

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

It will present a high-quality selection of products and services to benefit driving enthusiasts, ranging from classic car auctions, dealerships, car insurance and leasing options, mechanics and paint jobs, as well as car holidays and days out.

With new license plates coming out twice every year, specifically in March, *Motoring* published with *The Guardian* at the beginning of February is the perfect vehicle for getting your brand in front of an affluent, engaged and influential ABC1 audience, who are highly susceptible and confident in making their buying decisions.

Particularly Considering

- *The Guardian* beats other quality newsbrand competition such as *The Times* and *The Telegraph* by reaching 15.5% of the under 35 age group
- *The Guardian* reaches 726,000 readers within the affluent ABC1 demographic
- 95% of *Guardian* readers claim that they don't read any other quality newspaper
- *Guardian* readers are 21% more likely to pay more for environmentally friendly products than the national average

ADVERTISEMENT

Motoring

Discover more about the world of motoring with our guide of the top-of-the-range vehicles that are taking the World race by storm



Dynamic features make the BMW 3 Series built for adventure

THE BMW 3 Series is one of the most popular cars in the world, and it's no surprise. With its dynamic features, the BMW 3 Series is built for adventure. The BMW 3 Series is a mid-range sedan that offers a range of features that make it a popular choice for many drivers. The BMW 3 Series is a mid-range sedan that offers a range of features that make it a popular choice for many drivers. The BMW 3 Series is a mid-range sedan that offers a range of features that make it a popular choice for many drivers.

Subtle styling and fine craftsmanship, only in a Bentley

The Bentley Continental GT is a mid-range sports car that offers a range of features that make it a popular choice for many drivers. The Bentley Continental GT is a mid-range sports car that offers a range of features that make it a popular choice for many drivers. The Bentley Continental GT is a mid-range sports car that offers a range of features that make it a popular choice for many drivers.



Get your heart racing in the new model of Jaguar

The Jaguar XE is a mid-range sedan that offers a range of features that make it a popular choice for many drivers. The Jaguar XE is a mid-range sedan that offers a range of features that make it a popular choice for many drivers. The Jaguar XE is a mid-range sedan that offers a range of features that make it a popular choice for many drivers.



Mercedes is the brand shaping tomorrow's mobility



The Rolls Royce classic has a modern revival



A bold new look and fresh design from Audi



Steek new convertible in the Ford Mustang range



Stand out and go far in the new Ferrari model



We're teamed up with Jaguar to offer one lucky reader the chance to win a new car worth £30,000



AN MCLAREN 675LT GT3 race car



Master the road in a state-of-the-art Maserati



Iconic luxury in an Aston Martin with new features



Subtle styling and fine craftsmanship, only in a Bentley



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brand mentions in the UK
each day are from
The Guardian's audience*



trust *The Guardian's*
content - the most
trusted in the UK



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**
- Competition Partnership **P.O.A**
(Advertorial or Advert)

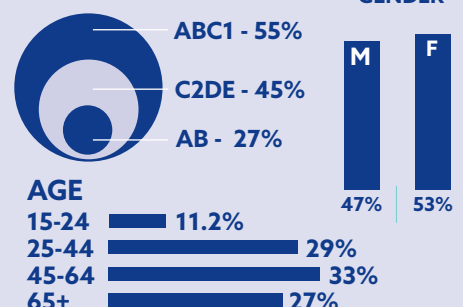
DISTRIBUTION

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

DEMOGRAPHICS

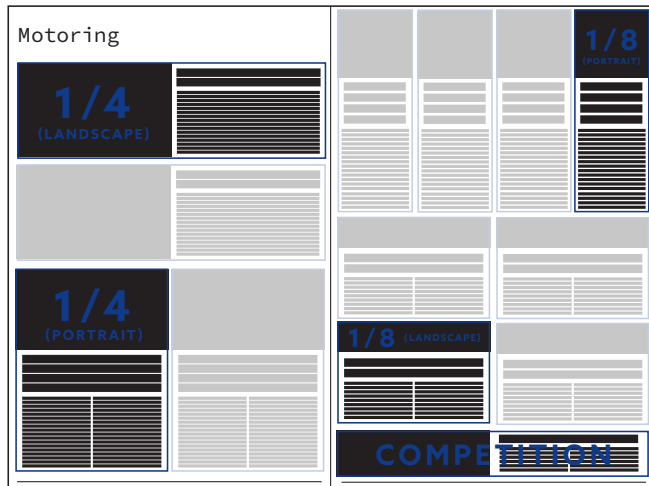
SOCIAL DEMOGRAPHIC

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	80 - 120 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. T_M0219_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:
production@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
Company number: 08357910
VAT number: 161866882

MEDIA SALES

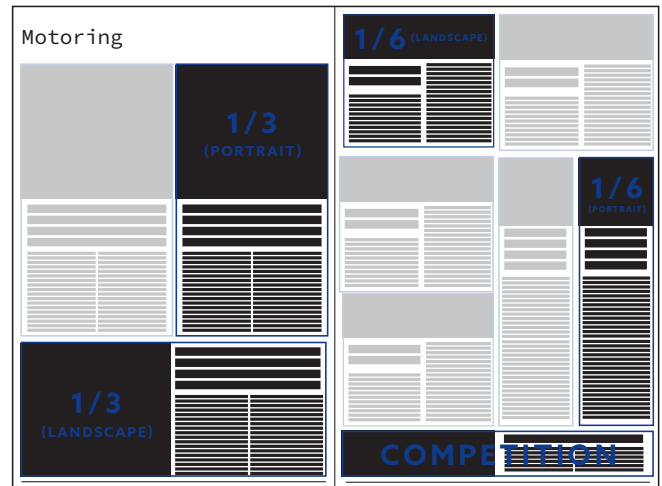
Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.com

PRODUCTION DEPT.

Tel: 0203 478 6016
production@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 (BOTH SPREADS) 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

