

Health and Wellbeing

checklist 

The **Guardian** WEDNESDAY 8 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 Wednesday 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 Wednesday 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

It's no surprise that pelvic floor strength is a key factor in overall health and wellbeing. Kegel 8 is a digital device that helps you strengthen your pelvic floor muscles using a combination of sound and light. It's easy to use and can be used anywhere, anytime.

Guaranteed relief for extremely dry, cracked skin

108 HARLEY STREET

108 Harley Street is a leading clinic for skin treatments. They offer a range of treatments for dry, cracked skin, including laser therapy and chemical peels. Their experts use the latest technology to ensure the best results.

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

108 HARLEY STREET

Early detection is key to successful treatment of breast cancer. 108 Harley Street offers annual breast check-ups and ultrasound scans to help detect any potential issues early on.

Knee pain sufferers unite in new group

108 HARLEY STREET

A new group has been formed to support people with knee pain. The group offers a range of services, including physiotherapy, acupuncture, and lifestyle advice, to help manage knee pain effectively.

The Slender way to help you lose weight

108 HARLEY STREET

108 Harley Street offers a range of weight loss treatments, including laser lipolysis and cryolipolysis. Their experts use non-invasive techniques to help you achieve your desired weight.

Natural, ethical products for the body

FAITH IN NATURE

FAITH IN NATURE offers a range of natural, ethical products for the body. Their products are made from high-quality, natural ingredients and are free from harmful chemicals.

Vegan – and without compromise on taste

FAITH IN NATURE

FAITH IN NATURE offers a range of vegan products, including plant-based meat alternatives and dairy-free desserts. Their products are delicious and nutritious.

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

VISIONDIRECT

VISIONDIRECT offers high-quality contact lenses at affordable prices. They deliver lenses straight to your door, making it easy to keep your vision clear.

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

GO FIGURE

GO FIGURE offers a range of products to help you improve your willpower and focus. Their products are based on scientific research and are designed to help you achieve your goals.

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Weekday 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

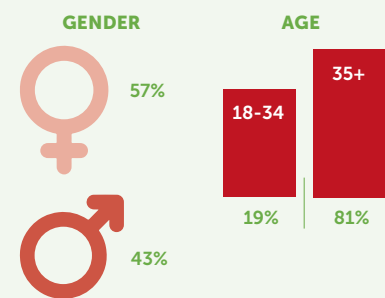
RATE CARD

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

DISTRIBUTION

- 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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