# Health and Wellh checklist 🗹



## **PUBLISHED WITH** | SATURDAY 29 JUNE 2019

(THIS IS NOT A SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

Health & Wellbeing Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of The Guardian

The Guardian's readership is well balanced, with an even split among all age groups, which means Health & Wellbeing Checklist is perfectly poised to serve as the essential guide to help readers of all ages make positive changes in order to lead a healthier lifestyle.

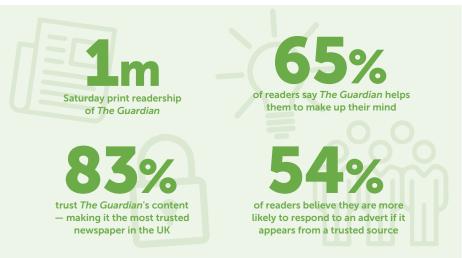
It will showcase a selection of high-quality products and services, ranging from specialist clinics, beauty and cosmetic treatments, alternative therapy, diet and fitness advice and homecare and mobility options.

Published in the Saturday edition of *The* Guardian, Health & Wellbeing Checklist is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend reading their newspaper, and a greater disposable income to spend on health and wellness amenities.

#### PARTICULARLY CONSIDERING

- 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
- 85% of The Guardian readers are ABC1, with an average household income of £59,764
- 53% of readers say The Guardian is impartial and unbiased





## RATE CARD

Third page £6,000

Quarter page £4,500

Sixth page £3,250

Competition P.O.A **Partnership** 

(Advertorial or Advert)

## DISTRIBUTION

- 254,223 copies of The Guardian are published on a Saturday (Canopy Media, Apr '19)
- 1,006,000 average Saturday readership (Canopy Media, Apr '19)
- **Distributed UK wide**

## DEMOGRAPHICS



Facts and figures from The Guardian, Ofcom UK and Canopy Media

## 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 200-300 words Main body сору Website, phone number Contact

1-3 high resolution Images

images

#### SIXTH PAGE

Landscape: 129.5 x 89 mm Portrait: 62 8 x 182 4 mm

Written in-house

120-150 words

Headline Main body сору

Contact Website, phone number

1 high resolution image<sup>3</sup> Images

## 1/3, 1/6 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

Headline Written in-house 200-250 words Main body сору Website, phone number

1-2 high resolution Images images

#### **EIGHTH PAGE**

Landscape: 129.5 x 66 mm Portrait: 62 8 x 135 7 mm

Headline Written in-house 70-100 words Main body сору Website, phone number Contact

1 high resolution image\*

#### COMPETITION: 263 x 42.5 mm

Headline Prize

Written in-house Prize and value

Main body copy

50-70 words

Contact

Contact

Website, phone number

Images

Images

2-3 high resolution images<sup>3</sup>

## **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
- 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 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 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**

Hurst Media Company United House N7 9DP Tel: 020 3478 6017

hurstmediacompany.co.uk Company number: 08357910 VAT number: 161866882

#### **MEDIA SALES**

Tel: 0203 478 6017 Fax: 0203 478 6018 sales@hurstmediacompany.co.uk

#### PRODUCTION DEPT.

Tel: 0203 478 6016 production@hurstmediacompany.co.uk

