

GADGETS AND TECH

checklist 

The **Guardian** SATURDAY 30 NOVEMBER 2019

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



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

Guardian readers are extremely tech-savvy and more likely than the average adult to own the latest items, such as laptops with Blu-ray players, wireless internet radios and digital music streamers. Gadgets and Tech Checklist will therefore serve as an essential guide for readers to discover an easier life with the latest tech trends and devices on the market.

It will showcase a high-quality selection of products to benefit the tech-savvy, ranging from the best and most up-to-date apps, kitchen and domestic gadgets, computing, gaming, audio and hi-fi products, security options and home automation systems.

Published on a Saturday, the Gadgets and Tech Checklist is the perfect shop window for brands and organisations to benefit from an affluent, educated audience, who, when presented with accurate, reliable information, are highly suggestible to new purchasing ideas and have more time to spend reading their newspaper than a week day instalment.

PARTICULARLY CONSIDERING

- *The Guardian* reaches 894,200 readers within the affluent ABC1 demographic
- 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

GADGETS AND TECH

To officinarum ipsum voluptatem. Uscit et attis animam et fugit, conisquam rem ut andit restibus lab invelit ptatem.

Explore, conquer and play in virtual reality at Zero Latency

Zero Latency is a virtual reality experience that allows you to explore, conquer and play in a virtual world. It's a fully immersive experience that's perfect for anyone who loves gaming or virtual reality.

Retro gaming to a modern standard

With the latest technology, retro gaming is now more than just a hobby. It's a way of life. With the latest technology, you can now play your favourite retro games on a modern system.

A waterproof television for outdoor use

With the latest technology, you can now enjoy your favourite TV shows and movies outdoors. The new waterproof television is perfect for anyone who loves outdoor living.

Jabra: cutting-edge technology delivers the best for your ears

Jabra is a leading manufacturer of audio equipment. Their cutting-edge technology delivers the best sound for your ears.

Save cash on tech!

With the latest technology, you can now save cash on your tech purchases. The new tech store offers a range of products at a discounted price.

Join the quiet revolution - cut down your carbon footprint and make travel a joy

With the latest technology, you can now reduce your carbon footprint and make travel a joy. The new electric scooter is perfect for anyone who wants to travel sustainably.

Yamaha: Ahead of the curve for 130 years

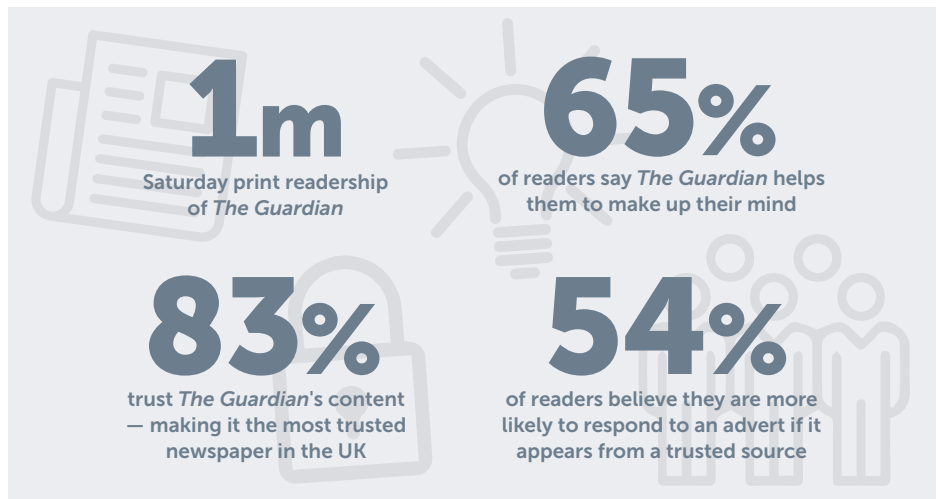
Yamaha is a leading manufacturer of musical instruments. Their 130 years of experience has made them a household name.

A new camera worthy of the gods

With the latest technology, you can now take photos that are worthy of the gods. The new Olympus camera is perfect for anyone who loves photography.

Power your home worthy of the gods

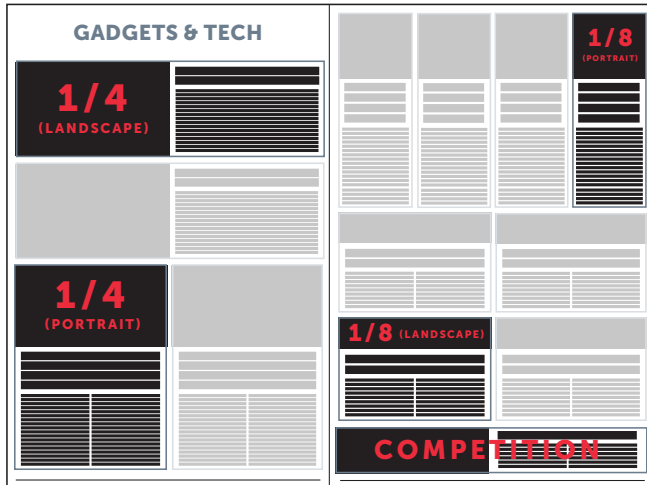
With the latest technology, you can now power your home with sustainable energy. The new solar panel system is perfect for anyone who wants to live sustainably.



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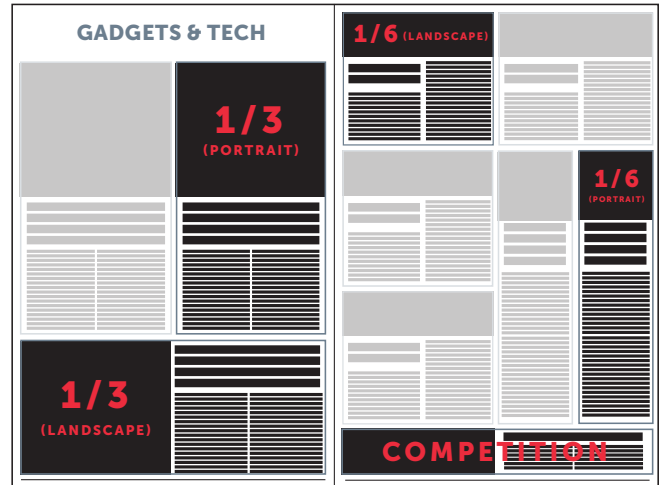
1/4 , 1/8 FEATURE REQUIREMENTS

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.



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*

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*

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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