

Food & Drink

Published with **The Guardian** Saturday 14th July 2018



Food & Drink 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* 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.

Published during the summer months, *Food & Drink* 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

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

As more people embrace plant-based diets, the range of options available is growing. From vegan burgers to plant-based meat alternatives, there's something for everyone. Discover the latest in plant-based cuisine and how to incorporate it into your diet.

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. Discover the latest in smart kitchen technology.

Tours to the world's tastiest destinations

Experience the world's most delicious destinations with our curated selection of food and drink tours. From wine tasting in France to food tours in New York City, there's something for everyone. Discover the latest in food and drink travel.

Outdoor entertaining for the summer months

Summer is the perfect time to entertain outdoors. From BBQs to garden parties, there's something for everyone. Discover the latest in outdoor entertaining ideas and products.

Vineyard tours for true wine connoisseurs

For true wine connoisseurs, a vineyard tour is a must. From France to Italy, there are many beautiful vineyards to visit. Discover the latest in vineyard tours and wine tasting experiences.

Food tours well worth the travel

Food tours are a great way to experience a new city. From street food tours to restaurant tours, there's something for everyone. Discover the latest in food tours and culinary experiences.

Stylish and functional alfresco dining

Alfresco dining is a popular way to enjoy the summer months. From outdoor kitchens to garden furniture, there's something for everyone. Discover the latest in alfresco dining ideas and products.

Gadgets for the food savvy cook

For the food savvy cook, a range of gadgets can make cooking easier and more efficient. From smart scales to smart blenders, there's something for everyone. Discover the latest in kitchen gadgets.

The home of organic, gourmet foods

Organic and gourmet foods are becoming increasingly popular. From organic produce to gourmet ingredients, there's something for everyone. Discover the latest in organic and gourmet food products.

Cocktail making

Cocktail making is a fun and creative way to spend time. From classic cocktails to modern creations, there's something for everyone. Discover the latest in cocktail making ideas and products.

E500 kitchen kit for your home

The E500 kitchen kit is a complete solution for your home. From smart scales to smart blenders, it has everything you need. Discover the latest in kitchen technology.

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



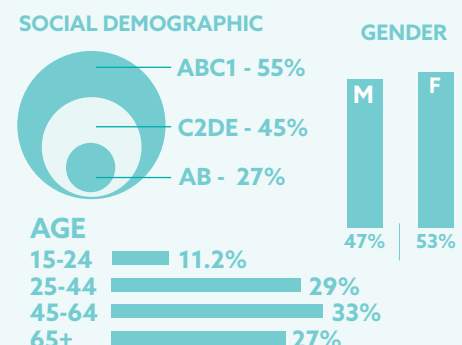
RATE CARD

• 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

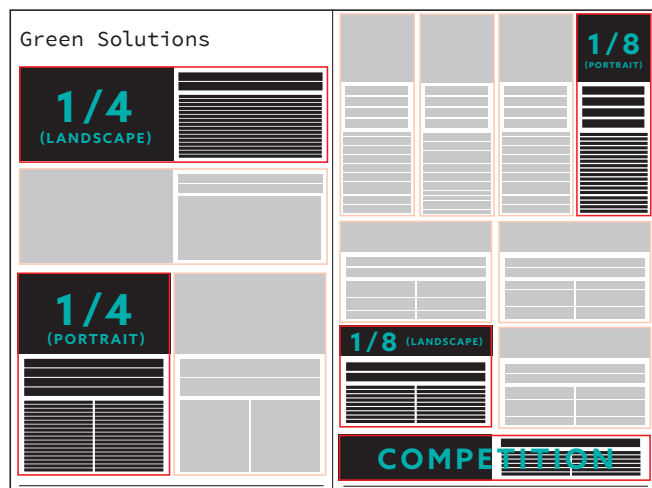
- 264,000 copies of *The Guardian* published on a Saturday
- 1,226,000 average issue readership
- Distributed UK wide

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

Headline	Written in house	Headline	Written in house
Main body copy	160 - 250 words supplied in a word document	Main body copy	80 - 120 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. 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

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

CONTACT DETAILS

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VAT number: 161866882

MEDIA SALES

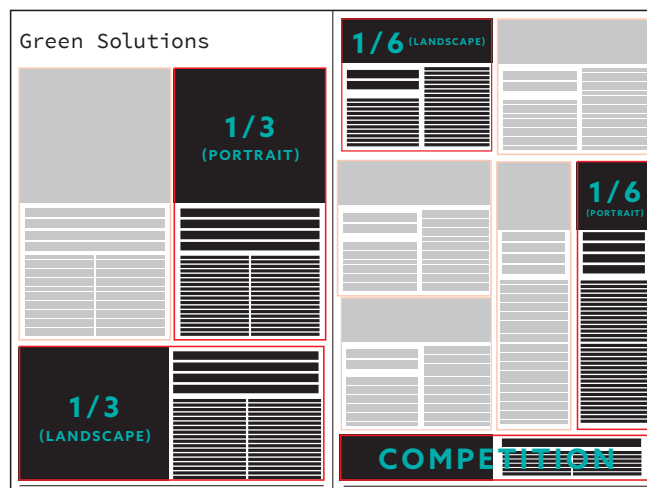
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PRODUCTION DEPT.

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 - 263x90mm
Portrait - 130x182mm

SIXTH PAGE

Landscape - 130x90mm
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 (BOTH SPREADS) 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

