

Family checklist

PUBLISHED WITH The Observer ON SUNDAYS

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)



The **Family Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in *The Observer* newspaper.

The Observer readers have an average family income of £59,764. This wealthy readership believes it is worth paying extra for quality products and services. The **Family Checklist** serves as an essential guide for parents looking to make the best choices available for their children.

The **Family Checklist** showcases a high-quality selection of products and services to benefit the whole family, ranging from food and drink options, fashion essentials, new mum advice, plus family-friendly travel destinations and family finances.

The **Family Checklist** is packed with inspiration for parents looking for ways to give their children the best start in life. Published during the school holidays as we approach the 'back to school' season, a time when families often focus on future plans for their children, the **Family Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience focused on family matters.

PARTICULARLY CONSIDERING

- 60% of *Observer* readers are considered to be forward-looking individuals, curious about change and learning new things
- Observer* readers spend on average £1,426 on each holiday and £596 on short trips
- 85% of *Observer* readers are ABC1
- Observer* readers are passionate about good quality food and spend around £81 a week on groceries

Family checklist

Take care of your family, whether they're kids, toddlers or teenagers, with our selection of essential items, children's books and educational resources

Digital magazine subscription app lets you read over 3,000 of your favourite titles in any location

With the *Family Checklist* app, you can access over 3,000 of your favourite titles in any location. The app is available on both iOS and Android, and is free to download. It's the perfect way to keep your family entertained on the go.

School bag essentials for kids of all ages

Get the top 10 school bags for kids of all ages, from primary to secondary. We've selected the best bags for each age group, based on durability, weight, and style. Find out more about the top 10 school bags for kids of all ages.

Perfect chocolatey brioché treats for everyone

Get the top 10 chocolatey brioché treats for everyone, from primary to secondary. We've selected the best treats for each age group, based on taste, texture, and price. Find out more about the top 10 chocolatey brioché treats for everyone.

Make school lunches exciting

Get the top 10 school lunches for kids of all ages, from primary to secondary. We've selected the best lunches for each age group, based on taste, texture, and price. Find out more about the top 10 school lunches for kids of all ages.

Build your confidence among the tree tops!

Get the top 10 tree-top activities for kids of all ages, from primary to secondary. We've selected the best activities for each age group, based on safety, fun, and educational value. Find out more about the top 10 tree-top activities for kids of all ages.

Save cash on tech!

Get the top 10 tech products for kids of all ages, from primary to secondary. We've selected the best products for each age group, based on value for money, quality, and features. Find out more about the top 10 tech products for kids of all ages.

Meet Longleat's lion kings

Get the top 10 lion king products for kids of all ages, from primary to secondary. We've selected the best products for each age group, based on quality, features, and price. Find out more about the top 10 lion king products for kids of all ages.

A baby-to-toddler trike that grows with your child from 6-36 months

Get the top 10 baby-to-toddler trikes for kids of all ages, from primary to secondary. We've selected the best trikes for each age group, based on safety, fun, and durability. Find out more about the top 10 baby-to-toddler trikes for kids of all ages.

Trust Beano to make reading fun!

Get the top 10 Beano products for kids of all ages, from primary to secondary. We've selected the best products for each age group, based on fun, quality, and price. Find out more about the top 10 Beano products for kids of all ages.

698k

Average readership of
The Observer on a Sunday

More likely to...

...be well connected,
information-hungry and vocal
media consumers

£400

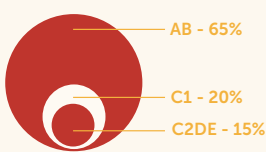
is the average credit card spend per
month by *Observer* readers

85%

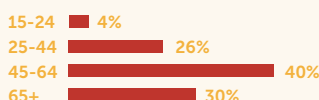
of *Observer* readers
are ABC1

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 161,984 copies of *The Observer* published on a Sunday
- 548,000 average readership
- Distributed UK wide

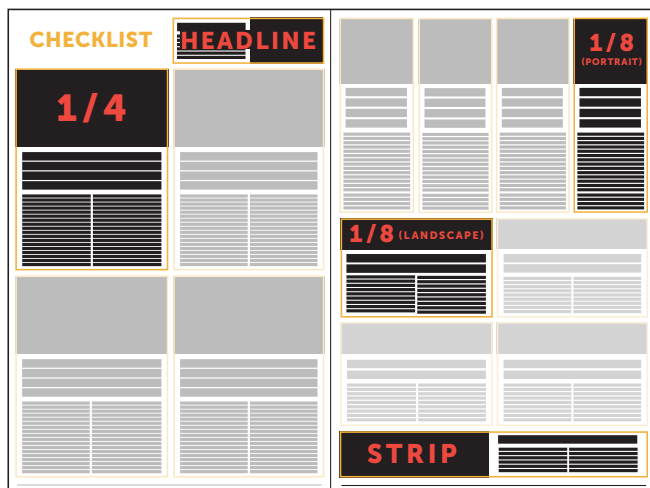
RATE CARD

Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition upgrade	£1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



QUARTER PAGE

Portrait: 129.5 x 135.7 mm

Total word count	200-250 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo

EIGHTH PAGE

Landscape: 129.5 x 66 mm
Portrait: 62.8 x 135.7 mm

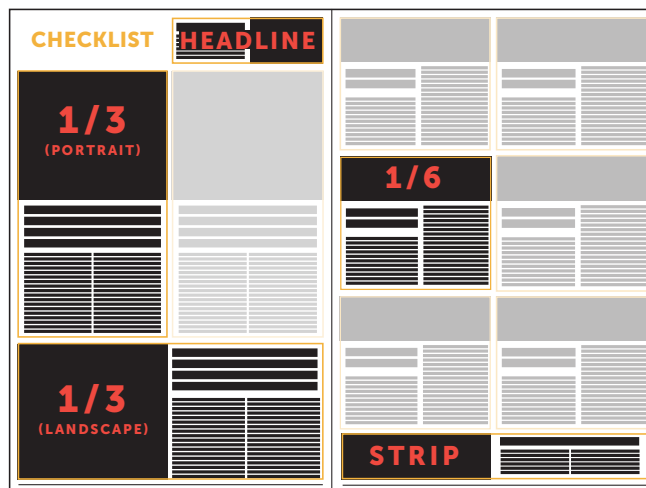
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 263 x 42.5 mm

Total word count	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo

1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



THIRD PAGE

Landscape: 263 x 89 mm
Portrait: 192.5 x 182.4 mm

Total word count	200-300 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	2-3 images + logo

SIXTH PAGE

Landscape: 129.5 x 89 mm

Total word count	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 image + logo

HEADLINE Landscape: 129.5 x 42.5 mm

Total word count	60-80 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format.
- All images are high resolution (at least 300dpi).
- Please supply images at their original size and aspect ratio. We will crop images to an appropriate size when laying out your advertorial.
- Please do not supply images with any copy i.e. slogans on top.
- We recommend supplying lifestyle images depicting your target audience, service or general message; or product shots.

COPY SPECIFICATIONS

- Total word count includes max. 10 words for headline and max. 20 words for a call to action.
- Hurst Media reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

Files less than 8mb (total attachment limit) can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent to production@hurstmediacompany.co.uk via the free file sharing service [wetransfer.com](https://www.wetransfer.com). Please clarify in your message your company name, publication, theme and on sale date as per your booking.

DESIGN PROCESS

- Once all material is submitted according to specification, **Hurst Media will layout your advertorial** within the pre-approved house style of the publication.
- Supplied copy will be **subedited by Hurst Media's editorial team**. Spelling, grammar and punctuation will also be corrected to the house style.
- Layouts may vary depending on style of images and/or text supplied.

APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required. Please ensure any amendments are clear and concise.
- Approval is required within 48 hours.
- Please note that the newspaper must also approve all advertorials and they reserve the right to make changes or corrections to ensure copy passes their compliance standards.

* Image use subject to editorial discretion and may vary depending quality, size and layout. We cannot guarantee the quality of the final print for images supplied outside of these specifications.

Bespoke advertorials (in which Hurst Media supplies the copy ONLY, and all images/logos are provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.

Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.

CONTACT DETAILS

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Family Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Observer*
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