

# Motoring

The  
PUBLISHED WITH **Guardian** ON SATURDAY 9TH FEBRUARY 2019

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

Thanks to first-rate content by the some of the most respected motoring journalists, *The Guardian* is the perfect vehicle for showcasing *Motoring*, which will serve as an essential guide for readers to discover more about the glamorous world of cars.

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.

As the number of households with two cars accelerated by more than half a million in 2018, *Motoring* published with *The Guardian* 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* reaches 726,000 readers within the affluent ABC1 demographic
- *The Guardian* readers are 21% more likely to pay more for environmentally friendly products than the national average
- 83% of readers trust *The Guardian's* content, the most trusted publication in the UK
- 65% of readers say *The Guardian* helps them to make up their mind
- 95% of *The Guardian* readers claim that they don't read any other quality newspaper



### Motoring

Get your heart racing in the new model of Jaguar

Dynamic features make the BMW built for adventure

Subtle styling and fine craftsmanship, only in a Bentley

### Motoring

Car leasing offers that you can't refuse

The best insurance deals

Need an MOT or repairs for your car? Look no further...

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

### Motoring

Luxury car specialists for keen motorists

Self-drive on a touring holiday in Spain

Find your perfect classic car at auction

# 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\*

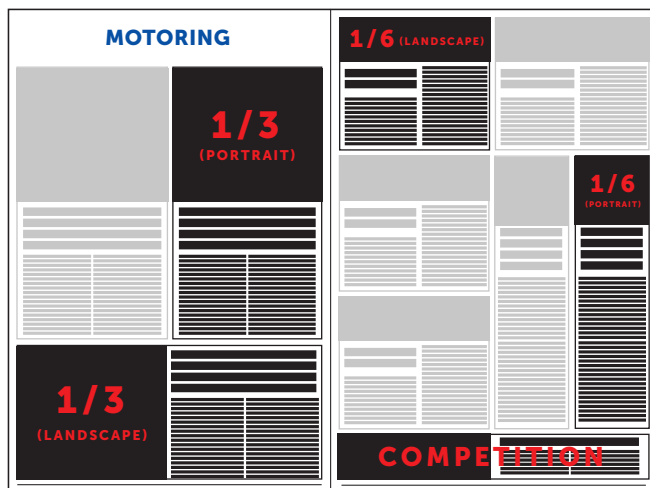
# 83%

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

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## 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

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

### SIXTH PAGE

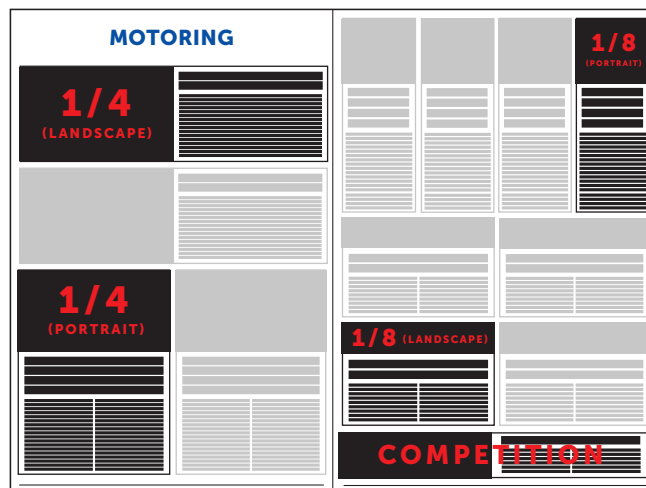
Landscape: 129.5 x 89 mm  
Portrait: 62.8 x 182.4 mm

### COMPETITION: 263 x 42 mm

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

## 1/4 , 1/8 FEATURE REQUIREMENTS

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



### QUARTER PAGE

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

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

### EIGHTH PAGE

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

## 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](mailto:production@hurstmediacompany.co.uk)

For larger files please send to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wetransfer.com](mailto: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.

### CONTACT DETAILS

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