

# Family checklist



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(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 Wednesday 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 PUBLICATION FROM THE FAMILY CHECKLIST AND YOU'LL FIND OUT HOW TO GET IT. FROM THE GUARDIAN TO THE TIMES, THE ECONOMIST TO THE FINANCIAL TIMES, THE CHECKLIST APP LETS YOU READ ANY OF THE 3,000+ TITLES AVAILABLE. IT'S THE PERFECT WAY TO GET YOUR FAVOURITE READS ANYWHERE, ANYTIME. IT'S FREE TO DOWNLOAD AND USE. VISIT [familychecklist.co.uk](http://familychecklist.co.uk) FOR MORE INFORMATION.

**School bag essentials for kids of all ages**

GET YOUR KID'S SCHOOL BAG READY FOR THE NEW TERM. FROM BACKPACKS TO PENCIL CASES, THE CHECKLIST APP HAS EVERYTHING YOU NEED TO GET YOUR KID'S SCHOOL BAG READY FOR THE NEW TERM. VISIT [familychecklist.co.uk](http://familychecklist.co.uk) FOR MORE INFORMATION.

**Perfect chocolatey treats for everyone**

GET YOUR FAMILIES READY FOR THE NEW TERM WITH A TREAT. FROM CHOCOLATE COINTEGRALS TO CHOCOLATE COINTEGRALS, THE CHECKLIST APP HAS EVERYTHING YOU NEED TO GET YOUR FAMILIES READY FOR THE NEW TERM. VISIT [familychecklist.co.uk](http://familychecklist.co.uk) FOR MORE INFORMATION.

### Make school lunches exciting

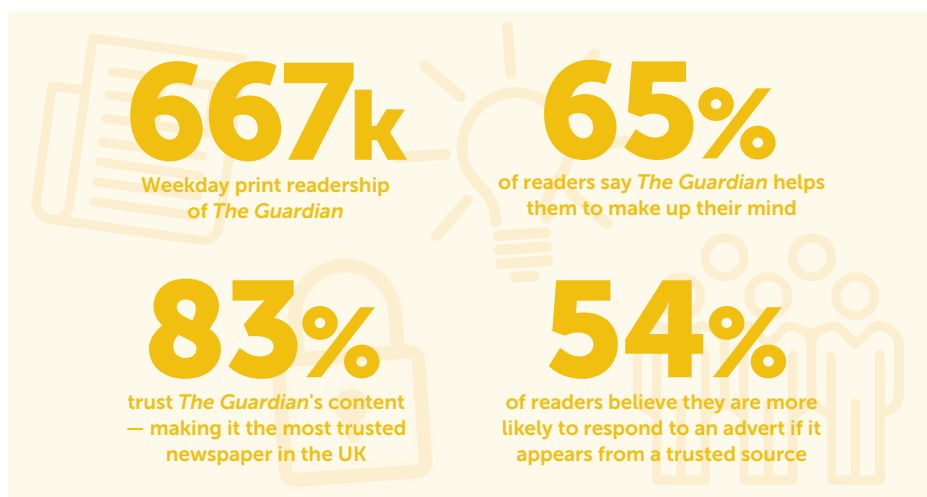
GET READY FOR THE NEW TERM WITH A TREAT. FROM CHOCOLATE COINTEGRALS TO CHOCOLATE COINTEGRALS, THE CHECKLIST APP HAS EVERYTHING YOU NEED TO GET YOUR FAMILIES READY FOR THE NEW TERM. VISIT [familychecklist.co.uk](http://familychecklist.co.uk) FOR MORE INFORMATION.

**Build your confidence among the tree tops!**

GET YOUR FAMILIES READY FOR THE NEW TERM WITH A TREAT. FROM CHOCOLATE COINTEGRALS TO CHOCOLATE COINTEGRALS, THE CHECKLIST APP HAS EVERYTHING YOU NEED TO GET YOUR FAMILIES READY FOR THE NEW TERM. VISIT [familychecklist.co.uk](http://familychecklist.co.uk) FOR MORE INFORMATION.

**Save cash on tech!**

GET YOUR FAMILIES READY FOR THE NEW TERM WITH A TREAT. FROM CHOCOLATE COINTEGRALS TO CHOCOLATE COINTEGRALS, THE CHECKLIST APP HAS EVERYTHING YOU NEED TO GET YOUR FAMILIES READY FOR THE NEW TERM. VISIT [familychecklist.co.uk](http://familychecklist.co.uk) FOR MORE INFORMATION.



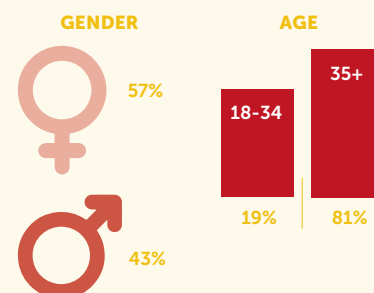
### RATE CARD

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

### DISTRIBUTION

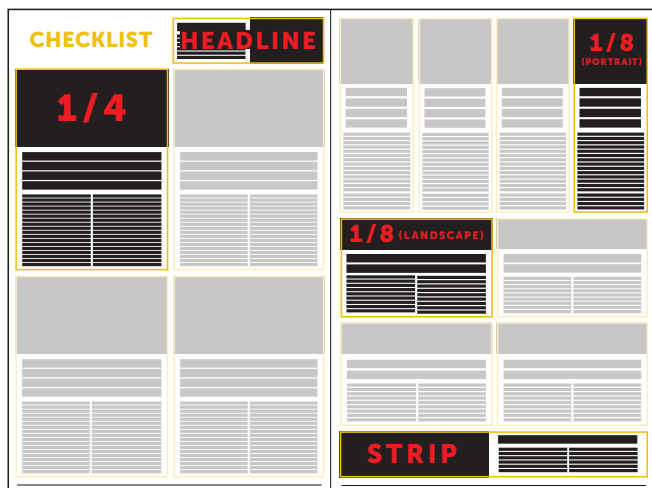
- 108,799 copies of *The Guardian* are published on a weekday
- 667,000 average weekday readership
- Distributed UK wide

### 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** 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

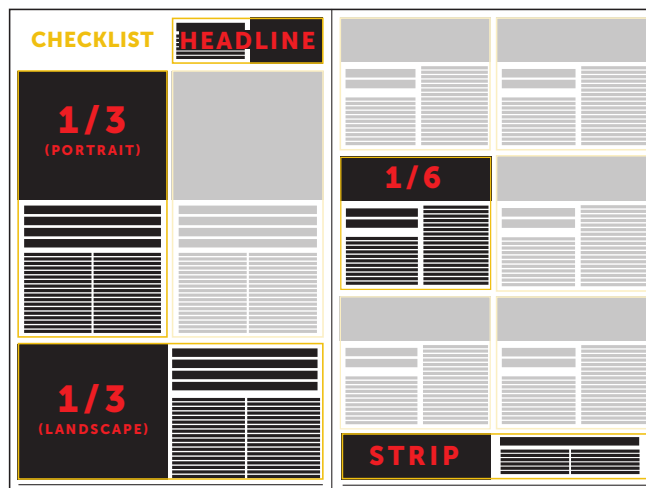
**Total word count** 120-150 words

**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](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.

### CONTACT DETAILS

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