

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

*Guardian* readers have a definite sense of financial nous and an interest in investment ideas. They are also more likely to have an interest in financial services advertising, which makes the **Financial & Legal Checklist** the perfect guide for these wealthy professionals, providing the latest advice for how they can get the most out of their money.

It showcases a high-quality selection of products and services, ranging from property, insurance, investment opportunities, financial advice, pensions, retirement and banking options, as well as legal services surrounding conveyancing, commerce, Will writing and probate, inheritance tax, trusts, motoring and dispute resolution.

One third of *Guardian* readers own stocks and shares, which is why the **Financial & Legal Checklist** is the perfect shop window for brands and organisations to benefit from an engaged and affluent ABC1 audience, suggestible to new products and services.

### PARTICULARLY CONSIDERING

- 85% of *Guardian* readers are ABC1, with an average household income of £59,764
- 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

### Financial & Legal checklist

Get the most for your money with our selection of the best financial services, including property, legal, lending, investment and pension options

#### The rise of pension complaints - are you owed money?

**ADVERTISING**

As the pension industry grows, so do the complaints. This checklist provides a guide to the best pension services, including the latest advice on how to get the most out of your money.

#### Pick the best financial provider with our help

**ADVERTISING**

With our expert advice, you can choose the best financial provider for your needs. This checklist provides a guide to the best financial services, including the latest advice on how to get the most out of your money.

#### Is a lack of cash holding back your business?

**ADVERTISING**

With our expert advice, you can choose the best financial provider for your needs. This checklist provides a guide to the best financial services, including the latest advice on how to get the most out of your money.

#### How easy money can help solve the savings crisis

**ADVERTISING**

With our expert advice, you can choose the best financial provider for your needs. This checklist provides a guide to the best financial services, including the latest advice on how to get the most out of your money.

#### Mini bond investments - a risky business?

**ADVERTISING**

With our expert advice, you can choose the best financial provider for your needs. This checklist provides a guide to the best financial services, including the latest advice on how to get the most out of your money.

#### Real interest rates on loans give you the full picture

**ADVERTISING**

With our expert advice, you can choose the best financial provider for your needs. This checklist provides a guide to the best financial services, including the latest advice on how to get the most out of your money.

#### Immigration issue? Call our team of experts

**ADVERTISING**

With our expert advice, you can choose the best financial provider for your needs. This checklist provides a guide to the best financial services, including the latest advice on how to get the most out of your money.

**667k**  
Weekday print readership  
of *The Guardian*

**83%**

trust *The Guardian's* content  
— making it the most trusted  
newspaper in the UK

**65%**

of readers say *The Guardian* helps  
them to make up their mind

**54%**

of readers believe they are more  
likely to respond to an advert if it  
appears from a trusted source

### RATE CARD

Third page	<b>£6,000</b>
Quarter page	<b>£4,500</b>
Sixth page	<b>£3,250</b>
Competition Partnership (Advertiser or Advert)	<b>P.O.A</b>

### DISTRIBUTION

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

### DEMOGRAPHICS

**GENDER**

57% 43%

**AGE**

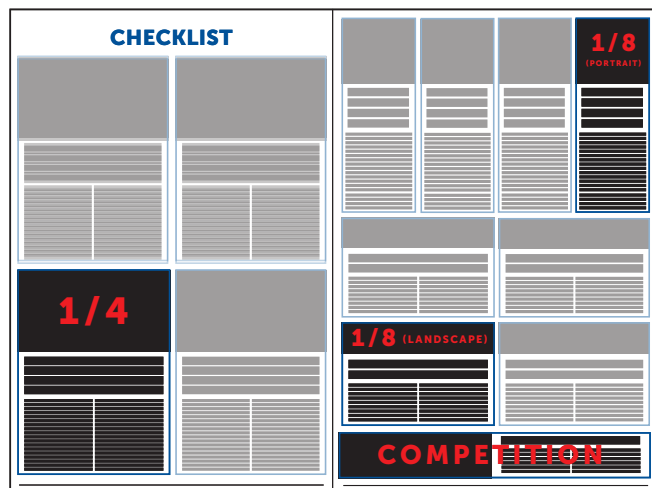
18-34: 19%  
35+: 81%

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\*Facts and figures from The Guardian, Ofcom UK and Canopy Media

## 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

<b>Headline</b>	Written in-house
<b>Main body copy</b>	200-250 words
<b>Contact</b>	Website, phone number
<b>Images</b>	1-2 high resolution images*

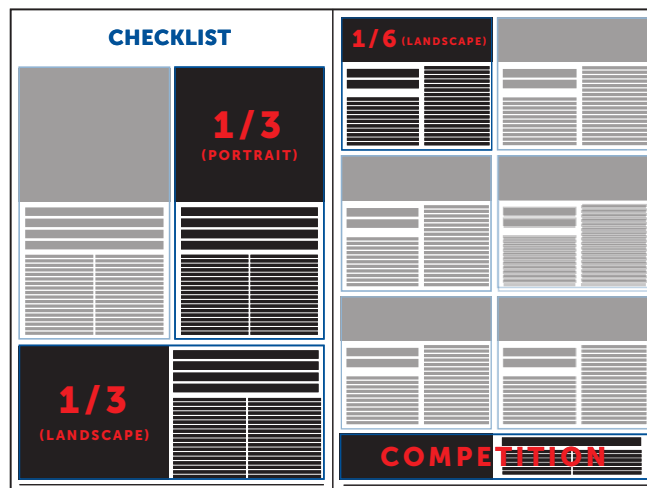
### EIGHTH PAGE

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

<b>Headline</b>	Written in-house
<b>Main body copy</b>	70-100 words
<b>Contact</b>	Website, phone number
<b>Images</b>	1 high resolution image*

## 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

<b>Headline</b>	Written in-house
<b>Main body copy</b>	200-300 words
<b>Contact</b>	Website, phone number
<b>Images</b>	1-3 high resolution images*

### SIXTH PAGE

Landscape: 129.5 x 89 mm

<b>Headline</b>	Written in-house
<b>Main body copy</b>	120-150 words
<b>Contact</b>	Website, phone number
<b>Images</b>	1 high resolution image*

### COMPETITION: 263 x 42.5 mm

<b>Headline</b>	Written in-house	<b>Main body copy</b>	50-70 words	<b>Contact</b>	Website, phone number	<b>Images</b>	2-3 high resolution images*
<b>Prize</b>	Prize and value						

## SUPPLYING CONTENT

### IMAGE SPECIFICATIONS\*

- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- Image ink density limit 240%
- 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

We cannot guarantee the quality of the final print for images supplied outside of these specifications.

### COPY SPECIFICATIONS

- All copy content provided in word processor file (avoid supplying in PDF format)
- 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 Company will layout your advertorial** within the house style of the publication
- Layouts may vary depending on images and/or text supplied

### APPROVALS & AMENDMENTS

- Hurst Media Company will provide a PDF for client approval
- The client will have the option of two rounds of amendments before final approval is required
- The final third PDF is for fact checking/approval/records only, as such please ensure any amendments are clear and concise
- Approval is required within 48 hours

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.

\* Image use subject to editorial discretion and may vary depending quality, size and layout.

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

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