

# Food & Drink

## checklist

The **Guardian** SATURDAY 7 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 officiatum ipsum voluptatem. Ut elit et atis salmum et fugit, coninciam rem ut andit restibusum lab invello tritacet.

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

... (text continues) ...

#### Rice without rules

... (text continues) ...

#### Experience making your own gin with Slingsby

... (text continues) ...

#### The London-based company cleaning up the coffee industry

... (text continues) ...

#### Transform your office lunches

... (text continues) ...

#### Hand-picked wines for you to enjoy

... (text continues) ...

#### From nervous novice to confident cook...

... (text continues) ...

#### Bright days for British beer with Truman's

... (text continues) ...

#### Spice up your next party or event

... (text continues) ...

#### Melt-in-the-mouth dairy free ice cream

... (text continues) ...

#### A luxury food & drink experience for you and your friends

... (text continues) ...

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

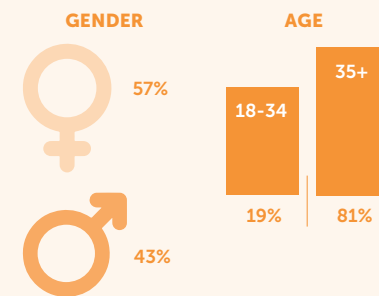
### RATE CARD

|                                                 |        |
|-------------------------------------------------|--------|
| 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

|                       |                             |
|-----------------------|-----------------------------|
| <b>Headline</b>       | Written in-house            |
| <b>Main body copy</b> | 200-250 words               |
| <b>Contact</b>        | Website, phone number       |
| <b>Images</b>         | 1-2 high resolution images* |

### EIGHTH PAGE

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

|                       |                          |
|-----------------------|--------------------------|
| <b>Headline</b>       | Written in-house         |
| <b>Main body copy</b> | 70-100 words             |
| <b>Contact</b>        | Website, phone number    |
| <b>Images</b>         | 1 high resolution image* |

### THIRD PAGE

Landscape: 263 x 89 mm  
Portrait: 192.5 x 182.4 mm

|                       |                             |
|-----------------------|-----------------------------|
| <b>Headline</b>       | Written in-house            |
| <b>Main body copy</b> | 200-300 words               |
| <b>Contact</b>        | Website, phone number       |
| <b>Images</b>         | 1-3 high resolution images* |

### SIXTH PAGE

Landscape: 129.5 x 89 mm  
Portrait: 62.8 x 182.4 mm

|                       |                          |
|-----------------------|--------------------------|
| <b>Headline</b>       | Written in-house         |
| <b>Main body copy</b> | 120-150 words            |
| <b>Contact</b>        | Website, phone number    |
| <b>Images</b>         | 1 high resolution image* |

### COMPETITION: 263 x 42.5 mm

|                 |                  |                       |             |                |                       |               |                             |
|-----------------|------------------|-----------------------|-------------|----------------|-----------------------|---------------|-----------------------------|
| <b>Headline</b> | Written in-house | <b>Main body copy</b> | 50-70 words | <b>Contact</b> | Website, phone number | <b>Images</b> | 2-3 high resolution images* |
| <b>Prize</b>    | 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](mailto:production@hurstmediacompany.co.uk). For larger files please send to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wettransfer.com](http://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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