

Gadgets and Tech



Published with **The Guardian** Saturday 27th October 2018

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

Guardian readers are extremely tech-savvy and more likely than the average adult to own the latest items, such as laptops with Blu-ray layers, wireless internet radios and digital music streamers. *Gadgets and Tech* will therefore serve as an essential guide for readers to discover an easier life with the latest tech trends and devices on the market.

It will showcase a high-quality selection of products to benefit the tech-savvy, ranging from the best and most up-to-date apps, kitchen and domestic gadgets, computing, gaming, audio and hi-fi products, security options and home automation systems.

Published on a Saturday, *Gadgets and Tech* is the perfect shop window for brands and organisations to benefit from an affluent, educated audience, who, when presented with accurate, reliable information, are highly suggestible to new purchasing ideas and have more time to spend reading their newspaper than a week day instalment.

Particularly Considering

- *The Guardian* reaches 726,000 readers within the affluent ABC1 demographic
- 65% of readers say *The Guardian* helps them to make up their mind
- 83% of readers trust *The Guardian*'s content, the most trusted publication in the UK

Get the best from your phone with this hi-tech app

Make life easier with the latest tech trends and devices, including new apps, domestic gadgets, computing, gaming, security and audio products

Save time in the kitchen with the handiest appliances

High-end audio like never before with the best hi-fi brands

Don't give the burglars a chance with this security

The app that works as your own personal assistant

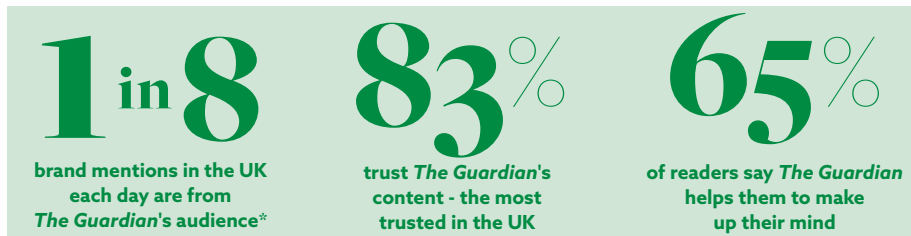
Find the latest laptop suited to your needs

Give your home a 21st century update with these gadgets

We've teamed up with Control to offer our lucky reader the chance to win £,000 worth of home automation equipment

Experience sound as it should be with this audio home system

Find the latest gaming tech for your console



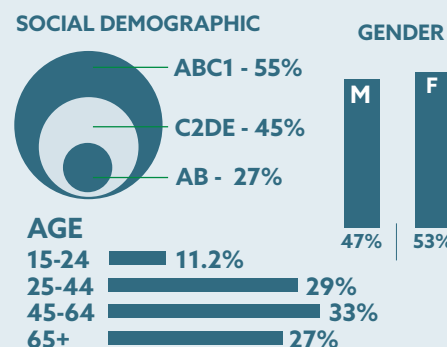
RATE CARD

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

DISTRIBUTION

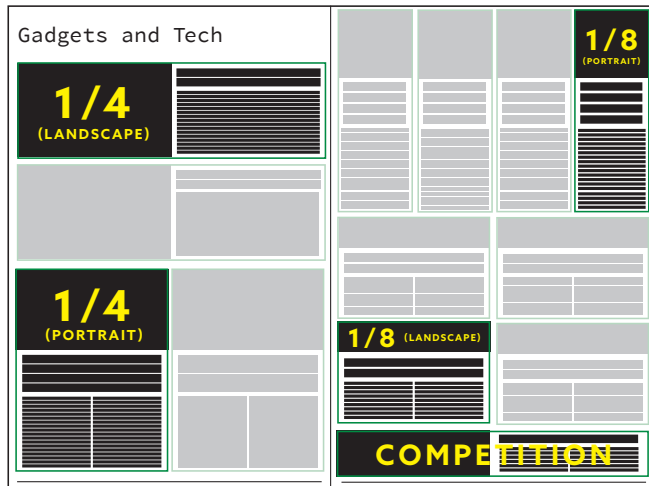
- 264,000 copies of *The Guardian* published on a Saturday
- 1,226,000 average issue readership
- Distributed UK wide

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	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. G_GT1018_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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hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

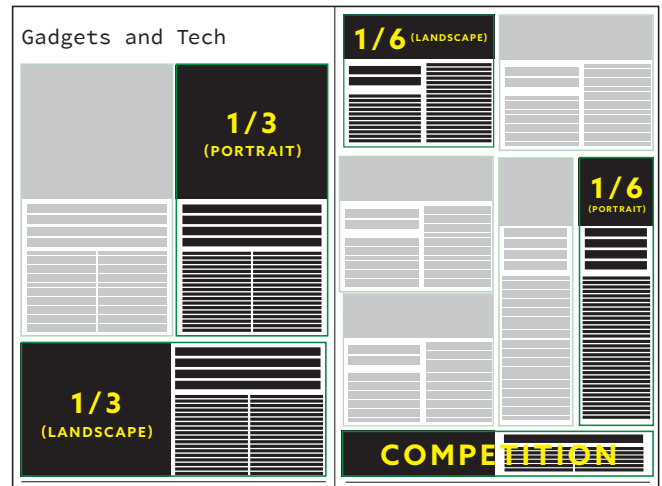
Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.com

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 - 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*

COMPETION 263x42mm

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

