

Charities

checklist

The Guardian SATURDAY 21 DECEMBER 2019

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

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

As 60% of *Guardian* readers are progressives, the **Charities Checklist** will serve as the essential guide for these affluent, socially conscious consumers, providing information on charitable giving, fundraising ideas and how they can make a difference to those in need.

It showcases a selection of charitable trusts and organisations, ranging from children, animals, health, environmental, public service & military, as well as education, housing, arts & culture, poverty relief, elderly and disability.

Published on the Saturday before Christmas day, a time when many readers are looking for new causes to support, the **Charities Checklist** is the perfect shop window for brands and organisations to benefit from an engaged and affluent audience, who are highly sympathetic to new charities and organisations.

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

Charities checklist

A charitable gift needn't cost you much – you can make a difference to people's lives in many different ways

A gift in your will can make a difference

ssafa the Armed Forces charity

Remember Spinal Research in your Will and leave a legacy of hope

Support wheelchair sports stars!

Help our homeless find a new life

Rescue a dog – help rehoming a hound

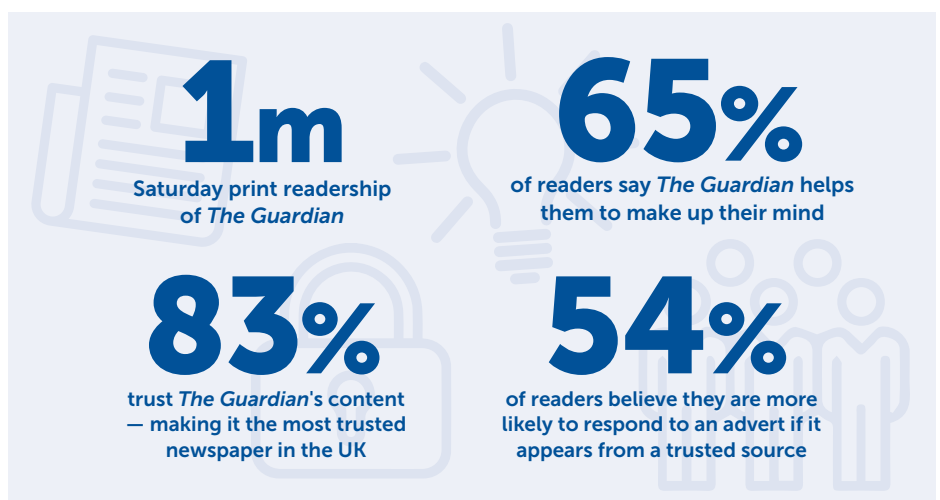
Donate to fund deaf children's care

Write your Will for free and help guide the guide dogs of the future

Help a family get out of poverty with a life-saving loan

Think of the children: how you can help

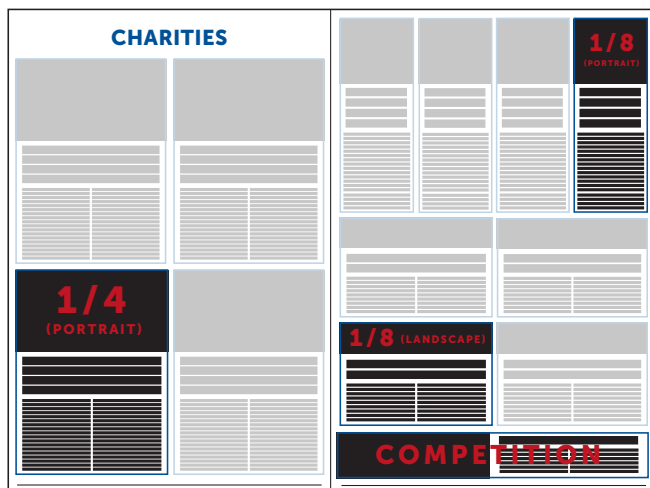
Enrich someone's life with just an hour a week



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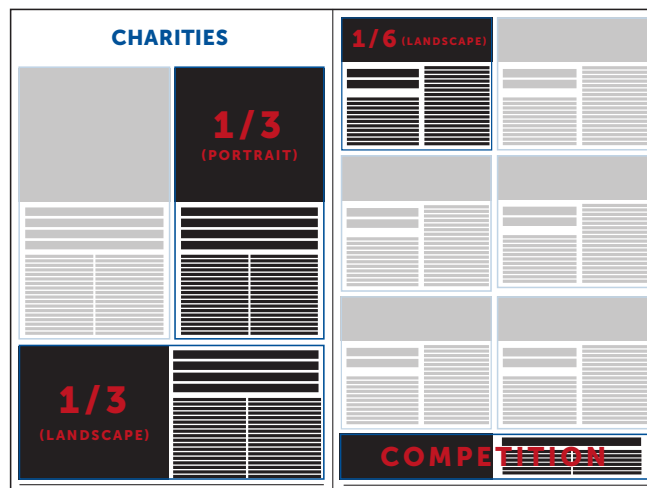
1/4 , 1/8 FEATURE REQUIREMENTS

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

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

| | |
|-----------------------|--------------------------|
| 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* |
| Prize | Prize and value | | | | | | |

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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