

THE CHRISTMAS CHECKLIST

Published with **The Guardian** Saturday 17th November 2018

The Christmas Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Guardian*. With the average *Guardian* reader admitting to spending over £428 on Christmas presents every year, *The Christmas Checklist*, which will serve as the essential guide for yuletide inspiration, is an excellent opportunity to reach this audience in the run up to the holiday season.

It will showcase a high-quality selection of products, services and experiences, ranging from the most festive fairs, markets and indulgent foods, to gorgeous gifts, celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

With *Guardian* readers 32% more likely than the average consumer to plan Christmas present purchasing in November, *The Christmas Crackers*, published at the peak of the festive shopping season, is the perfect vehicle for showcasing your company's products to an affluent audience, who are just beginning to prepare for the festive celebrations.

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
- *The Guardian* reaches 5 million shoppers with children every month, more than any other quality newsbrand
- *Guardian* readers have an average household income of £59,764, that's 53% higher than the average GB family income
- 95% of *Guardian* readers claim that they don't purchase any other quality newspaper



THE CHRISTMAS CHECKLIST

Get into the Christmas spirit with these festive fairs, markets and indulgent food offerings, as well as gorgeous gifts, tipples, fashion and travel

High-quality artisan wines for a very merry Christmas

As December draws to a close, it's time to start thinking about the perfect wine to accompany your festive meals. Whether you're looking for a classic Burgundy or a more adventurous Pinot Noir, we've got you covered. Our selection of artisan wines is carefully chosen to complement the most delicious of Christmas dishes. From traditional reds to more experimental whites, there's something for everyone. Visit our website for more information and to place your order today.

The perfect pudding to add a bit of magic to your Christmas

There's nothing more festive than a traditional Christmas pudding. Whether you're looking for a classic recipe or a more modern twist, we've got you covered. Our selection of puddings is carefully chosen to complement the most delicious of Christmas meals. From traditional reds to more experimental whites, there's something for everyone. Visit our website for more information and to place your order today.

The best Christmas market for that unbeatable festive feel

There's nothing more festive than a traditional Christmas market. Whether you're looking for a classic recipe or a more modern twist, we've got you covered. Our selection of markets is carefully chosen to complement the most delicious of Christmas meals. From traditional reds to more experimental whites, there's something for everyone. Visit our website for more information and to place your order today.

Artisan chocolates to treat that special person in your life

There's nothing more festive than a traditional Christmas chocolate. Whether you're looking for a classic recipe or a more modern twist, we've got you covered. Our selection of chocolates is carefully chosen to complement the most delicious of Christmas meals. From traditional reds to more experimental whites, there's something for everyone. Visit our website for more information and to place your order today.

Celebrate in style and up your winter fashion game

There's nothing more festive than a traditional Christmas outfit. Whether you're looking for a classic recipe or a more modern twist, we've got you covered. Our selection of outfits is carefully chosen to complement the most delicious of Christmas meals. From traditional reds to more experimental whites, there's something for everyone. Visit our website for more information and to place your order today.

Tuck into the best quality roast this festive season

There's nothing more festive than a traditional Christmas roast. Whether you're looking for a classic recipe or a more modern twist, we've got you covered. Our selection of roasts is carefully chosen to complement the most delicious of Christmas meals. From traditional reds to more experimental whites, there's something for everyone. Visit our website for more information and to place your order today.

Take the family to visit Santa in Lapland this Christmas

There's nothing more festive than a traditional Christmas trip. Whether you're looking for a classic recipe or a more modern twist, we've got you covered. Our selection of trips is carefully chosen to complement the most delicious of Christmas meals. From traditional reds to more experimental whites, there's something for everyone. Visit our website for more information and to place your order today.

Wondering what to get the kids for Christmas this year?

There's nothing more festive than a traditional Christmas gift. Whether you're looking for a classic recipe or a more modern twist, we've got you covered. Our selection of gifts is carefully chosen to complement the most delicious of Christmas meals. From traditional reds to more experimental whites, there's something for everyone. Visit our website for more information and to place your order today.

The seasonal spirit for your festive celebrations

There's nothing more festive than a traditional Christmas drink. Whether you're looking for a classic recipe or a more modern twist, we've got you covered. Our selection of drinks is carefully chosen to complement the most delicious of Christmas meals. From traditional reds to more experimental whites, there's something for everyone. Visit our website for more information and to place your order today.

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

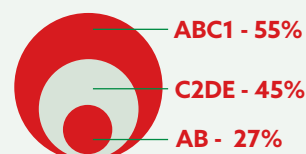
- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership **P.O.A**
(Advertorial or Advert)

DISTRIBUTION

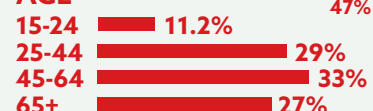
- 264,000 copies of *The Guardian* published on a Saturday
- 1,226,000 average issue readership
- Distributed UK wide

DEMOGRAPHICS

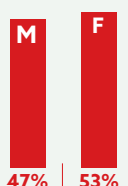
SOCIAL DEMOGRAPHIC



AGE

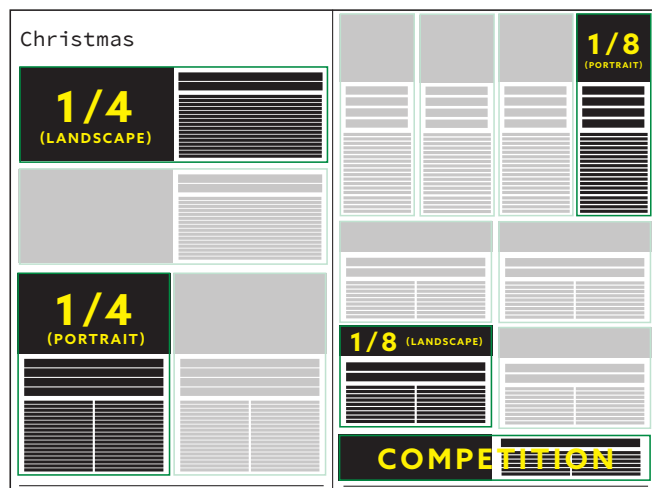


GENDER



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_TCC1118_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:

CONTACT DETAILS

Hurst Media Company
United House
N7 9DP
Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

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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*

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

