

# Food & Drink

## CHECKLIST

Published with **The Guardian** Saturday 14<sup>th</sup> July 2018



**Food & Drink Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Guardian*.

*The Guardian* has always been a trusted source of eatery inspiration for foodies open to trying their hand at alternative culinary trends and cuisines from around the world. *Food & Drink Checklist* will serve as an essential guide for readers to transform the way they eat in and dine out.

It will showcase a high-quality selection of products, services and experiences to benefit the food-savvy, ranging from gourmet goods, kitchen tech and gadgets, culinary travel, wines, spirits and cocktails, and alfresco dining options.

*Food & Drink Checklist*, published during the summer months, is the perfect shop window for brands and organisations to benefit from the season best known for 'eating well', and a readership accustomed to expert food and drink commentary.

## Particularly Considering

- *The Guardian* reaches 726,000 readers within the affluent ABC1 demographic
- *The Guardian* boasts 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* beats quality newsbrand competition such as *The Times* and *The Telegraph* by reaching 15.5% of the under 35 age group

### Food & Drink CHECKLIST

Transform the way you eat in and dine out with our selection of gourmet goods, kitchen tech and gadgets, culinary travel and alfresco dining options

#### Embrace the world of plant-based foods

At a time when plant-based diets are becoming increasingly popular, it's important to know where to turn for the best advice. Our new guide, *Plant-based Living*, is the perfect resource for anyone looking to make the switch. It covers everything from the health benefits of a plant-based diet to the best sources of plant-based protein. It's a must-read for anyone who wants to live a healthier, more sustainable lifestyle.

#### Connected cooking: Smart kitchen devices

Smart kitchen devices are revolutionizing the way we cook. From smart ovens to smart blenders, these devices offer a range of features that make cooking easier and more efficient. Our new guide, *Smart Kitchen Devices*, is the perfect resource for anyone looking to upgrade their kitchen. It covers everything from the best smart ovens to the best smart blenders. It's a must-read for anyone who wants to make the most of their smart kitchen.

#### Tours to the world's tastiest destinations

There's nothing more delicious than a holiday in a foodie destination. Our new guide, *Food & Drink Checklist*, is the perfect resource for anyone looking to plan their next foodie holiday. It covers everything from the best foodie destinations to the best foodie experiences. It's a must-read for anyone who wants to make the most of their foodie holiday.

#### Outdoor entertaining for the summer months

Summer is the perfect time to entertain outdoors. Our new guide, *Outdoor Entertaining*, is the perfect resource for anyone looking to plan their next outdoor entertaining event. It covers everything from the best outdoor entertaining ideas to the best outdoor entertaining products. It's a must-read for anyone who wants to make the most of their outdoor entertaining event.

#### Vineyard tours for true wine connoisseurs

For true wine connoisseurs, there's nothing more rewarding than a vineyard tour. Our new guide, *Vineyard Tours*, is the perfect resource for anyone looking to plan their next vineyard tour. It covers everything from the best vineyard tours to the best vineyard experiences. It's a must-read for anyone who wants to make the most of their vineyard tour.

#### 5000 kitchen kit for your home

Our new 5000 kitchen kit is the perfect resource for anyone looking to upgrade their kitchen. It covers everything from the best kitchen products to the best kitchen experiences. It's a must-read for anyone who wants to make the most of their kitchen.

#### Stylish and functional alfresco dining

Alfresco dining is the perfect way to enjoy the summer months. Our new guide, *Stylish and Functional Alfresco Dining*, is the perfect resource for anyone looking to plan their next alfresco dining event. It covers everything from the best alfresco dining ideas to the best alfresco dining products. It's a must-read for anyone who wants to make the most of their alfresco dining event.

#### The home of organic, gourmet foods

Organic, gourmet foods are the perfect way to enjoy the summer months. Our new guide, *The Home of Organic, Gourmet Foods*, is the perfect resource for anyone looking to plan their next organic, gourmet foods event. It covers everything from the best organic, gourmet foods to the best organic, gourmet experiences. It's a must-read for anyone who wants to make the most of their organic, gourmet foods event.

#### Cocktail making

Cocktail making is the perfect way to enjoy the summer months. Our new guide, *Cocktail Making*, is the perfect resource for anyone looking to plan their next cocktail making event. It covers everything from the best cocktail making ideas to the best cocktail making products. It's a must-read for anyone who wants to make the most of their cocktail making event.

#### Food tours well worth the travel

Food tours are the perfect way to enjoy the summer months. Our new guide, *Food Tours Well Worth the Travel*, is the perfect resource for anyone looking to plan their next food tour. It covers everything from the best food tours to the best food experiences. It's a must-read for anyone who wants to make the most of their food tour.

1 in 8

brand mentions in the UK each day are from *The Guardian's* audience\*

83%

trust *The Guardian's* content - the most trusted in the UK

65%

of readers say *The Guardian* helps them to make up their mind

1m+  
Daily print readership of *The Guardian*

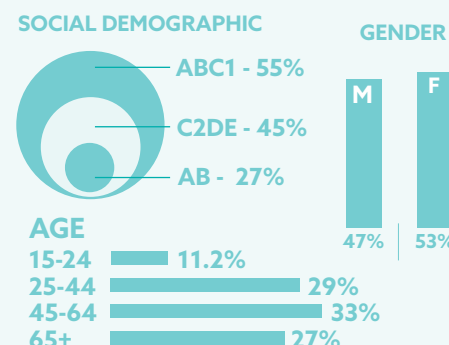
## RATE CARD

• 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

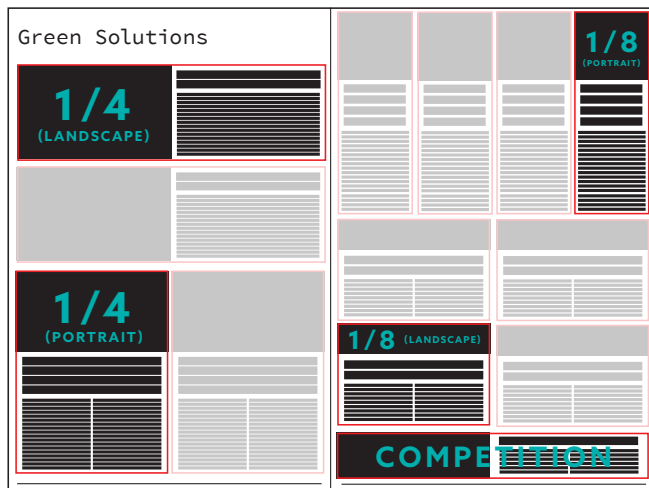
- 271,559 copies of *The Guardian* published on a Saturday
- 1,245,000 average issue readership
- Digital readership of 1,200,000
- Distributed UK wide

## DEMOGRAPHICS



## 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

<b>Headline</b>	Written in house	<b>Headline</b>	Written in house
<b>Main body copy</b>	160 - 250 words supplied in a word document	<b>Main body copy</b>	80 - 120 words supplied in a word document
<b>Contact</b>	Website, Phone number	<b>Contact</b>	Website, Phone number
<b>Images</b>	1 - 2 high resolution images*	<b>Images</b>	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. FDG0718\_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](mailto:jennifer@hurstmediacompany.co.uk)

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

### CONTACT DETAILS

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### MEDIA SALES

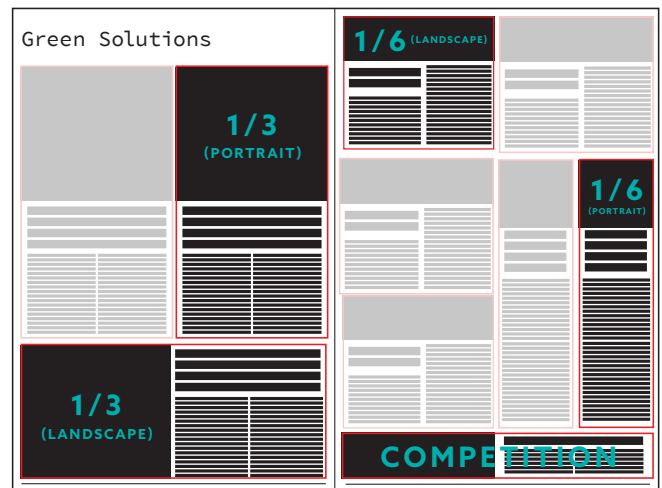
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## 1/3 , 1/6 FEATURE REQUIREMENTS

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



### THIRD PAGE

Landscape - 263x90mm  
Portrait - 130x182mm

### SIXTH PAGE

Landscape - 130x90mm  
Portrait - 63x182mm

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

### COMPETITION (BOTH SPREADS) 263x45mm

<b>Headline</b>	Written in house	<b>Contact</b>	Website, Phone number
<b>Prize</b>	Prize and value	<b>Images</b>	1 - 3 high resolution images*
<b>Main body copy</b>	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

