

Charities

checklist



The Guardian

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

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

As 60% of *Guardian* readers are progressives, the **Charities Checklist** will serve as the essential guide for these affluent, socially conscious consumers, providing information on charitable giving, fundraising ideas and how they can make a difference to those in need.

It showcases a selection of charitable trusts and organisations, ranging from children, animals, health, environmental, public service & military, as well as education, housing, arts & culture, poverty relief, elderly and disability.

Published on a Wednesday, the **Charities Checklist** is the perfect shop window for brands and organisations to benefit from an engaged and affluent audience, who are highly sympathetic to new charities and organisations.

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

Charities checklist

Temporarily available in the Wednesday edition of *The Guardian*. It is a full-colour, tabloid sized double-page spread of advertorial content published in the Wednesday edition of *The Guardian*.

We are there for you when it matters

At our core, we are committed to making a difference in the lives of those who need it most. We are a team of dedicated professionals who work tirelessly to support those in need, providing them with the resources and support they need to overcome their challenges.

Visit www.gpcc.org.uk or call 0207 754 0000 for more information.

Will you leave the gift of a Marie Curie Nurse like Lynne or Bindi in your Will?

IF YOU'VE LEFT A LOVED ONE a Marie Curie Nurse, you'll have made a difference to the lives of many people. Marie Curie Nurses provide specialist nursing care to people with life-limiting conditions, helping them to live as well as possible for as long as they can. They also provide support and advice to families and friends.

Visit www.mariecurie.co.uk for more information.

Write your Will for free and help provide the guide dogs of the future

When you write your Will, you can also help to support Guide Dogs. Guide Dogs are a charity that trains and employs guide dogs to help visually impaired people. They also provide support and advice to families and friends.

Visit www.guidedogs.org.uk for more information.

Conservation and hope for the planet

ROCHA is a charity that works to protect and conserve the natural world. They provide support and advice to families and friends, helping them to live as well as possible for as long as they can.

Visit www.rocha.org.uk for more information.

Give the gift of sight through your Will

Orbis is a charity that provides eye care and vision rehabilitation services to people in need. They provide support and advice to families and friends, helping them to live as well as possible for as long as they can.

Visit www.orbis.org.uk for more information.

Will you remember the horses at Redwings Horse Sanctuary?

Redwings Horse Sanctuary is a charity that provides a safe haven for horses and ponies who have been abandoned, neglected or mistreated. They provide support and advice to families and friends, helping them to live as well as possible for as long as they can.

Visit www.redwings.org.uk for more information.

Remember Spinal Research in your Will and leave a legacy of hope

Spinal Research is a charity that provides support and advice to families and friends, helping them to live as well as possible for as long as they can. They also provide support and advice to families and friends.

Visit www.spinalresearch.org.uk for more information.

A gift in your Will can make a difference

ssafa is a charity that provides support and advice to families and friends, helping them to live as well as possible for as long as they can. They also provide support and advice to families and friends.

Visit www.ssafa.org.uk for more information.

667k
Weekday print readership
of *The Guardian*

65%
of readers say *The Guardian* helps
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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

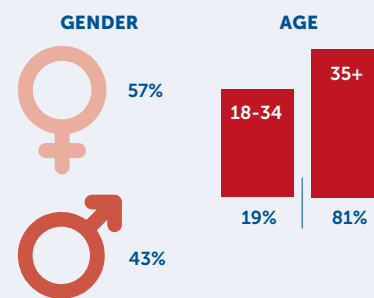
RATE CARD

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

DISTRIBUTION

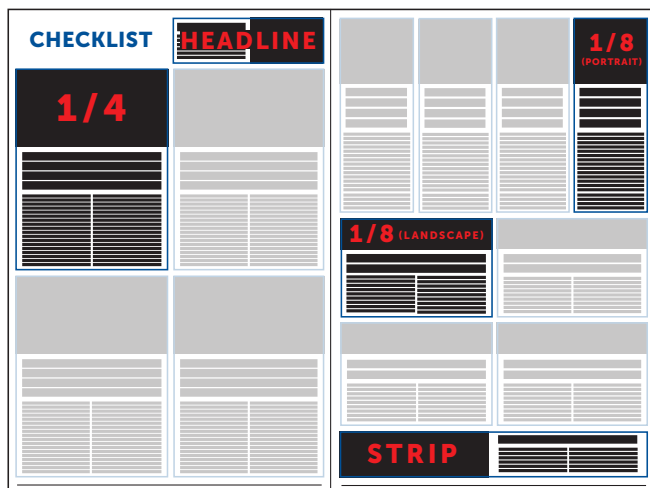
- 108,799 copies of *The Guardian* are published on a weekday
- 667,000 average weekday readership
- Distributed UK wide

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

EIGHTH PAGE

Landscape: 129.5 x 66 mm
Portrait: 62.8 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

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

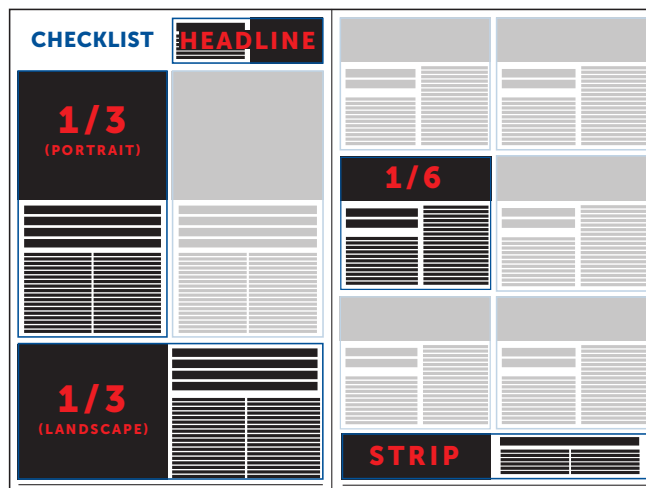
Main body copy 120-150 words

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

SIXTH PAGE

Landscape: 129.5 x 89 mm

Total word count 200-300 words

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

Images 2-3 images + logo

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.

CONTACT DETAILS

Hurst Media Company
United House
N7 9DP
Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPT.

Tel: 0203 478 6016
production@hurstmediacompany.co.uk



HURST MEDIA

The UK's trusted media partner