

Health and Wellbeing

checklist 

The **Guardian** SATURDAY 11 JANUARY 2020

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

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

The Guardian's readership is well balanced, with an even split among all age groups, which means **Health & Wellbeing Checklist** is perfectly poised to serve as the essential guide to help readers of all ages make positive changes in order to lead a healthier lifestyle.

It will showcase a selection of high-quality products and services, ranging from specialist clinics, beauty and cosmetic treatments, alternative therapy, diet and fitness advice and homeware and mobility options.

Published in the Saturday edition of *The Guardian*, **Health & Wellbeing Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend reading their newspaper, and a greater disposable income to spend on health and wellness amenities.

PARTICULARLY CONSIDERING

- 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
- 85% of *The Guardian* readers are ABC1, with an average household income of £59,764
- 53% of readers say *The Guardian* is impartial and unbiased



Health and Wellbeing checklist

Your body is precious and it pays to look after yourself. Here are a variety of ideas to be – and stay – healthy

Strengthen your pelvic floor – using digital technology!

KEGEL 8

KEGEL 8 is a revolutionary digital pelvic floor strengthener. It's the only one of its kind, using a combination of digital technology and physical resistance to help you strengthen your pelvic floor muscles. It's perfect for men and women of all ages, and is a great way to improve your overall health and wellbeing.

Guaranteed relief for extremely dry, cracked skin

108 HARLEY STREET

108 Harley Street is a leading clinic for skin and hair treatments. They offer a range of services, including laser treatments, chemical peels, and microdermabrasion. They also have a dedicated section for dry, cracked skin, where they use a combination of topical treatments and digital technology to provide guaranteed relief.

Early detection and annual breast check-ups help diagnose breast cancer early!

ADAM & BROS

Adam & Bros is a leading provider of breast cancer screening services. They offer a range of services, including mammograms, ultrasound scans, and breast MRI scans. They also have a dedicated section for early detection and annual breast check-ups, where they use a combination of digital technology and physical resistance to help you detect breast cancer early.

Knee pain sufferers unite in new group

GOA KNEE PAIN

Goa Knee Pain is a new group for people who suffer from knee pain. They offer a range of services, including physiotherapy, massage, and acupuncture. They also have a dedicated section for knee pain sufferers, where they use a combination of digital technology and physical resistance to help you manage your knee pain.

The Slender way to help you lose weight

ADAM & BROS

Adam & Bros is a leading provider of weight loss services. They offer a range of services, including diet and exercise plans, and weight loss surgery. They also have a dedicated section for the slender way to help you lose weight, where they use a combination of digital technology and physical resistance to help you lose weight.

Natural, ethical products for the body

FAITH IN NATURE

Faith in Nature is a leading provider of natural, ethical products for the body. They offer a range of products, including skincare, haircare, and bodycare. They also have a dedicated section for natural, ethical products for the body, where they use a combination of digital technology and physical resistance to help you find the products you need.

Vegan – and without compromise on taste

GO FIGURE

Go Figure is a leading provider of vegan food and drink. They offer a range of products, including vegan meat, fish, and dairy alternatives. They also have a dedicated section for vegan food and drink, where they use a combination of digital technology and physical resistance to help you find the products you need.

High-quality contact lenses at affordable prices delivered straight to your door

VISION DIRECT

Vision Direct is a leading provider of high-quality contact lenses at affordable prices. They offer a range of lenses, including daily disposables, monthly lenses, and contact lenses for children. They also have a dedicated section for high-quality contact lenses at affordable prices, where they use a combination of digital technology and physical resistance to help you find the lenses you need.

If you find your willpower to be lacking, why not give science a go?

GO FIGURE

Go Figure is a leading provider of willpower training services. They offer a range of services, including willpower training courses, and willpower training apps. They also have a dedicated section for willpower training services, where they use a combination of digital technology and physical resistance to help you improve your willpower.

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Saturday print readership of *The Guardian*

83%

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

65%

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

54%

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

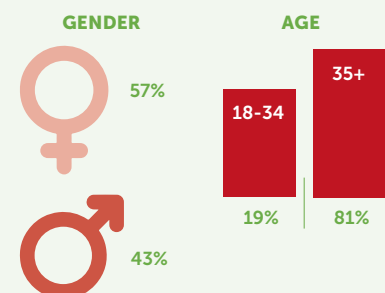
RATE CARD

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*
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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.

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