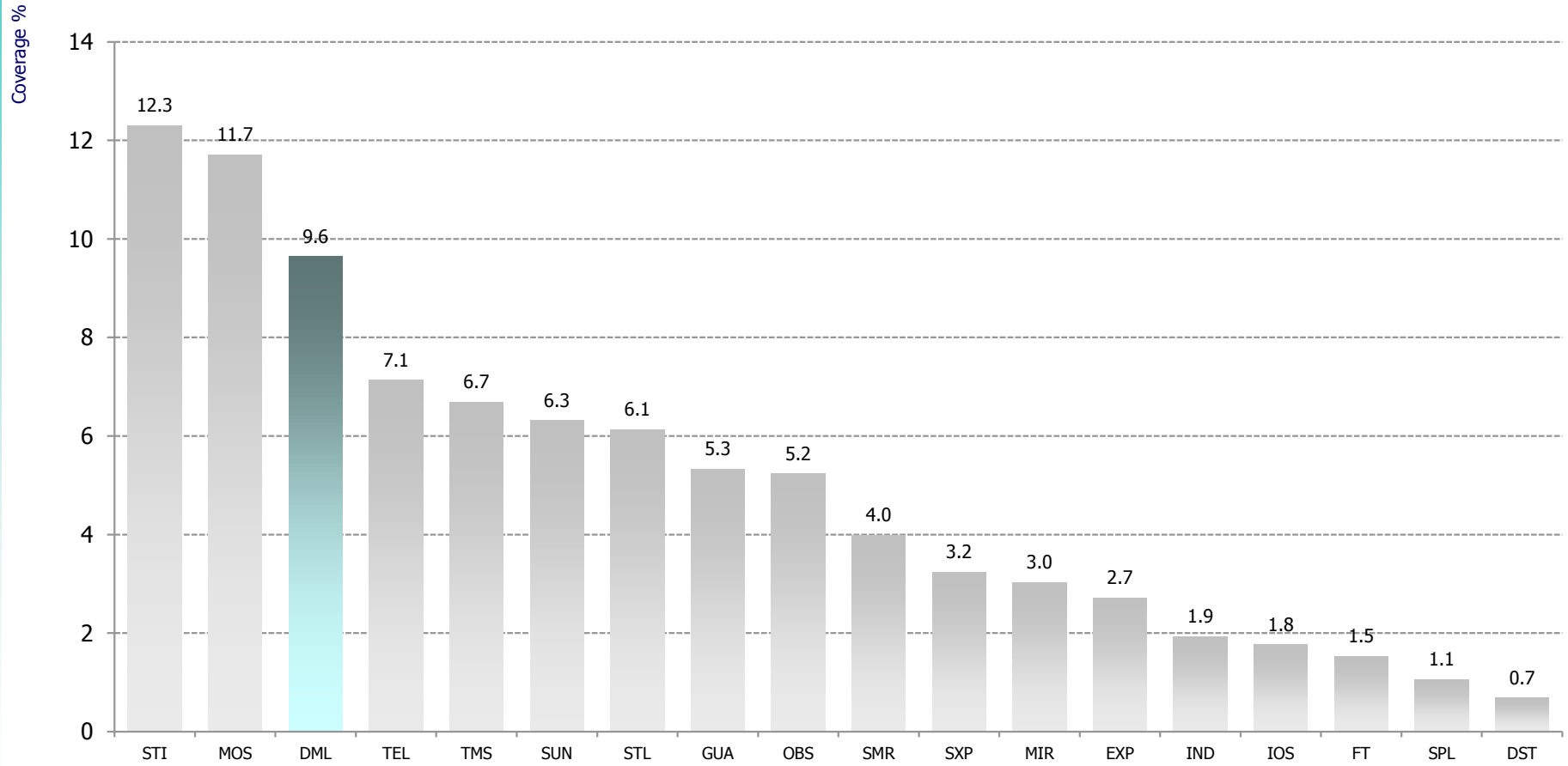
# ABC1 Adults



Population: 27,154,000

Source: NRS April – September 2011

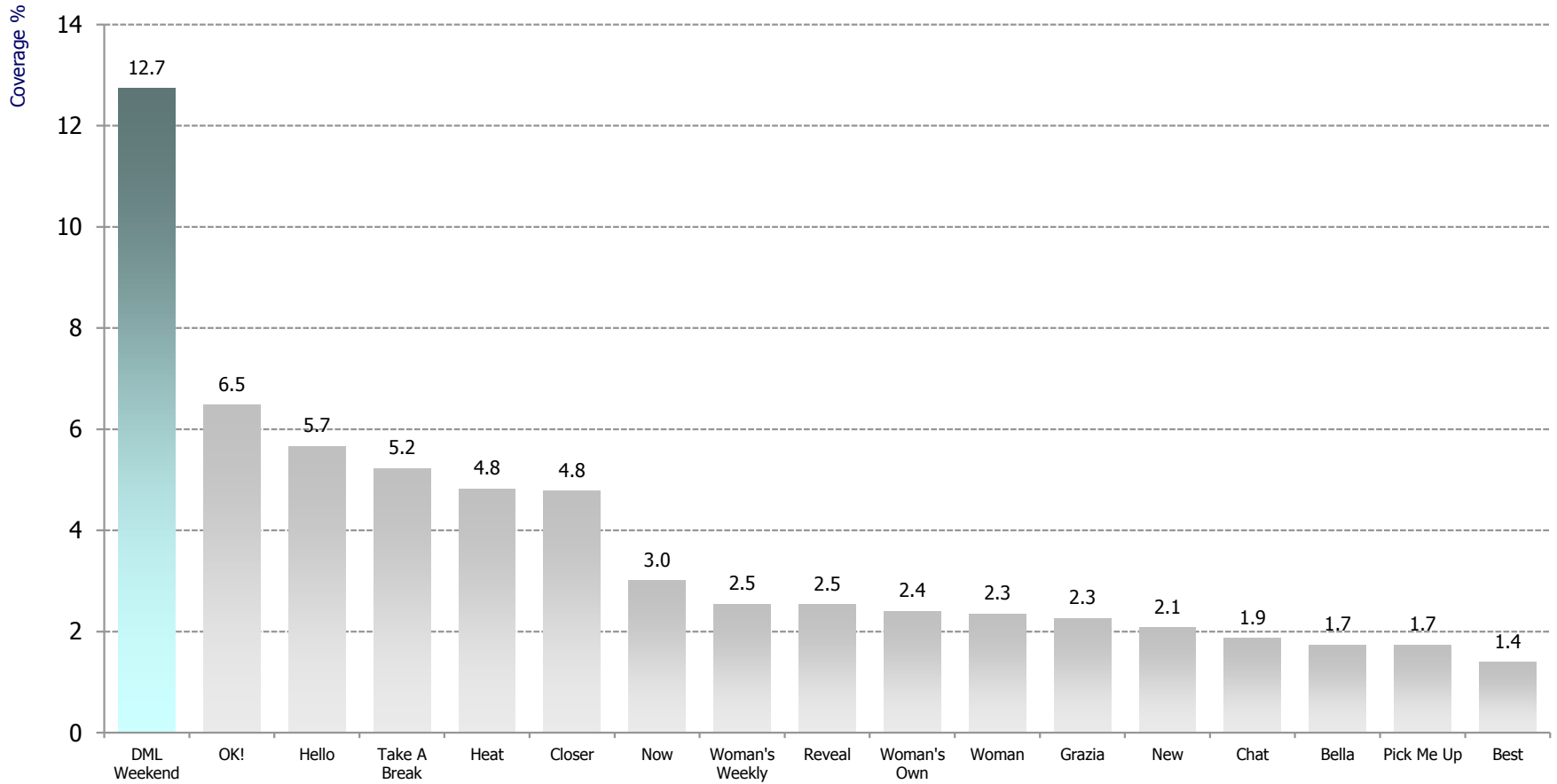
# AB Adults



Population: 13,149,000

Source: NRS April – September 2011

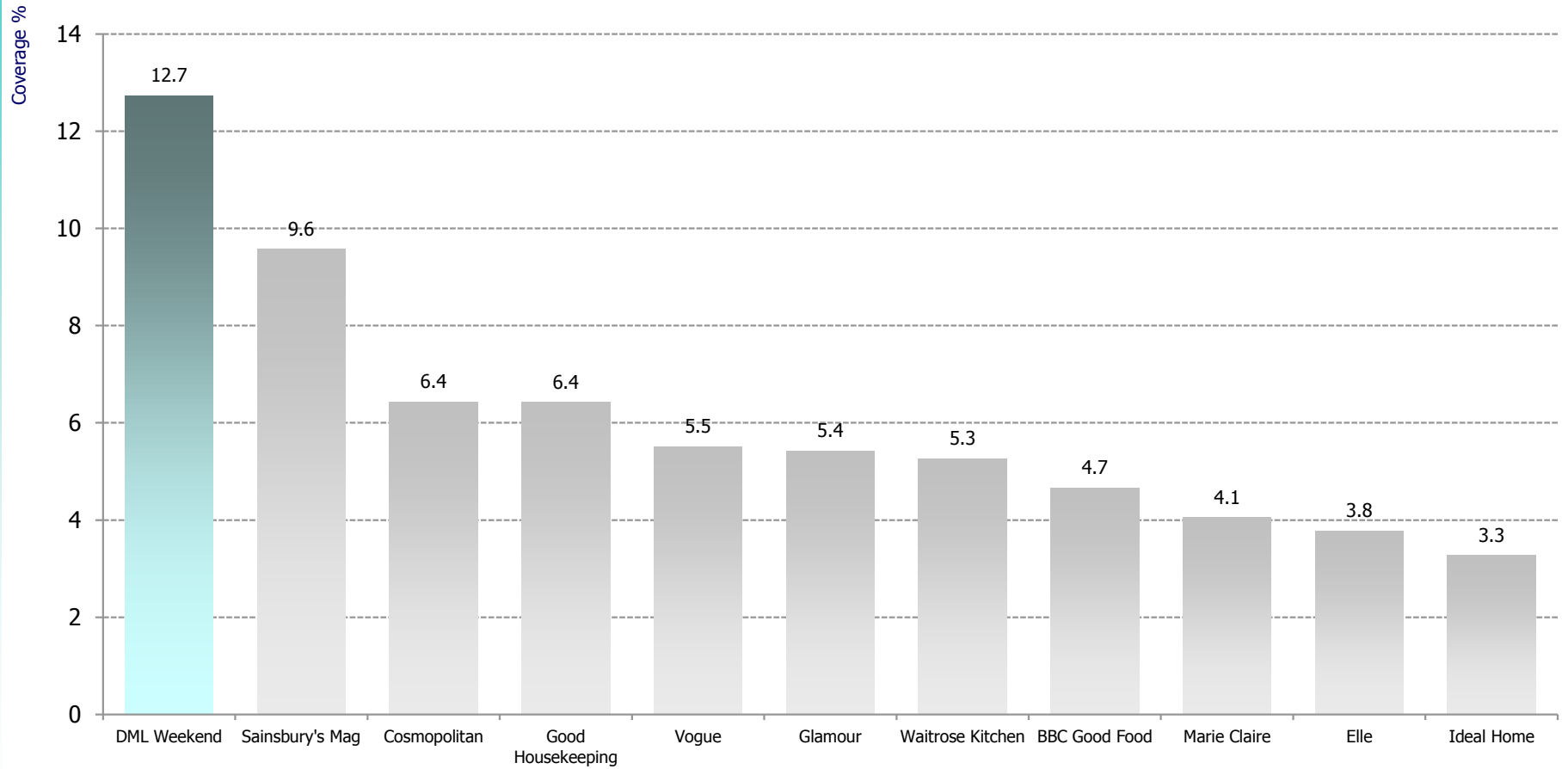
# ABC1 women who read a women's weekly magazine



Population: 13,908,000

Source: NRS April – September 2011

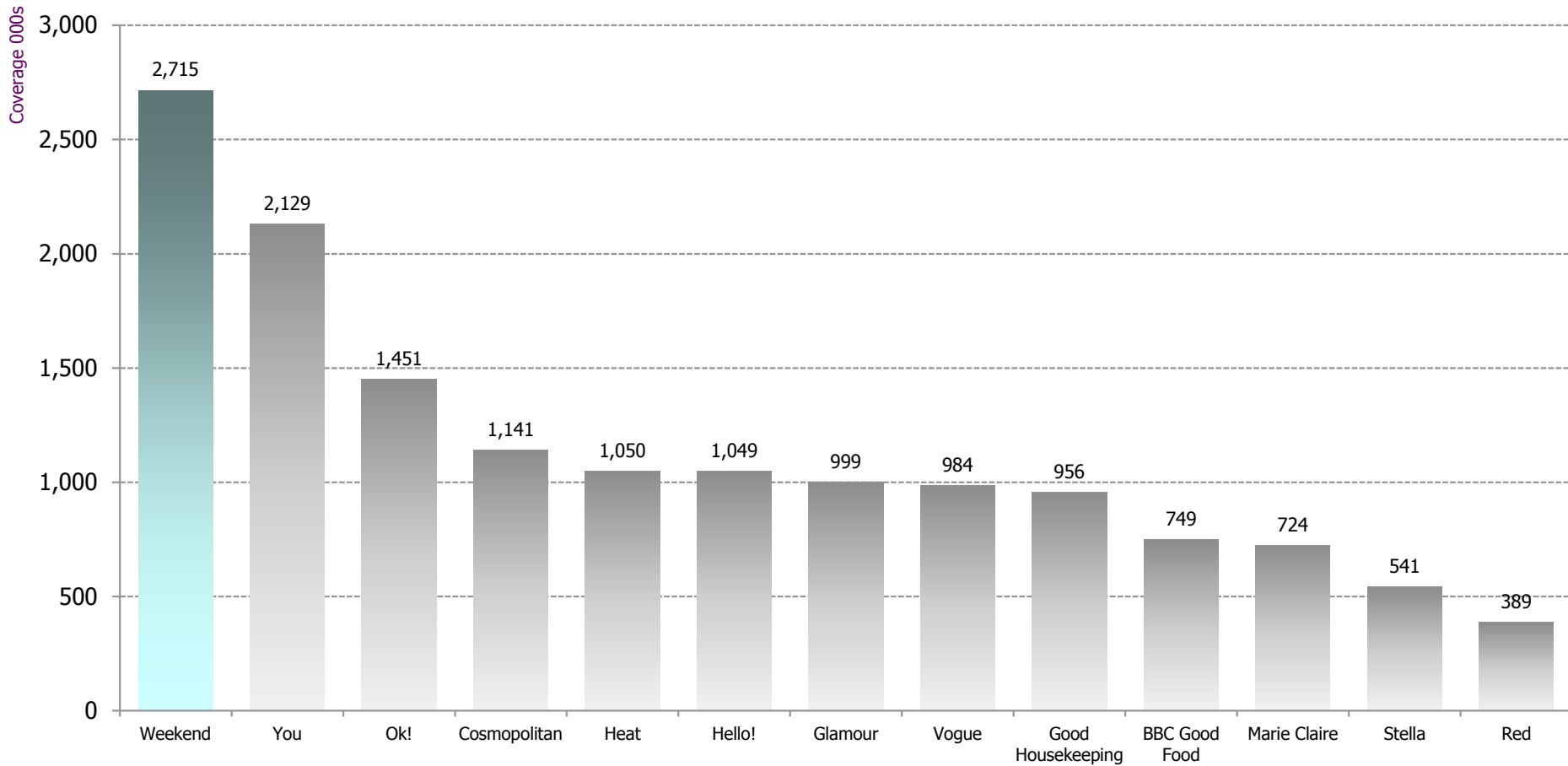
# ABC1 women who read a women's monthly magazine



Population: 13,908,000

Source: NRS April – September 2011

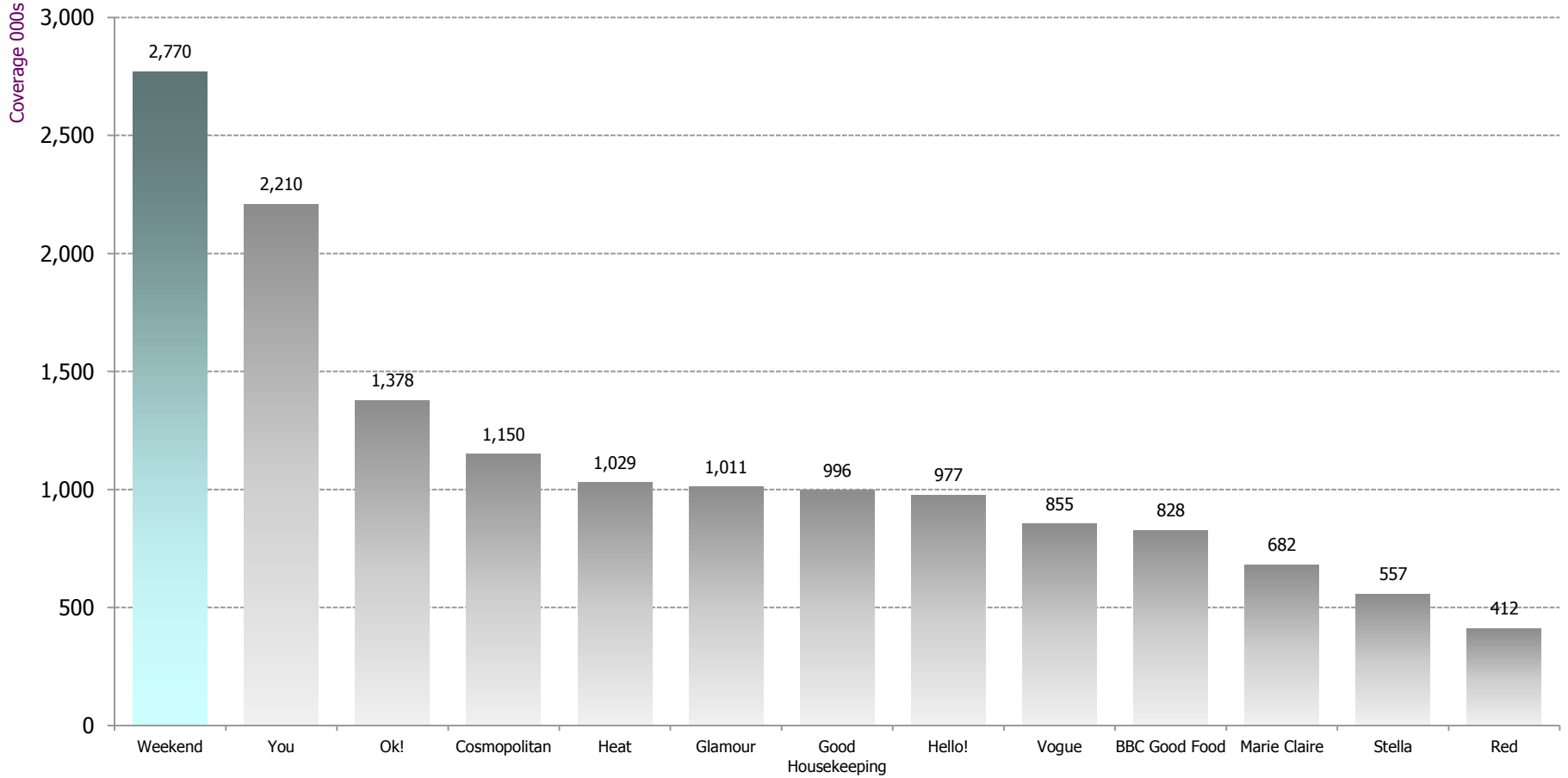
# Readers who believe it's important to be well-dressed



Population: 26,694,000

Source: TGI Oct 2010 – Sep 2011

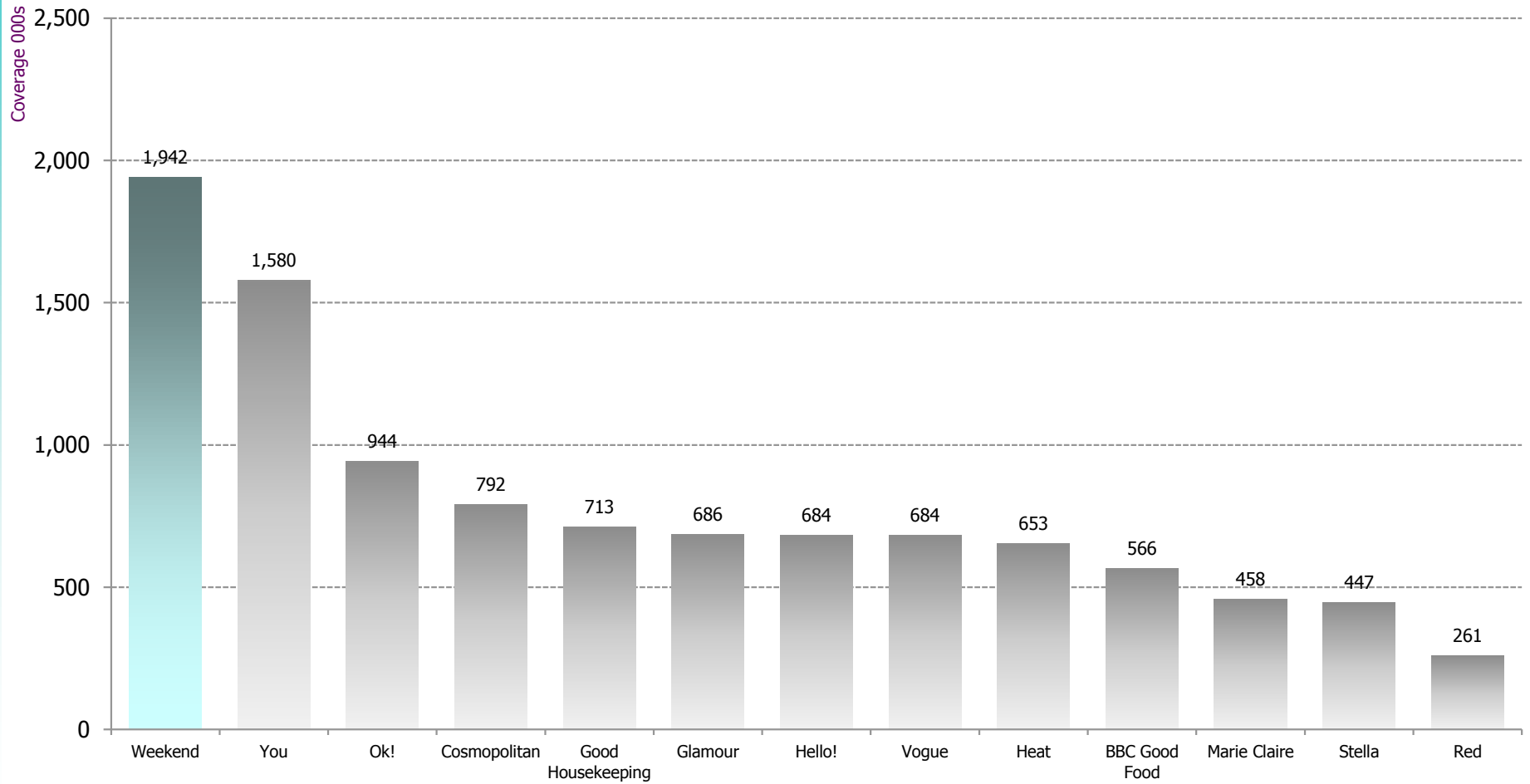
# Readers who like to treat themselves to something they don't need



Population: 29,163,000

Source: TGI Oct 2010 – Sep 2011

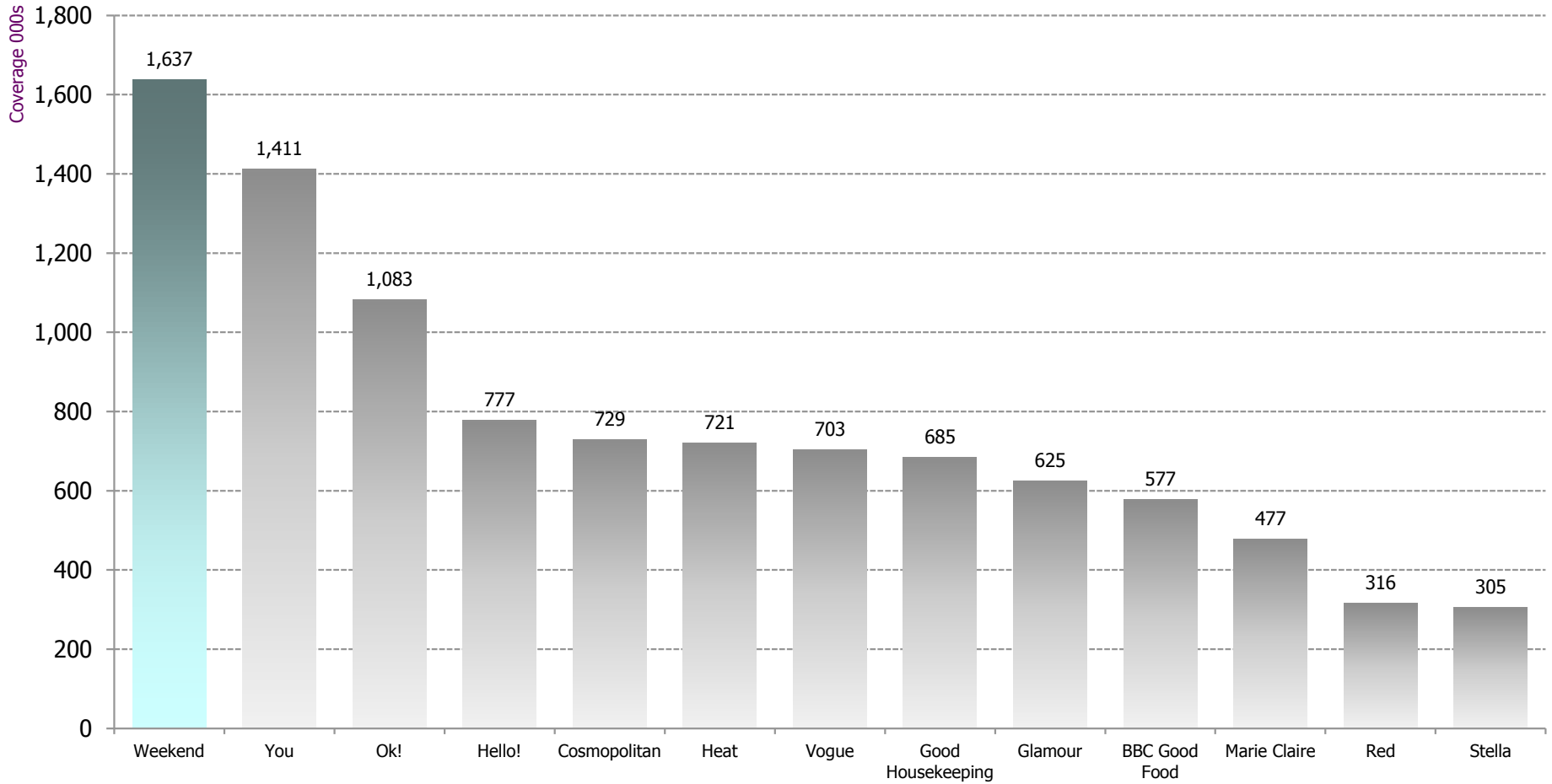
# Readers who will pay more for products that make life easier



Population: 18,860,000

Source: TGI Oct 2010 – Sep 2011

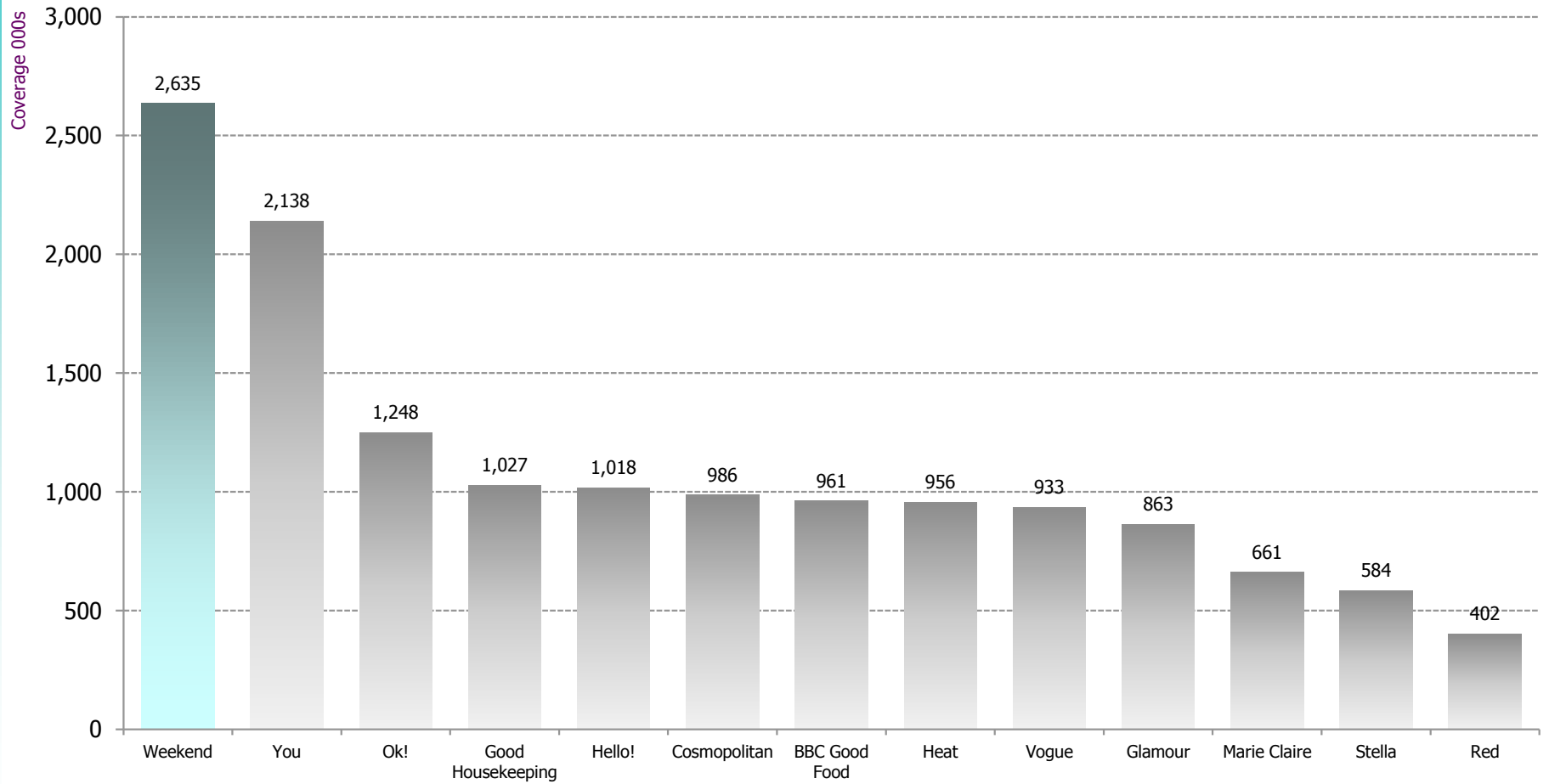
# Readers who are always on the lookout for ideas to improve their home



Population: 17,033,000

Source: TGI Oct 2010 – Sep 2011

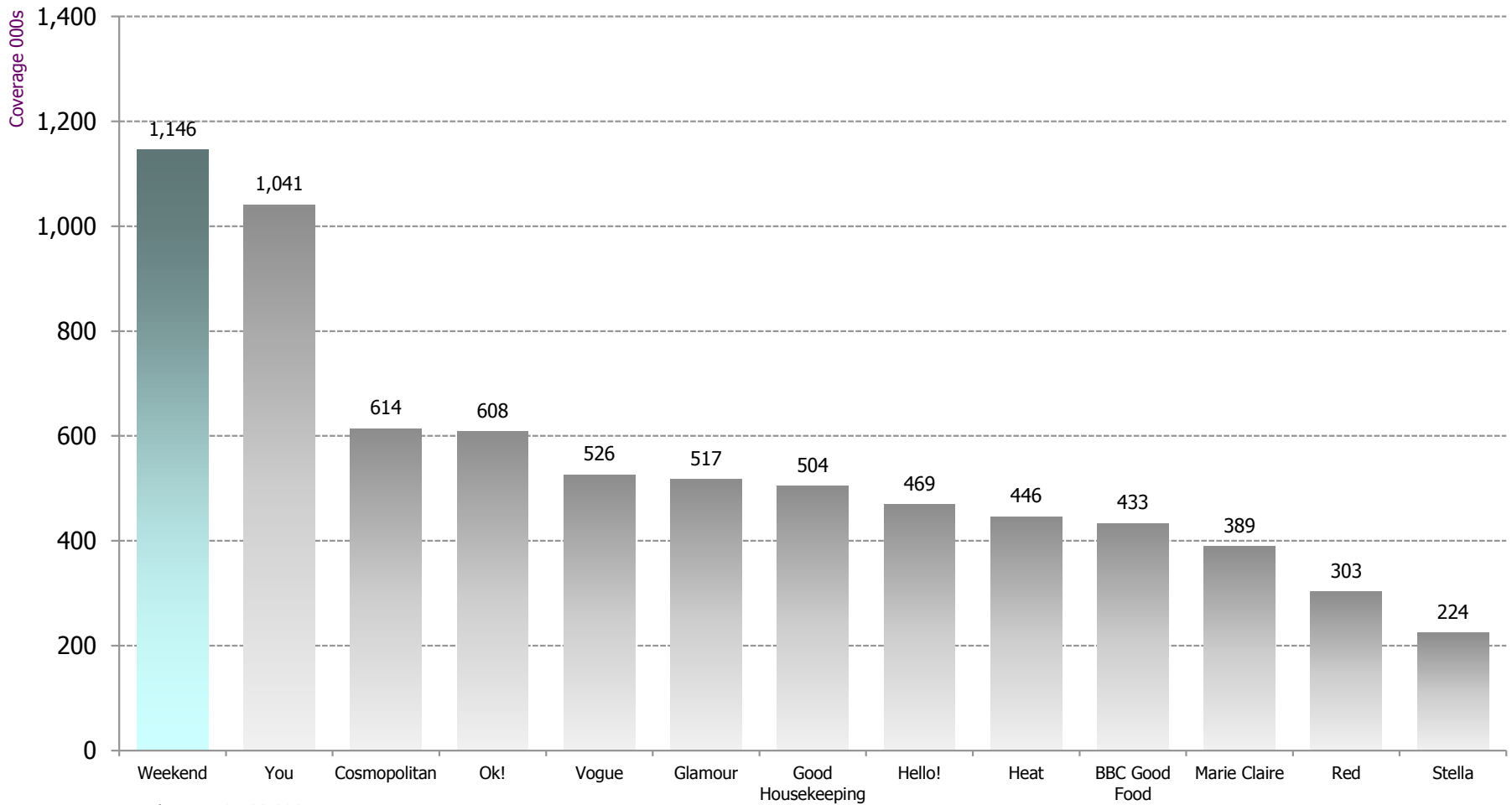
# Readers who enjoy entertaining at home



Population: 25,053,000

Source: TGI Oct 2010 – Sep 2011

# Readers who will pay more for organic food



Population: 12,183,000

Source: TGI Oct 2010 – Sep 2011

Weekend will work for you

Weekend magazine is read by 5 million people every week and our 3.3 million ABC1 readers makes it the highest-read weekend supplement in that audience segment. For more information, call:

|                       |               |
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| Steve Maddren         | 020 7938 7717 |
| Fiona Gallagher       | 020 7938 7352 |
| Katherine Verdon-Roe  | 020 7938 6049 |
| Kelly Chapman         | 020 7938 6469 |
| Yasmine Connor        | 020 7938 7400 |
| Inserts               | 020 7938 7320 |
| Manchester office     | 0161 836 5080 |
| Media-Link (Scotland) | 01786 433100  |

Email: [info@mailnewspapers.co.uk](mailto:info@mailnewspapers.co.uk)  
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**INSIDE 48 PAGES OF THE MOST DETAILED TV LISTINGS IN ANY PAPER**

# I'll teach them a lesson!

In his most daring mission yet, Jamie Oliver's set up a school. But can celebrity teachers like Rolf Harris and Cherie Blair help him tame a bunch of teenage tearaways?

