

# Food & Drink



Published with **The Guardian** Saturday 22<sup>nd</sup> September 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 on a Saturday, *Food & Drink* is the perfect shop window for brands and organisations to benefit from an affluent audience, who, when presented with accurate, reliable information, are highly suggestible to new purchasing ideas.

## 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

**ADVERTISMENT**

## Food & Drink

Be inspired by new dishes with the latest food hall openings, and transform the way you eat in with gourmet goods, health foods and tantalising topics

### The perfect drink for the British summer

FRANKLIN & BONS' new range of drinks is the perfect choice for the British summer. The range includes a variety of refreshing drinks, including the new Franklin & Bons' Refreshing Water, which is a perfect choice for the British summer.

### The low calorie, fat-free alternative

STIM Noodles are a low calorie, fat-free alternative to traditional noodles. They are made from a blend of rice and vegetables, and are a perfect choice for those looking for a healthy meal.

### Grass-fed meat from the farm to your door

AT THE BIRD'S NEST, a new range of grass-fed meat is available from the farm to your door. The range includes a variety of high-quality meats, including beef, lamb, and pork.

### Real Japanese food in the heart of London

REAL JAPANESE FOOD is a new range of Japanese food available in the heart of London. The range includes a variety of authentic Japanese dishes, including sushi, ramen, and tempura.

### The best twin to your spirit

ALUMINUM FINALLY FINISHED is a new range of aluminum products available from the farm to your door. The range includes a variety of high-quality aluminum products, including cookware, bakeware, and drinkware.

### A deliciously different apple cider vinegar

APPLE CIDER VINEGAR is a new range of apple cider vinegar available from the farm to your door. The range includes a variety of high-quality apple cider vinegars, including organic, raw, and unfiltered.

### Sliced stiller perfect for the summer BBQ

CLAYSON is a new range of sliced stiller perfect for the summer BBQ. The range includes a variety of high-quality sliced stillers, including beef, lamb, and pork.

### Nourishing mylk that tastes like milk

MYLK is a new range of nourishing mylk that tastes like milk. The range includes a variety of high-quality mylks, including almond, coconut, and oat.

**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*

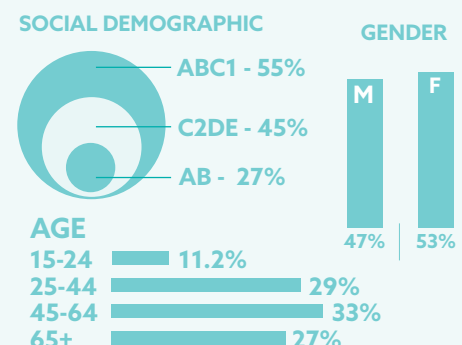
## RATE CARD

- 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

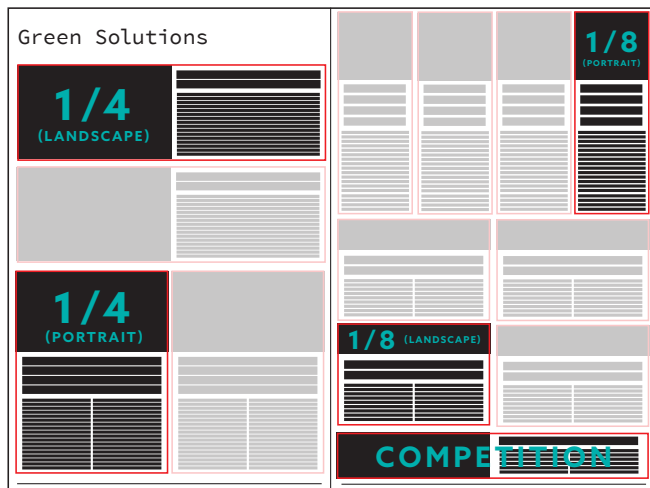
- 264,000 copies of *The Guardian* published on a Saturday
- 1,226,000 average issue readership
- Distributed UK wide

## 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

<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>	60 - 90 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. FDG0918\_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

Hurst Media Company  
United House  
N7 9DP  
Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

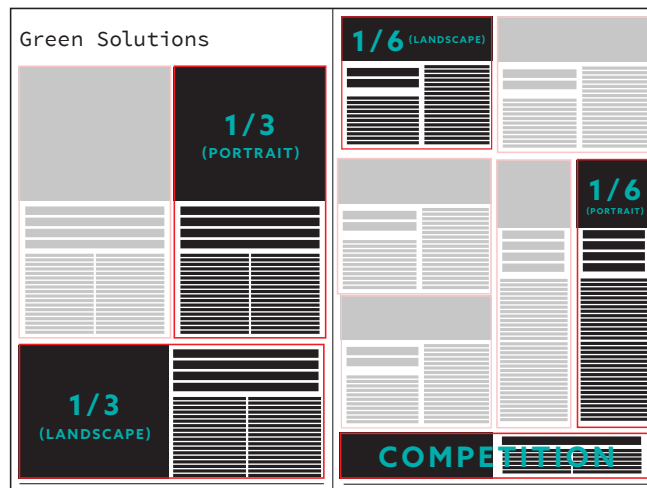
Tel: 0203 478 6017  
Fax: 0203 478 6018  
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### PRODUCTION DEPT.

Tel: 0203 478 6016  
[jennifer@hurstmediacompany.co.uk](mailto: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

<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 263x42mm

<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

