



Published with **The Guardian** Saturday 25th August 2018



Family Life is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Guardian*.

The Guardian is renowned for its core family values and expert commentary on education. Family Life will therefore serve as an essential guide for parents, packed with inspiration for how to give their children the best start in life.

It will showcase a high-quality selection of products and services to benefit the whole family, ranging from healthy food and drink options, fashion essentials, beauty products for busy mums, family-friendly half-term travel destinations and family finances.

Published just before the school holidays draw to a close, Family Life is the perfect shop window for brands and organisations to benefit from the season of 'back to school' sales, and a young, affluent audience with highly disposable incomes.

Particularly Considering

- *The Guardian* reaches 726,000 readers within the affluent ABC1 demographic
- Boasting 24.8m readers per month across print and digital platforms, higher than that of *The Telegraph*, *The Independent* and *The Times*.
- 65% of readers say *The Guardian* helps them to make up their mind
- *The Guardian* reaches 726,000 readers within the affluent ABC1 demographic

Back to school fashion for students of all ages

Get organized with these products and services for all the family including fashion and beauty essentials, food & drink, finances and travel.

The best skincare brand for mums on the go

Get the perfect hair style for your face shape

Healthy, family-friendly recipes for all to enjoy

Help your kids pass their exams with expert tuition

The best half-term holiday destinations

Quick and easy family meal ideas to bust dinner stress

Money saving for families and households on a budget

We've partnered with Simple Skincare to offer busy mums a very special beauty prize. Don't miss out!



RATE CARD

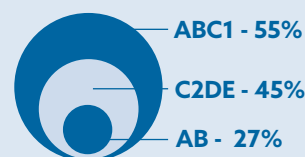
| | |
|---|---------------|
| • Third page | £6,000 |
| • Quarter page | £4,500 |
| • Sixth Page | £3,250 |
| • Eighth page | £2,500 |
| • Competition Partnership (Advertorial or Advert) | P.O.A |

DISTRIBUTION

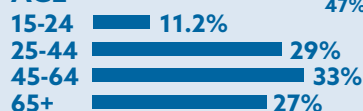
- 264,00 copies of *The Guardian* published on a Saturday
- 1,226,000 average issue readership
- Distributed UK wide

DEMOGRAPHICS

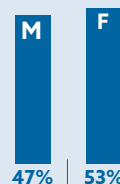
SOCIAL DEMOGRAPHIC



AGE

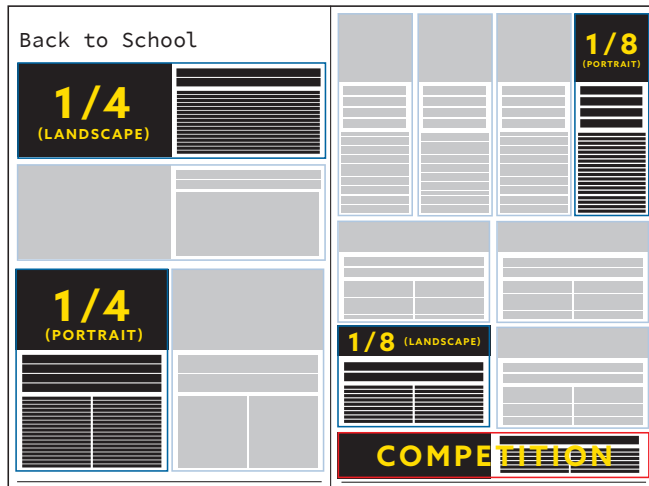


GENDER



1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY.
EXACT LAYOUT SUBJECT TO CHANGE



QUARTER PAGE

Landscape - 263x66mm
Portrait - 130x136mm

EIGHTH PAGE

Landscape - 130x66mm
Portrait - 63x136mm

| | | | |
|-----------------------|---|-----------------------|---|
| Headline | Written in house | Headline | Written in house |
| Main body copy | 160 - 250 words supplied in a word document | Main body copy | 60 - 90 words supplied in a word document |
| Contact | Website, Phone number | Contact | Website, Phone number |
| Images | 1 - 2 high resolution images* | Images | 1 high resolution image* |

SUPPLYING CONTENT

NAMING FILES

Content should be supplied clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg. FL0818_YOURCLIENTNAME.pdf

IMAGE SPECIFICATIONS*

- All images are high resolution (at least 300dpi) & CMYK colour.
- CMYK JPEGs
- We can not use images from a client website as these are too low resolution to print

We cannot guarantee the quality of the final print for images supplied outside of these specifications. Colours variations will occur if your files do not utilise the colour profile and respect the ink density limit outlined above.

COPY SPECIFICATIONS

- All copy content provided in word processor file
- Avoid supplying in PDF format.

FILE TRANSFER

Files less than 8Mb can be emailed directly to:
jennifer@hurstmediacompany.co.uk

For larger files please call the Production Department on:
+44 (0) 20 478 6016

CONTACT DETAILS

Hurst Media Company
United House
N7 9DP
Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

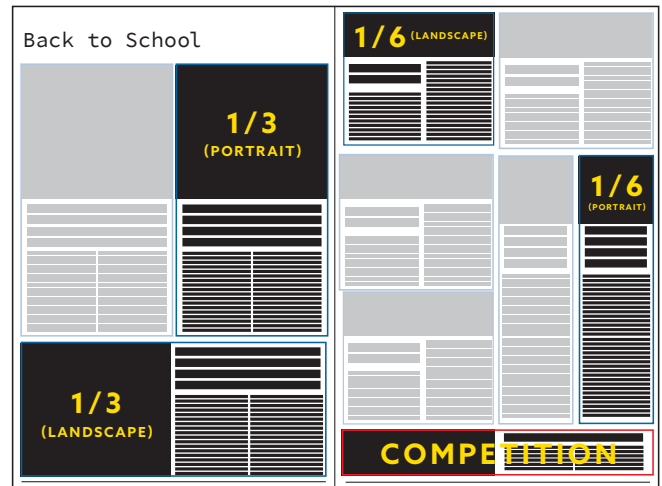
Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.com

PRODUCTION DEPT.

Tel: 0203 478 6016
jennifer@hurstmediacompany.co.uk

1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY.
EXACT LAYOUT SUBJECT TO CHANGE



THIRD PAGE

Landscape - 293x89mm
Portrait - 130x182mm

SIXTH PAGE

Landscape - 130x89mm
Portrait - 63x182mm

| | | | |
|-----------------------|---|-----------------------|---|
| Headline | Written in house | Headline | Written in house |
| Main body copy | 200 - 300 words supplied in a word document | Main body copy | 120 - 150 words supplied in a word document |
| Contact | Website, Phone number | Contact | Website, Phone number |
| Images | 1 - 3 high resolution images* | Images | 1 high resolution image* |

COMPETITION 263x45mm

| | | | |
|-----------------------|------------------|----------------|-------------------------------|
| Headline | Written in house | Contact | Website, Phone number |
| Prize | Prize and value | Images | 1 - 3 high resolution images* |
| Main body copy | 50 - 70 words | | |

SUPPLYING CONTENT

DESIGN PROCESS

Once all material is submitted according to specification, Hurst Media Company will layout/design your advertorial slot within the house style of the publication. Layouts may vary depending on images and/or text supplied.

Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style.

APPROVALS & AMENDMENTS

- Hurst Media Company will provide a PDF for client approval.
- The client will have the option of two sets of amendments before final approval.
- The final third PDF is for fact checking/approval/records only.
- As such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

Bespoke advertorials (in which Hurst Media Company supplies the copy ONLY, and all images / logos provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.

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

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

