

COMPETITIONS

PUBLISHED WITH **the guardian**



Competitions are published in the Saturday edition of *The Guardian* as part of a full-colour, tabloid sized double page spread of advertorial content weekly.

Competitions are a useful tool that may prove invaluable for your business. Merely the presence of a competition can foster customer trust, because of the perceived higher quality of products and services on offer.

The competition model in *The Guardian* will see a double page spread of advertorial content focused on a theme that will pique the interest of these readers by centring on their interests, such as college and university options, eco-friendly products and services, the finest gourmet food and drink, motoring, gadgets and tech, as well as business and financial services.

As a fantastic way to garner engagement and acquire high-quality data from a highly susceptible audience, these competitions are the perfect shop window for brands and organisations to benefit from a readership who are affluent and young consumers, with a keen sense of adventure when it comes to trying new products and experiences, as well as more likely to spread information by word of mouth than readers of any other quality newspaper.

WIN

Get healthy with Acti-Labs kits and shakes using these vouchers*

Worth £150!

hurstmediacompany.co.uk/competitions/xxxxxx

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website.co.uk

COMPETITION INFO

RATE CARD: £3950

WHAT WE NEED FROM YOU:

Main body copy: 50-70 words

Prize: Prize and value

Contact: Website, phone number

Images: 1-3 high resolution images*

WHAT YOU GET FROM US:

Space: 263x42mm

Campaign: Management of competition with data capture

Data: Provided once closed

SUPPLYING CONTENT

COPY SPECIFICATIONS

- All copy content provided in word processor file.
- Avoid supplying in PDF format
- Headline written in-house

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- We can not use images from a client website as these are too low resolution to print

FILE TRANSFER

Files less than 8Mb can be emailed directly to: production@hurstmediacompany.co.uk

*Image use subject to editorial discretion and may vary depending quality, size and layout.

DESIGN PROCESS

Once all material is submitted according to specification, Hurst Media Company will layout your competition slot. Layouts may vary depending on images and/or text supplied. We reserve the right to make changes or grammatical 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 is required.
- Approval is required within 48 hours.

CONTACT DETAILS
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HURST MEDIA COMPANY