

# SALE

## checklist

**The Guardian**  
PUBLISHED WITH **SAURDAY 28 DECEMBER 2019**

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



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

With Boxing Day and January deals getting bigger every year, the **Sale Checklist** will serve as the essential guide for the best deals and offers and is an excellent opportunity to reach this audience in the run up to the most popular shopping season.

It showcases a selection of high-quality discounted products and services, ranging from beauty & skincare giftsets, gadgets & tech, homewares, food & drink, as well as winter fashion, fragrances, accessories and experience days.

The **Sale Checklist**, published during the Boxing Day sales and just before the January sales, is the perfect vehicle for showcasing your company's products to an engaged audience, who are looking for the best deals and ways to save money.

### PARTICULARLY CONSIDERING

- 85% of *Guardian* readers are ABC1, with an average household income of £59,764
- 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
- 95% of *Guardian* readers claim that they don't read any other quality newspaper

### SALE checklist

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#### Sale on adjustable furniture range

AT OFFICEPOINT, the UK's leading furniture retailer, you'll find a wide range of adjustable furniture, including desks, chairs, and storage units. All items are available at a special sale price.

#### Preserve your wine and save your money...

WINEGARDEN, the UK's leading wine retailer, is offering a special sale on a range of premium wines. All items are available at a special sale price.

#### Kickstart your health and fitness goals with a discount

HEALTHY LIVING, the UK's leading health and fitness retailer, is offering a special sale on a range of fitness equipment. All items are available at a special sale price.

#### Save up to 40% with a refurbished phone

QUICK MobileFix, the UK's leading mobile phone retailer, is offering a special sale on a range of refurbished mobile phones. All items are available at a special sale price.

#### Time for a new mattress? Save with Mattressman!

MATTRESSMAN, the UK's leading mattress retailer, is offering a special sale on a range of premium mattresses. All items are available at a special sale price.

#### Apple equipment without the upfront cost

APPLE EQUIPMENT, the UK's leading Apple equipment retailer, is offering a special sale on a range of Apple equipment. All items are available at a special sale price.

#### 20% off age-defying skincare

SKINCARE, the UK's leading skincare retailer, is offering a special sale on a range of age-defying skincare products. All items are available at a special sale price.

#### A new camera worthy of the gods

OLYMPUS, the UK's leading camera retailer, is offering a special sale on a range of premium cameras. All items are available at a special sale price.

#### Save cash on tech!

TECH, the UK's leading tech retailer, is offering a special sale on a range of tech products. All items are available at a special sale price.

#### 30% off CBD product range

VITALITY CBD, the UK's leading CBD retailer, is offering a special sale on a range of CBD products. All items are available at a special sale price.

#### Win an EA1-SR starter kit for wireless control of your room!

WIN, the UK's leading wireless control retailer, is offering a special sale on a range of wireless control products. All items are available at a special sale price.

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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

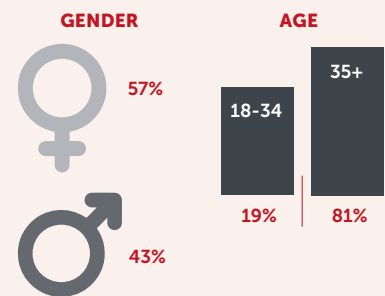
### RATE CARD

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

### DISTRIBUTION

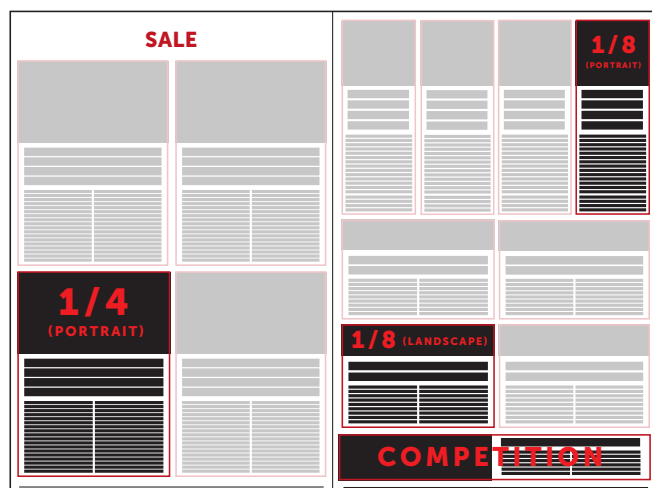
- 254,223 copies of *The Guardian* are published on a Saturday
- 1,006,000 average Saturday readership
- Distributed UK wide

### 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

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

<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

Hurst Media Company  
United House  
N7 9DP  
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[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
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VAT number: 161866882

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