

Financial Services

checklist 

The **Guardian** SATURDAY 1ST JUNE 2019
(THIS IS NOT A SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)



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

Guardian readers have a definite sense of financial nous and an interest in investment ideas. They are also more likely to have an interest in financial services advertising, which makes the **Financial Services Checklist** the perfect guide for these wealthy professionals, providing the latest advice for how they can get the most out of their money.

It will showcase a high-quality selection of products and services, ranging from property, insurance, investment opportunities, financial advice, as well as pensions, retirement and banking options.

One third of *Guardian* readers own stocks and shares, which is why the **Financial Services Checklist** is the perfect shop window for brands and organisations to benefit from an engaged and affluent ABC1 audience, suggestible to new products and services.

PARTICULARLY CONSIDERING

- 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

Financial Services checklist

Get the most for your money with our selection of the best financial services, including property, legal, lending, investment and pension options

The rise of pension complaints – are you owed money?

ADVERTISING

Many people have been complaining about their pension providers, claiming they have not received the money they are owed. This is often due to a combination of factors, including poor communication, lack of transparency, and a failure to provide the necessary information to help investors make informed decisions.

ADVERTISING

Take advantage of your annual tax-free allowance in 2019

Many people have been complaining about their pension providers, claiming they have not received the money they are owed. This is often due to a combination of factors, including poor communication, lack of transparency, and a failure to provide the necessary information to help investors make informed decisions.

ADVERTISING

How many startups should you invest in?

Many people have been complaining about their pension providers, claiming they have not received the money they are owed. This is often due to a combination of factors, including poor communication, lack of transparency, and a failure to provide the necessary information to help investors make informed decisions.

ADVERTISING

Mini bond investments – a risky business?

Many people have been complaining about their pension providers, claiming they have not received the money they are owed. This is often due to a combination of factors, including poor communication, lack of transparency, and a failure to provide the necessary information to help investors make informed decisions.

ADVERTISING

A gift in your will can make a difference

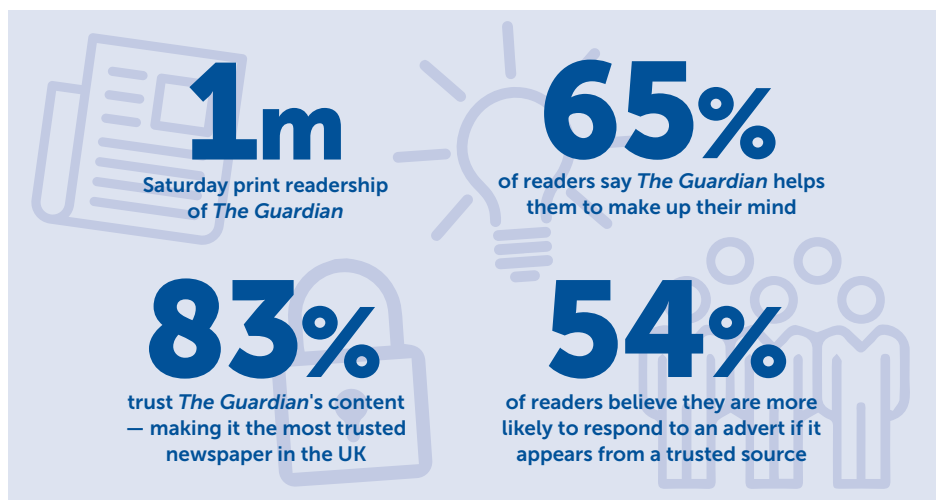
Many people have been complaining about their pension providers, claiming they have not received the money they are owed. This is often due to a combination of factors, including poor communication, lack of transparency, and a failure to provide the necessary information to help investors make informed decisions.

ADVERTISING

A lease share of a racehorse

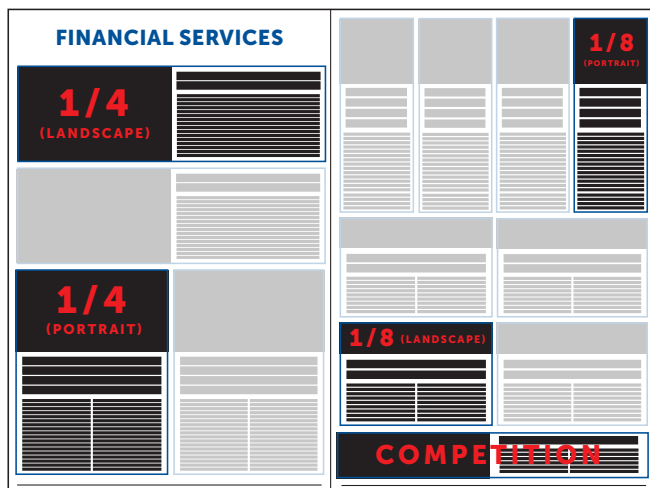
Many people have been complaining about their pension providers, claiming they have not received the money they are owed. This is often due to a combination of factors, including poor communication, lack of transparency, and a failure to provide the necessary information to help investors make informed decisions.

ADVERTISING



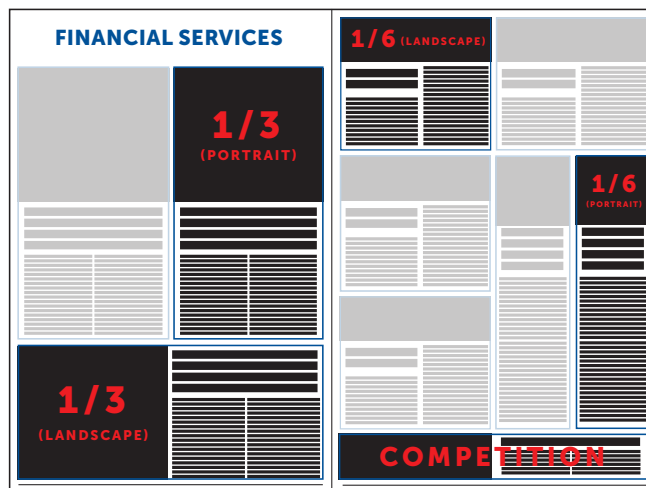
1/4 , 1/8 FEATURE REQUIREMENTS

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



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

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

SIXTH PAGE

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

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

QUARTER PAGE

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

Headline	Written in-house
Main body copy	200-250 words
Contact	Website, phone number
Images	1-2 high resolution images*

EIGHTH PAGE

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

Headline	Written in-house
Main body copy	70-100 words
Contact	Website, phone number
Images	1 high resolution image*

COMPETITION: 263 x 42.5 mm

Headline	Written in-house	Main body copy	50-70 words	Contact	Website, phone number	Images	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%
- Please supply images at their original size and aspect ratio. We will crop images to an appropriate size when laying out your advertorial.
- Please do not supply images with any copy i.e. slogans on top
- We recommend supplying lifestyle images depicting your target audience, service or general message; or product shots.

We cannot guarantee the quality of the final print for images supplied outside of these specifications.

COPY SPECIFICATIONS

- All copy content provided in word processor file (avoid supplying in PDF format)
- Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style

* Image use subject to editorial discretion and may vary depending quality, size and layout.
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

FILE TRANSFER

Files less than 8mb can be emailed to production@hurstmediacompany.co.uk. For larger files please send to production@hurstmediacompany.co.uk via wettransfer.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** within the house style of the publication
- Layouts may vary depending on images and/or text supplied

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.

CONTACT DETAILS

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