AnimalS checklist 2





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

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

The Guardian readers have an average household income of £59.764. This wealthy readership believes it is worth paying extra for quality products and services. The Pets & Animals Checklist serves as an essential guide for animal lovers looking to make the best choices available for their pets.

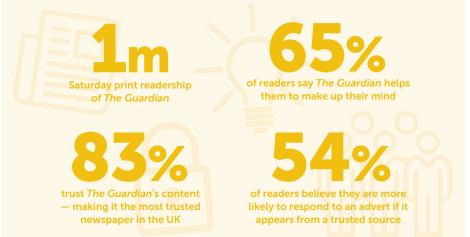
The Pets & Animals Checklist showcases a high-quality selection of products and services for pets and their owners, ranging from food options, veterinary care, training classes, grooming equipment and services, charities, insurance, equine pursuits, exotic/tropical animals, pet-friendly hotels/restaurants and toys and accessories.

Published on a Saturday, the Pets & Animals Checklist is the perfect shop window for brands and organisations to benefit from an engaged audience who are looking for ways to keep their animals healthy and happy.

PARTICULARLY CONSIDERING

- The Guardian reaches 894,200 readers within the affluent ABC1 demographic
- 53% of readers say *The Guardian* is impartial and unbiased
- 95% of Guardian readers claim that they don't read any other quality newspaper
- 80% of readers say The Guardian is accurate and reliable





RATE CARD

Third page £6,000

Quarter page £4,500

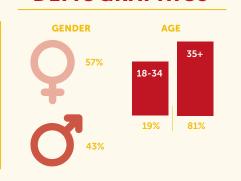
Sixth page £3,250

Competition **Partnership** (Advertorial or Advert) P.O.A

DISTRIBUTION

- 254,223 copies of The Guardian are published on a Saturday
- 1,006,000 average Saturday readership
- **Distributed UK wide**

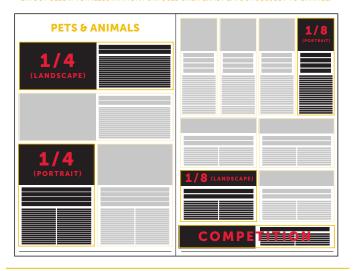
DEMOGRAPHICS



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



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

1-2 high resolution images*

EIGHTH PAGE

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

Headline Main body copy

Contact Website, phone number

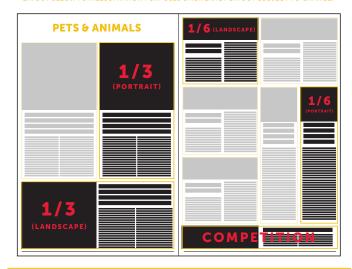
70-100 words

Written in-house

Images 1 high resolution image^s

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

1 high resolution image*

COMPETITION: 263 x 42.5 mm

Headline

Prize

Images

Written in-house

ten in-house Main body copy

50-70 words

Contact

Website, phone number

Images

Images

2-3 high resolution images*

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 *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

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