

Family checklist

The Guardian SATURDAY 1 FEBRUARY 2020

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

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

The Guardian readers have an average family income of £59,764. This wealthy readership believes it is worth paying extra for quality products and services. The **Family Checklist** serves as an essential guide for parents looking to make the best choices available for their children.

The **Family Checklist** showcases a high-quality selection of products and services to benefit the whole family, ranging from food and drink options, fashion essentials, new mum advice, plus family-friendly travel destinations and family finances.

The **Family Checklist** serves as an essential guide for parents, packed with inspiration for how to give their children the best start in life. Published during term time, a time when families often focus on future plans for their children, the **Family Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience focused on family matters.

PARTICULARLY CONSIDERING

- *The Guardian* readers are food & drink aficionados, with £81 a week spent on groceries
- 85% of *Guardian* readers are ABC1
- 95% of *Guardian* readers claim that they don't read any other quality newspaper
- *Guardian* readers spend on average £1,426 on each holiday and £596 on short trips



Family checklist

Take care of your family, whether they're babies, toddlers or teenagers, with our selection of creative ideas, fabulous finds and educational essentials.

Digital magazine subscription app lets you read over 3,000 of your favourite titles in any location

LOOK UP ANY OF YOUR FAVOURITE MAGAZINES ON THE APP AND YOU CAN READ THEM ANYWHERE, ANYTIME. THE APP IS AVAILABLE FOR IOS AND ANDROID. IT'S THE PERFECT WAY TO KEEP UP WITH THE LATEST TRENDS AND STAY ON TOP OF YOUR FAVOURITE MAGAZINES. THE APP IS AVAILABLE FOR IOS AND ANDROID. IT'S THE PERFECT WAY TO KEEP UP WITH THE LATEST TRENDS AND STAY ON TOP OF YOUR FAVOURITE MAGAZINES.

Make school lunches exciting

GET READY FOR ANOTHER LUNCHTIME with the fun of making school lunches. The *Family Checklist* has a range of ideas to help you make school lunches more exciting. The *Family Checklist* has a range of ideas to help you make school lunches more exciting.

Build your confidence among the tree tops!

IT'S TIME TO GET UP THERE! The *Family Checklist* has a range of ideas to help you build your confidence among the tree tops. The *Family Checklist* has a range of ideas to help you build your confidence among the tree tops.

Save cash on tech!

IT'S TIME TO GET UP THERE! The *Family Checklist* has a range of ideas to help you save cash on tech. The *Family Checklist* has a range of ideas to help you save cash on tech.

School bag essentials for kids of all ages

GET YOUR KID'S SCHOOL BAG READY for the new school year. The *Family Checklist* has a range of ideas to help you get your kid's school bag ready for the new school year. The *Family Checklist* has a range of ideas to help you get your kid's school bag ready for the new school year.

Flip Out family fun - buy a one hour session and get a second hour free

GET YOUR KID'S SCHOOL BAG READY for the new school year. The *Family Checklist* has a range of ideas to help you get your kid's school bag ready for the new school year. The *Family Checklist* has a range of ideas to help you get your kid's school bag ready for the new school year.

Perfect chocolatey treats for everyone

GET YOUR KID'S SCHOOL BAG READY for the new school year. The *Family Checklist* has a range of ideas to help you get your kid's school bag ready for the new school year. The *Family Checklist* has a range of ideas to help you get your kid's school bag ready for the new school year.

Meet Longleat's lion kings

IT'S TIME TO GET UP THERE! The *Family Checklist* has a range of ideas to help you meet Longleat's lion kings. The *Family Checklist* has a range of ideas to help you meet Longleat's lion kings.

A baby-to-toddler trike that grows with your child from 6 - 36 months

GET YOUR KID'S SCHOOL BAG READY for the new school year. The *Family Checklist* has a range of ideas to help you get your kid's school bag ready for the new school year. The *Family Checklist* has a range of ideas to help you get your kid's school bag ready for the new school year.

1m

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

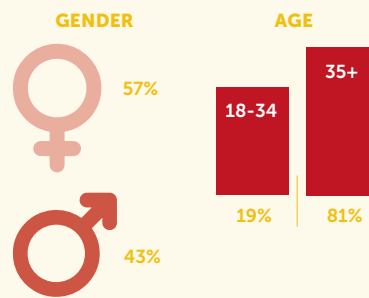
RATE CARD

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

DISTRIBUTION

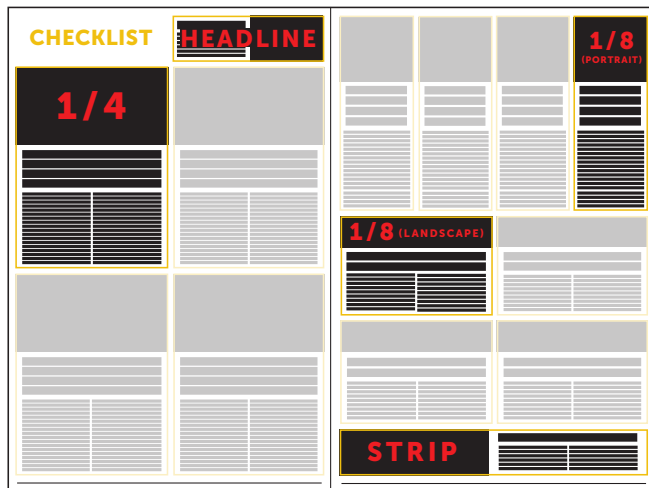
- 254,223 copies of *The Guardian* are published on a Saturday
- 1,006,000 average Saturday readership
- Distributed UK wide

DEMOGRAPHICS



1/4 , 1/8 FEATURE REQUIREMENTS

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



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 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

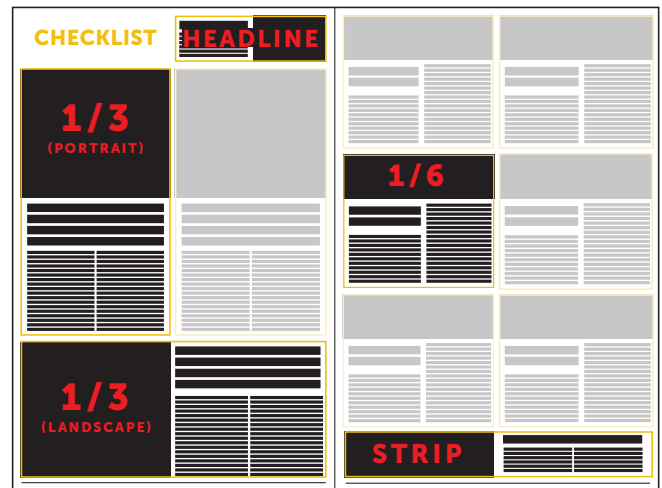
Total word count 120-150 words

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

Total word count 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

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HURST MEDIA
The UK's trusted media partner