

Food & Drink

checklist

The Guardian SATURDAY 14 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 Saturday 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 Saturday, **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 officinarum ipsum voluptatem. Ut elit etis salmure et fugit, coninciamus rem ut andit restibusum lab invellet placet.

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

Love berries are a delicious and healthy fruit that is perfect for bees. They are also a great source of antioxidants and can help to improve your skin. Find out more about the benefits of love berries and how to grow them at home.

Rice without rules

Discover the many ways to cook rice and how to make it a part of your diet. From traditional recipes to modern twists, there are endless possibilities. Find out more about the benefits of rice and how to make it a part of your diet.

Experience making your own gin with Slingsby

Slingsby is a leading brand in the world of gin. They offer a range of products and services that are perfect for anyone who wants to make their own gin. Find out more about the benefits of Slingsby and how to make your own gin.

The London-based company cleaning up the coffee industry

PERCOL is a London-based company that is cleaning up the coffee industry. They offer a range of products and services that are perfect for anyone who wants to make their own coffee. Find out more about the benefits of PERCOL and how to make your own coffee.

Bright days for British beer with Truman's

Truman's is a leading brand in the world of beer. They offer a range of products and services that are perfect for anyone who wants to make their own beer. Find out more about the benefits of Truman's and how to make your own beer.

Spice up your next party or event

Truman's is a leading brand in the world of beer. They offer a range of products and services that are perfect for anyone who wants to make their own beer. Find out more about the benefits of Truman's and how to make your own beer.

Melt-in-the-mouth dairy free ice cream

Truman's is a leading brand in the world of beer. They offer a range of products and services that are perfect for anyone who wants to make their own beer. Find out more about the benefits of Truman's and how to make your own beer.

Transform your office lunches

Truman's is a leading brand in the world of beer. They offer a range of products and services that are perfect for anyone who wants to make their own beer. Find out more about the benefits of Truman's and how to make your own beer.

A luxury food & drink experience for you and your friends

Truman's is a leading brand in the world of beer. They offer a range of products and services that are perfect for anyone who wants to make their own beer. Find out more about the benefits of Truman's and how to make your own beer.

1m

Saturday 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

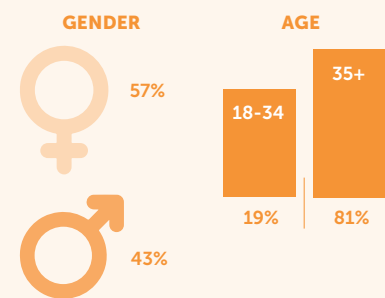
RATE CARD

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

DISTRIBUTION

- 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



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*
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

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

