

# Healthcare

Published with **The Guardian** Saturday 6<sup>th</sup> October 2018

**Healthcare** is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the Saturday *Guardian*.

*The Guardian's* readership is well balanced, with an even split among all age groups, which means Healthcare is perfectly poised to serve as the essential guide to help readers of all ages make positive changes in order to lead a healthier lifestyle.

It will showcase a selection of high-quality products and services, ranging from specialist clinics, beauty and cosmetic treatments, alternative therapy, diet and fitness advice and homecare and mobility options.

Published in the Saturday edition of *The Guardian*, Healthcare is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend reading their newspaper, and a greater disposable income to spend on health and wellness amenities.

## 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
- 83% of readers trust *The Guardian's* content, the most trusted publication in the UK

Get in shape and feel fabulous with our selection of the best beauty products, specialist clinics, treatments, health food and fitness options

**Get fit with heart-pumping exercise classes**

At the heart of the weekend's fitness offerings is a selection of heart-pumping exercise classes. From high-intensity interval training (HIIT) to Pilates, there's something for everyone. These classes are designed to help you burn calories, build muscle and improve your cardiovascular health. Book your spot today!

**Get back into shape with this nine-week fitness regime**

Are you looking to get back into shape? Our nine-week fitness regime is the perfect solution. It's a comprehensive programme that includes a mix of cardio, strength and flexibility exercises. You'll be in the best of health and looking fantastic by the end of the programme. Sign up now!

**This cream could help you wave goodbye to wrinkles**

Wrinkles are a natural part of ageing, but there's nothing wrong with wanting to look your best. Our anti-wrinkle cream is formulated with the latest skincare technology to help reduce the appearance of wrinkles and keep your skin looking youthful. Try it today!

**Expert medical care, without even leaving your home**

At the heart of the weekend's healthcare offerings is a selection of expert medical care. From telemedicine to home visits, we have everything you need to stay healthy and happy. Book your appointment today!

**Spice up your weekend with this herbal remedy**

Herbal remedies have been used for centuries to treat a wide range of ailments. Our selection of herbal remedies is carefully curated to help you feel better and live healthier. Try them today!

**Fuller lips at a lower cost**

Who doesn't want fuller lips? Our lip filler treatment is the perfect solution. It's a quick and easy procedure that gives you the lips you've always wanted. Book your treatment today!

**Superfoods to help you build a higher metabolism**

Superfoods are packed with nutrients and can help boost your metabolism. Our selection of superfoods is carefully chosen to help you burn more calories and feel energised. Try them today!

**The finest beauty products for every occasion**

At the heart of the weekend's beauty offerings is a selection of the finest beauty products. From skincare to makeup, we have everything you need to look your best. Shop now!

**The best private clinic for all your healthcare needs**

At the heart of the weekend's healthcare offerings is a selection of the best private clinics. From specialist treatments to general healthcare, we have everything you need. Book your appointment today!

**We've teamed up with Gymbox to offer the chance for one lucky reader to win over £500 worth of classes**

Gymbox is a leading fitness chain that offers a wide range of classes. We've teamed up with them to offer one lucky reader the chance to win over £500 worth of classes. Enter now!

**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*

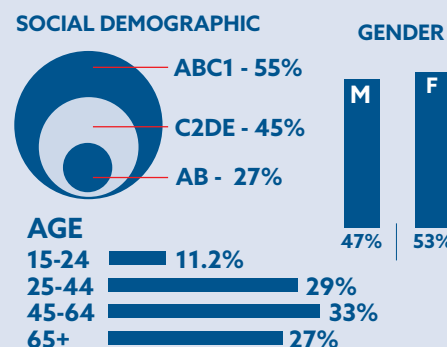
## RATE CARD

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

## DISTRIBUTION

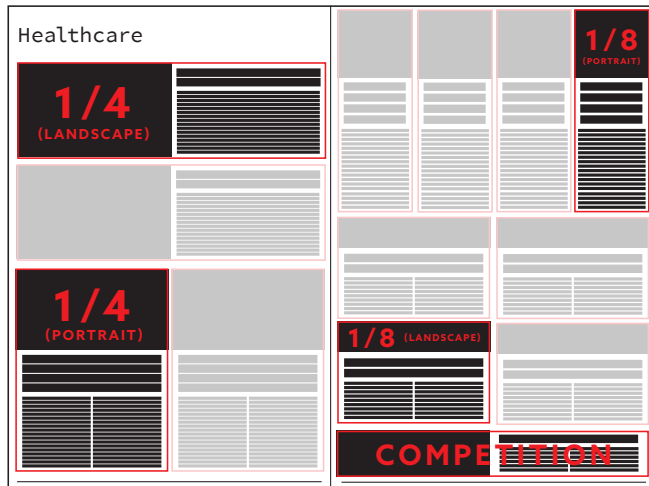
- 264,000 copies of *The Guardian* published on a Saturday
- 1,226,000 average issue readership
- Distributed UK wide

## 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

<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. HG1018\_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

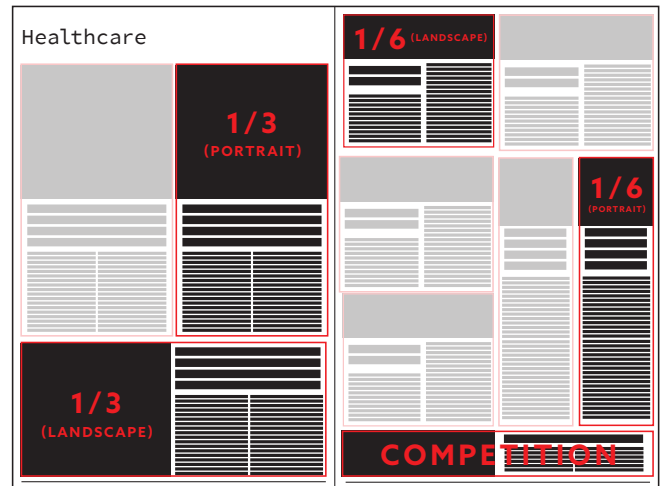
Tel: 0203 478 6017  
Fax: 0203 478 6018  
[sales@hurstmediacompany.com](mailto:sales@hurstmediacompany.com)

### 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

