

Gadgets and Tech

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

Guardian readers are extremely tech-savvy and more likely than the average adult to own the latest items, such as laptops with Blu-ray players, wireless internet radios and digital music streamers. *Gadgets and Tech* will therefore serve as an essential guide for readers to discover an easier life with the latest tech trends and devices on the market.

It will showcase a high-quality selection of products to benefit the tech-savvy, ranging from the best and most up-to-date apps, kitchen and domestic gadgets, computing, gaming, audio and hi-fi products, security options and home automation systems.

Published on a Saturday, *Gadgets and Tech* is the perfect shop window for brands and organisations to benefit from an affluent, educated audience, who, when presented with accurate, reliable information, are highly suggestible to new purchasing ideas and have more time to spend reading their newspaper than a week day instalment.

PARTICULARLY CONSIDERING

- *The Guardian* reaches 726,000 readers within the affluent ABC1 demographic 85% of *Guardian* readers are ABC1, with an average household income of £59,764
- 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
- 95% of *Guardian* readers claim that they don't read any other quality newspaper

ADVERTISEMENT

Gadgets and Tech

Make life easier with the latest tech trends and devices, including new apps, domestic gadgets, computing, gaming, security and audio products

Get the best from your phone with this hi-tech app

AS A MEMBER OF THE GUARDIAN'S AFFLUENT ABC1 DEMOGRAPHIC, YOU'LL BE INTERESTED TO KNOW THAT THE GUARDIAN'S GADGETS AND TECH SECTION IS THE PERFECT PLACE TO DISCOVER THE LATEST TECH TRENDS AND DEVICES ON THE MARKET.

Save time in the kitchen with the handiest appliances

IF YOU'RE A BUSY PERSON, YOU'LL BE INTERESTED TO KNOW THAT THE GUARDIAN'S GADGETS AND TECH SECTION IS THE PERFECT PLACE TO DISCOVER THE LATEST TECH TRENDS AND DEVICES ON THE MARKET.

High-end audio the better before with the best hi-fi brands

IF YOU'RE A MUSIC LOVER, YOU'LL BE INTERESTED TO KNOW THAT THE GUARDIAN'S GADGETS AND TECH SECTION IS THE PERFECT PLACE TO DISCOVER THE LATEST TECH TRENDS AND DEVICES ON THE MARKET.

Don't give the burglars a chance with this security

IF YOU'RE A HOMEOWNER, YOU'LL BE INTERESTED TO KNOW THAT THE GUARDIAN'S GADGETS AND TECH SECTION IS THE PERFECT PLACE TO DISCOVER THE LATEST TECH TRENDS AND DEVICES ON THE MARKET.

We've teamed up with Control4 to offer one lucky reader the chance to win £5,000 worth of home automation equipment

IF YOU'RE A HOME AUTOMATION ENTHUSIAST, YOU'LL BE INTERESTED TO KNOW THAT THE GUARDIAN'S GADGETS AND TECH SECTION IS THE PERFECT PLACE TO DISCOVER THE LATEST TECH TRENDS AND DEVICES ON THE MARKET.

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The App that works as your own personal assistant

AS A MEMBER OF THE GUARDIAN'S AFFLUENT ABC1 DEMOGRAPHIC, YOU'LL BE INTERESTED TO KNOW THAT THE GUARDIAN'S GADGETS AND TECH SECTION IS THE PERFECT PLACE TO DISCOVER THE LATEST TECH TRENDS AND DEVICES ON THE MARKET.

Find the latest laptop suited to your needs

IF YOU'RE A LAPTOP USER, YOU'LL BE INTERESTED TO KNOW THAT THE GUARDIAN'S GADGETS AND TECH SECTION IS THE PERFECT PLACE TO DISCOVER THE LATEST TECH TRENDS AND DEVICES ON THE MARKET.

Experience sound as it should be with this audio home system

IF YOU'RE A MUSIC LOVER, YOU'LL BE INTERESTED TO KNOW THAT THE GUARDIAN'S GADGETS AND TECH SECTION IS THE PERFECT PLACE TO DISCOVER THE LATEST TECH TRENDS AND DEVICES ON THE MARKET.

Everything at the touch of a button with home automation

IF YOU'RE A HOME AUTOMATION ENTHUSIAST, YOU'LL BE INTERESTED TO KNOW THAT THE GUARDIAN'S GADGETS AND TECH SECTION IS THE PERFECT PLACE TO DISCOVER THE LATEST TECH TRENDS AND DEVICES ON THE MARKET.

Find the latest gaming tech for your console

IF YOU'RE A GAMING ENTHUSIAST, YOU'LL BE INTERESTED TO KNOW THAT THE GUARDIAN'S GADGETS AND TECH SECTION IS THE PERFECT PLACE TO DISCOVER THE LATEST TECH TRENDS AND DEVICES ON THE MARKET.

1.2m

Daily print readership of *The Guardian*

65%

of readers say *The Guardian* helps them to make up their mind

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

RATE CARD

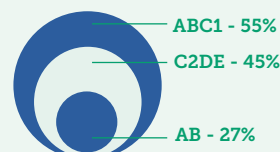
Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A

DISTRIBUTION

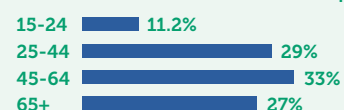
- 264,000 copies of *The Guardian* published on a Saturday
- 1,226,000 average issue readership
- Distributed UK wide

DEMOGRAPHICS

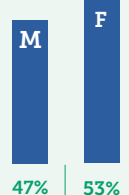
SOCIAL DEMOGRAPHIC



AGE

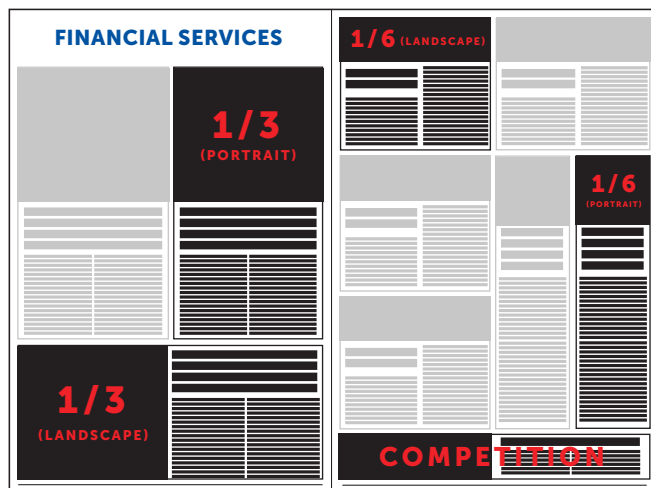


GENDER



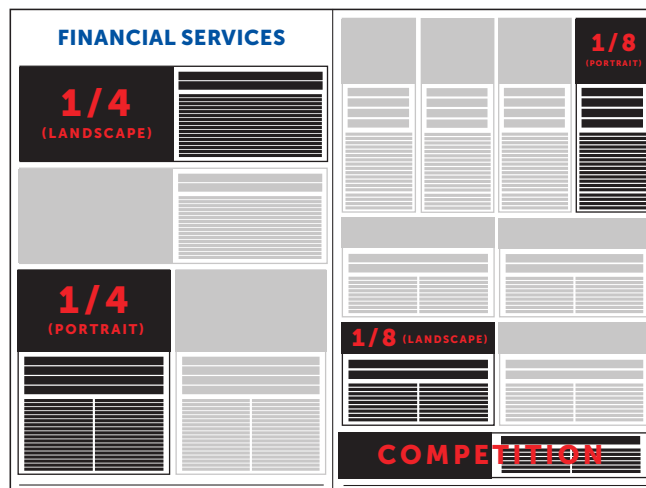
1/3 , 1/6 FEATURE REQUIREMENTS

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



1/4 , 1/8 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

Headline	Written in-house	Headline	Written in-house
Main body copy	200-300 words	Main body copy	120-150 words
Contact	Website, phone number	Contact	Website, phone number
Images	1-3 high resolution images*	Images	1 high resolution image*

SIXTH PAGE

Landscape: 129.5 x 89 mm
Portrait: 62.8 x 182.4 mm

QUARTER PAGE

Landscape: 263 x 66 mm
Portrait: 129.5 x 135.7 mm

Headline	Written in-house	Headline	Written in-house
Main body copy	160-250 words	Main body copy	60-90 words
Contact	Website, phone number	Contact	Website, phone number
Images	1-2 high resolution images*	Images	1 high resolution image*

EIGHTH PAGE

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

COMPETITION: 263 x 42 mm

Headline	Written in-house	Main body copy	50-70 words	Contact	Website, phone number	Images	1-3 high resolution images*
Prize	Prize and value						

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- Image ink density limit 240%
- 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 production@hurstmediacompany.co.uk

For larger files please send to production@hurstmediacompany.co.uk via wetransfer.com. Please clarify in your message your company name, publication and on sale date as per your booking.

DESIGN PROCESS

Once all material is submitted according to specification, **Hurst Media Company** will layout 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 rounds of amendments before final approval is required
- 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 are 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.

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