

NEW YEAR'S RESOLUTIONS

Published with **The Guardian** Saturday 5th January 2019

New Year's Resolutions is a full-colour, tabloid sized double page spread of advertorial content published in the Saturday *Guardian*.

With more than one in five Brits having made a New Year's Resolution in 2017, which included losing weight and saving money, *New Year's Resolutions*, published with *The Guardian*, will be brimming with tips and inspiration to help readers make positive changes in 2019.

It will showcase a high-quality selection of products and services for a new year and a new you, ranging from health, fitness and nutrition options, beauty and aesthetics solutions and specialist clinics, to financial and legal services, fashion and footwear, food and drink, technology and travel.

Published on the first Saturday of 2019, when readers will be more likely to be making changes to their lifestyle, as well as trying new things, *New Year's Resolutions* is the perfect shop window for brands and organisations to benefit from a highly-engaged, well-informed, proactive *Guardian* audience, who are particularly eager to achieve new goals in 2019.

Particularly Considering

- *The Guardian* reaches 726,000 readers within the affluent ABC1 demographic
- 60% of *Guardian* readers are forward-looking individuals, curious about the world and trying new things
- 85% of *Guardian* readers are ABC1, with an average household income of £59,764
- *Guardian* readers take on average 3 trips a year, spending an average of £1,426 on each holiday and £596 on short trips
- *Guardian* readers are active and 35% more likely to do a form of sport once a week

NEW YEAR'S RESOLUTIONS

Make the rest of your year the best of your year with these health hacks, beauty treatments, getaways and fashion inspiration.

Take a well-deserved break at this wellness clinic

At MIDDLEBURY COX, relaxation is a complete lifestyle. From yoga and meditation to spa treatments, the clinic offers a range of services to help you unwind and recharge. Book your session today.

Swap unhealthy snacks for delicious smoothies

At MIDDLEBURY COX, we believe in healthy living. Our smoothies are made with fresh, organic ingredients and are perfect for a quick, nutritious snack. Try them all today.

Healthy diet plan to help you shed that Christmas weight

At MIDDLEBURY COX, we offer a range of diet plans to help you lose weight and improve your health. Our experts will create a personalised plan for you.

New year, new ewe! The woolly coat that turns heads

At MIDDLEBURY COX, we have the perfect solution for your winter wardrobe. Our woolly coats are made from the finest wool and are perfect for keeping you warm and stylish.

Give your skin a detox with this all-natural facial range

At MIDDLEBURY COX, we offer a range of all-natural facial treatments to help you achieve the skin of your dreams. Book your treatment today.

Turning your life around? This app could help

At MIDDLEBURY COX, we offer a range of apps to help you improve your life. Our apps are designed by experts and are perfect for anyone looking to make positive changes.

Kick off your year with these deluxe trainers

At MIDDLEBURY COX, we offer a range of deluxe trainers to help you start the new year right. Our trainers are made from the finest materials and are perfect for any occasion.

Treat yourself to a spa weekend with a twist

At MIDDLEBURY COX, we offer a range of spa weekends to help you relax and recharge. Our weekends are designed by experts and are perfect for anyone looking to unwind.

Non-invasive surgery to help you feel your best

At MIDDLEBURY COX, we offer a range of non-invasive surgical procedures to help you achieve the results you want. Our procedures are performed by experts and are safe and effective.

Tightening your belt? This financial service can help

At MIDDLEBURY COX, we offer a range of financial services to help you manage your money. Our services are designed by experts and are perfect for anyone looking to improve their financial situation.

We've teamed up with Mindful Chef to offer one lucky reader the chance to win a month of free healthy recipe boxes

At MIDDLEBURY COX, we are excited to announce that we have teamed up with Mindful Chef to offer one lucky reader a month of free healthy recipe boxes. Enter now to win.

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

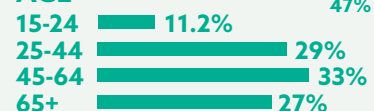
- 264,000 copies of *The Guardian* published on a Saturday
- 1,226,000 average issue readership
- Distributed UK-wide

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE

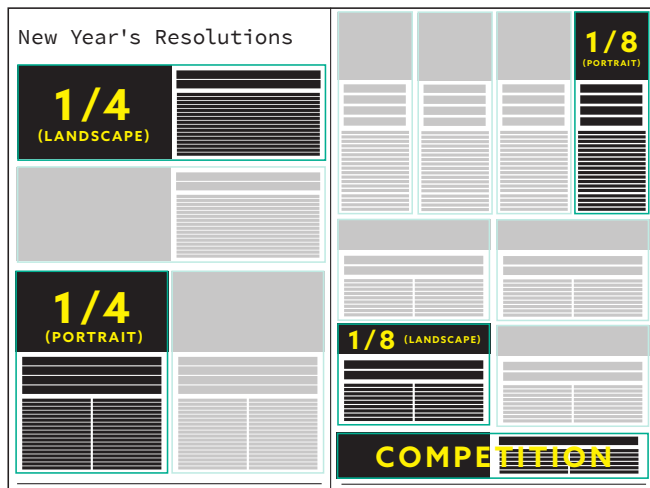


GENDER



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_NYR1118_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. Colour 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:

CONTACT DETAILS

Hurst Media Company
United House
N7 9DP
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VAT number: 161866882

MEDIA SALES

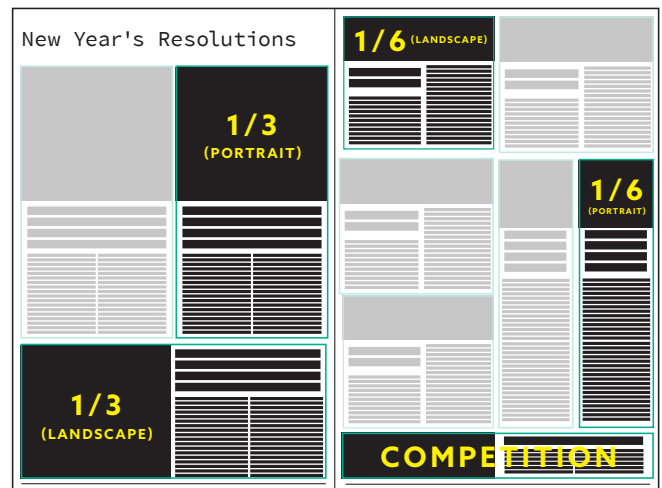
Tel: 0203 478 6017
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PRODUCTION DEPT.

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 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.

Please note that all bookings are made subject to our terms and conditions of advertising, which are available by [clicking here](#).

* 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

