

Food & Drink

checklist

The **Guardian** WEDNESDAY 11 DECEMBER 2019

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

Food & Drink Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Wednesday edition of *The Guardian*.

The Guardian has always been a trusted source of eatery inspiration for foodies open to trying their hand at alternative culinary trends and cuisines from around the world. **Food & Drink Checklist** will serve as an essential guide for readers to transform the way they eat in and dine out.

It showcases a high-quality selection of products, services and experiences to benefit the food-savvy, ranging from gourmet goods, kitchen tech and gadgets, culinary travel, wines, spirits and cocktails, and seasonal dining options.

Published on a Wednesday, **Food & Drink Checklist** is the perfect shop window for brands and organisations to benefit from an affluent audience, who, when presented with accurate, reliable information, are highly suggestible to new purchasing ideas.

PARTICULARLY CONSIDERING

- *The Guardian* readers are food & drink aficionados, with £81 a week spent on groceries
- 85% of *Guardian* readers are ABC1, with an average household income of £59,764
- *The Guardian* readers are 75% more likely to be considered heavy restaurant goers and eat out around 3 times a month
- 95% of *Guardian* readers claim that they don't read any other quality newspaper



Food & Drink checklist

To officiatum ipsum voluptatem. Ut elit sitis animam et fugit, conninguam rem ut andit restibusum lab invello gratat.

Love berries? Love the bees? Then we bee-long together

Love berries? Love the bees? Then we bee-long together. This is a full-colour advertisement for a product called 'Love Berries'.

Rice without rules

Rice without rules. This is a full-colour advertisement for a product called 'Rice without rules'.

Experience making your own gin with Slingsby

Experience making your own gin with Slingsby. This is a full-colour advertisement for a product called 'Slingsby'.

The London-based company cleaning up the coffee industry

The London-based company cleaning up the coffee industry. This is a full-colour advertisement for a product called 'PERCOL'.

Transform your office lunches

Transform your office lunches. This is a full-colour advertisement for a product called 'sistema'.

Hand-picked wines for you to enjoy

Hand-picked wines for you to enjoy. This is a full-colour advertisement for a product called 'McWHEELER'.

From nervous novice to confident cook...

From nervous novice to confident cook... This is a full-colour advertisement for a product called 'McWHEELER'.

Bright days for British beer with Truman's

Bright days for British beer with Truman's. This is a full-colour advertisement for a product called 'Truman's'.

Spice up your next party or event

Spice up your next party or event. This is a full-colour advertisement for a product called 'Truman's'.

Melt-in-the-mouth dairy free ice cream

Melt-in-the-mouth dairy free ice cream. This is a full-colour advertisement for a product called 'Truman's'.

A luxury food & drink experience for you and your friends

A luxury food & drink experience for you and your friends. This is a full-colour advertisement for a product called 'Truman's'.

667k

Weekday print readership of *The Guardian*

65%

of readers say *The Guardian* helps them to make up their mind

83%

trust *The Guardian's* content — making it the most trusted newspaper in the UK

54%

of readers believe they are more likely to respond to an advert if it appears from a trusted source

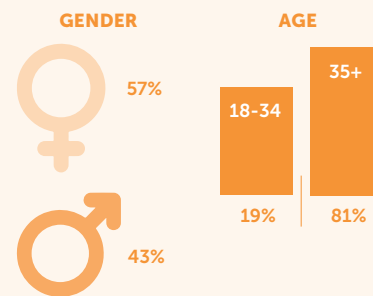
RATE CARD

Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A

DISTRIBUTION

- 108,799 copies of *The Guardian* are published on a weekday
- 667,000 average weekday readership
- Distributed UK wide

DEMOGRAPHICS



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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