

# Retirement Planning



**PUBLISHED WITH *The Guardian* ON SATURDAY 13TH APRIL 2019**

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

*The Guardian Weekend* boasts a mature readership, with 72% of its readers over the age of 45. *Retirement Planning* will therefore serve as the essential guide for these wealthy readers, to ensure they make the most of their time and money when they stop working, as well as providing advice for how they can best care for their parents in retirement. It will showcase a high-quality selection of products and services, ranging from activities and leisure, travel options, legal advice, retirement properties, homecare and healthcare options.

Published in the Saturday edition of *The Guardian*, *Retirement Planning* is the perfect shop window for brands and organisations to benefit from a mature readership who are concerned about their parents' retirement options, as well as planning ahead for their own.

## PARTICULARLY CONSIDERING

- 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
- *The Guardian* reaches 894,200 readers within the affluent ABC1 demographic
- 85% of *The Guardian* readers are ABC1, with an average household income of £59,764
- 95% of *The Guardian* readers claim that they don't read any other quality newspaper

**1m**

Saturday print readership of *The Guardian*

**65%**

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

**83%**

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

**54%**

believe they are more likely to respond to an advert from a trusted source

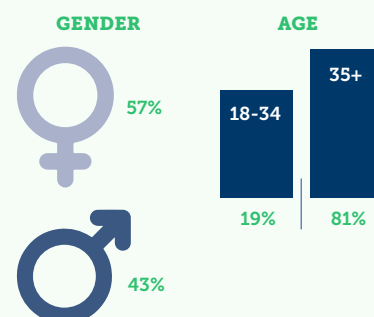
## RATE CARD

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

## DISTRIBUTION

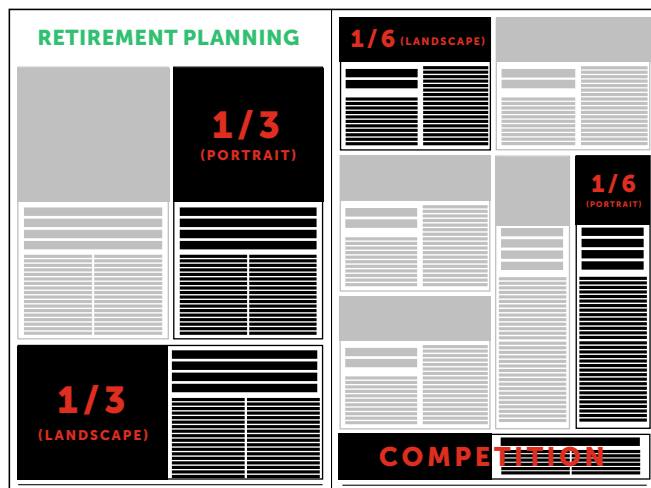
- 257,015 copies of *The Guardian* published on a Saturday
- 1,052,000 average issue readership
- Distributed UK wide

## DEMOGRAPHICS



## 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

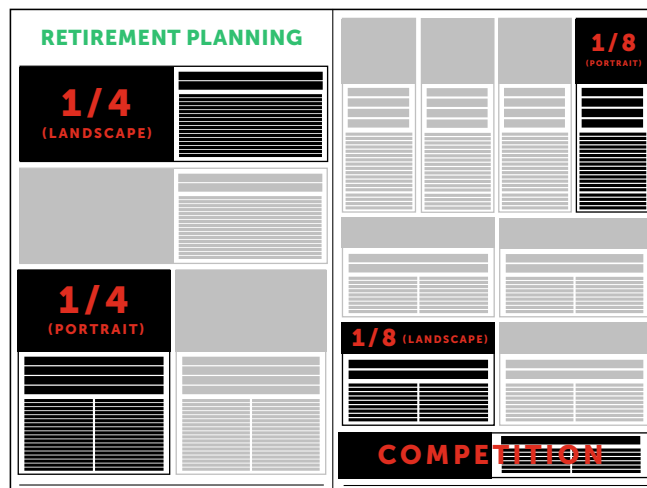
Landscape: 129.5 x 89 mm  
Portrait: 62.8 x 182.4 mm

### COMPETITION: 263 x 42 mm

<b>Headline</b>	Written in-house	<b>Main body copy</b>	50-70 words
<b>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>	200-250 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

<b>Contact</b>	Website, phone number	<b>Images</b>	2-3 high resolution images*
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## 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

Hurst Media Company  
United House  
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Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
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