

# Health and Wellbeing

## checklist



**The Guardian** **PUBLISHED WITH** **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 homecare 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 a precious asset. It's time to look after yourself. Here are a variety of ideas for how to stay healthy.

**The Slender way to reduce cravings and help you lose weight**

Protein World is a leading brand in the health and fitness industry. Their products are designed to help you lose weight and improve your overall health. They offer a range of products including protein powders, meal replacements, and supplements. Protein World is a trusted brand with a proven track record of helping people achieve their health goals.

**When blisters strike, carry on with Compeed®**

Compeed is a leading brand in the health and fitness industry. Their products are designed to help you lose weight and improve your overall health. They offer a range of products including protein powders, meal replacements, and supplements. Compeed is a trusted brand with a proven track record of helping people achieve their health goals.

**Knee pain sufferers unite with Neo G**

Neo G is a leading brand in the health and fitness industry. Their products are designed to help you lose weight and improve your overall health. They offer a range of products including protein powders, meal replacements, and supplements. Neo G is a trusted brand with a proven track record of helping people achieve their health goals.

### Love, safe sex and expectations

Love, safe sex and expectations. This is a guide to help you understand the importance of safe sex and how to make the most of your relationship. It covers topics such as contraception, STIs, and the importance of communication. This is a valuable resource for anyone looking to improve their sexual health and relationships.

**Treat your swallowing and reflux problems**

Iqoro is a leading brand in the health and fitness industry. Their products are designed to help you lose weight and improve your overall health. They offer a range of products including protein powders, meal replacements, and supplements. Iqoro is a trusted brand with a proven track record of helping people achieve their health goals.

**Looking to build your own business?**

Jul is a leading brand in the health and fitness industry. Their products are designed to help you lose weight and improve your overall health. They offer a range of products including protein powders, meal replacements, and supplements. Jul is a trusted brand with a proven track record of helping people achieve their health goals.

### Why protein should be top of your priority list

Protein is essential for your health and well-being. It helps build muscle, repair tissues, and support your immune system. There are many sources of protein, including meat, fish, eggs, and plant-based options. It's important to choose high-quality protein sources and consume them in moderation.

**The right way to take CBD**

Satipharm CBD is a leading brand in the health and fitness industry. Their products are designed to help you lose weight and improve your overall health. They offer a range of products including protein powders, meal replacements, and supplements. Satipharm CBD is a trusted brand with a proven track record of helping people achieve their health goals.

### Making iron better...

Active Iron is a leading brand in the health and fitness industry. Their products are designed to help you lose weight and improve your overall health. They offer a range of products including protein powders, meal replacements, and supplements. Active Iron is a trusted brand with a proven track record of helping people achieve their health goals.

**667k**  
Weekday 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

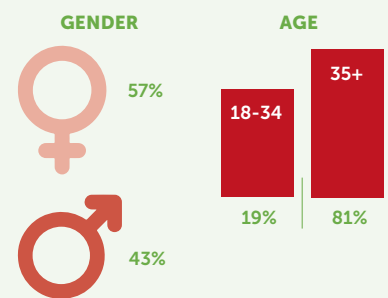
### RATE CARD

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

### DISTRIBUTION

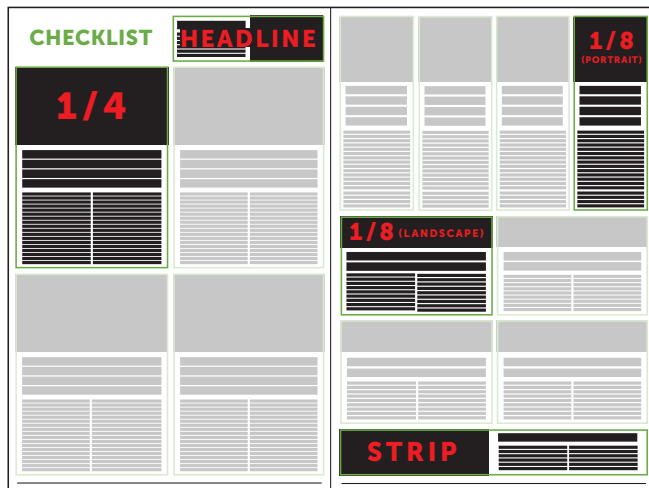
- 108,799 copies of *The Guardian* are published on a weekday
- 667,000 average weekday readership
- Distributed UK wide

### DEMOGRAPHICS



## 1/4 , 1/8 FEATURE REQUIREMENTS

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



### 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

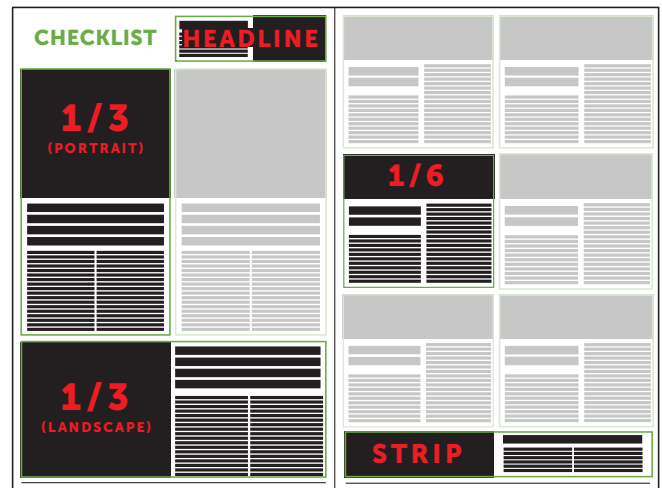
**Main body copy** 120-150 words

**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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent 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, 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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