

Health and Wellbeing

checklist



The Guardian SATURDAY 29 FEBRUARY 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 homecare 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 a precious asset. It's time to look after yourself. Here are a selection of ideas to help you live healthier.

The Slender way to reduce cravings and help you lose weight

Protein World's new **Slender** range of products is designed to help you lose weight and reduce cravings. It's a complete meal replacement that's easy to eat and digest. It's also low in calories and high in protein, so it keeps you full and satisfied. It's the perfect solution for anyone who wants to lose weight and improve their health.

When blisters strike, carry on with Compeed®

Compeed's new **Compeed** range of products is designed to help you keep your feet comfortable and pain-free. It's a complete solution for anyone who wants to keep their feet comfortable and pain-free. It's the perfect solution for anyone who wants to keep their feet comfortable and pain-free.

Knee pain sufferers unite with Neo G

Neo G's new **Neo G** range of products is designed to help you keep your knees comfortable and pain-free. It's a complete solution for anyone who wants to keep their knees comfortable and pain-free. It's the perfect solution for anyone who wants to keep their knees comfortable and pain-free.

Love, safe sex and expectations

Love, safe sex and expectations. It's a complete solution for anyone who wants to keep their love life healthy and happy. It's the perfect solution for anyone who wants to keep their love life healthy and happy.

Treat your swallowing and reflux problems

Iqoro's new **Iqoro** range of products is designed to help you treat your swallowing and reflux problems. It's a complete solution for anyone who wants to treat their swallowing and reflux problems. It's the perfect solution for anyone who wants to treat their swallowing and reflux problems.

Looking to build your own business?

Jul's new **Jul** range of products is designed to help you build your own business. It's a complete solution for anyone who wants to build their own business. It's the perfect solution for anyone who wants to build their own business.

Why protein should be top of your priority list

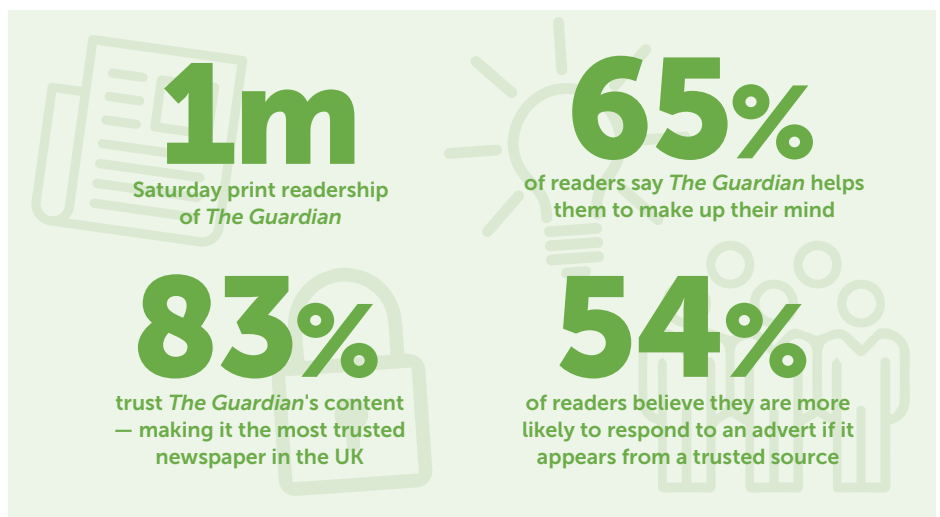
Protein World's new **Protein World** range of products is designed to help you keep your protein intake high. It's a complete solution for anyone who wants to keep their protein intake high. It's the perfect solution for anyone who wants to keep their protein intake high.

The right way to take CBD

Satipharm's new **Satipharm** range of products is designed to help you take CBD the right way. It's a complete solution for anyone who wants to take CBD the right way. It's the perfect solution for anyone who wants to take CBD the right way.

Making iron better...

Active Iron's new **Active Iron** range of products is designed to help you make iron better. It's a complete solution for anyone who wants to make iron better. It's the perfect solution for anyone who wants to make iron better.



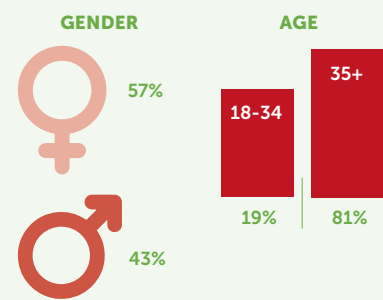
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition Partnership (Advertorial or Advert)	P.O.A

DISTRIBUTION

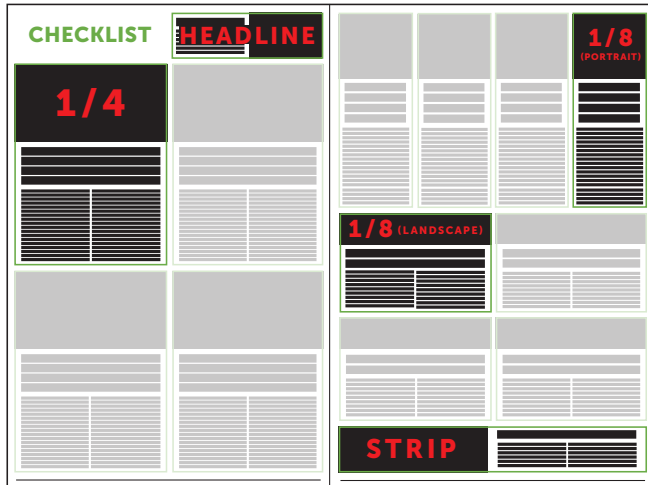
- 245,223 copies of *The Guardian* are published on a Saturday
- 1,006,000 average Saturday readership
- Distributed UK wide

DEMOGRAPHICS



1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



QUARTER PAGE

Portrait: 129.5 x 135.7 mm

Total word count 200-250 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1-2 images + logo

EIGHTH PAGE

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

Total word count 70-100 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1 image + logo

STRIP Landscape: 263 x 42.5 mm

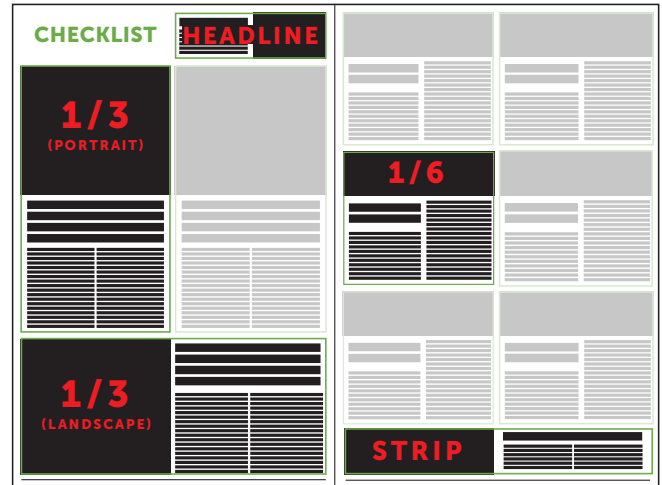
Main body copy 120-150 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2 images + logo

1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



THIRD PAGE

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

Total word count 200-300 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2-3 images + logo

SIXTH PAGE

Landscape: 129.5 x 89 mm

Total word count 120-150 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1-2 image + logo

HEADLINE Landscape: 129.5 x 42.5 mm

Main body copy 60-80 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1 image + logo

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format.
- All images are high resolution (at least 300dpi).
- 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.

COPY SPECIFICATIONS

- Total word count includes max. 10 words for headline and max. 20 words for a call to action.
- Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style.

FILE TRANSFER

Files less than 8mb (total attachment limit) can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent to production@hurstmediacompany.co.uk via wettransfer.com. Please clarify in your message your company name, publication, theme and on sale date as per your booking.

DESIGN PROCESS

- Once all material is submitted according to specification, **Hurst Media will layout your advertorial** within the pre-approved house style of the publication.
- Supplied copy will be subedited by Hurst Media's editorial team. Spelling, grammar and punctuation will also be corrected to the house style.
- Layouts may vary depending on style of images and/or text supplied.

APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required.
- Please ensure any amendments are clear and concise.
- Approval is required within 48 hours.
- Please note that the newspaper must also approve all advertorials and they reserve the right to make changes or corrections to ensure copy passes their compliance standards.

* Image use subject to editorial discretion and may vary depending quality, size and layout. We cannot guarantee the quality of the final print for images supplied outside of these specifications.

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.
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

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HURST MEDIA

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