

# Financial Services

checklist 

**The**  
**PUBLISHED WITH The Guardian SATURDAY 21 MARCH 2020**

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

The **Financial Services Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday 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 Services 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, as well as pensions, retirement and banking options.

One third of *Guardian* readers own stocks and shares, which is why the **Financial Services 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
- 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



### Financial Services checklist

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

#### Take control of your pension with an online plan

IT'S NOW EASIER TO TAKE CONTROL OF YOUR PENSION. You can now set up a new pension plan online, or transfer an existing one. This means you can choose the investment options that suit you best, and you can make changes at any time. It's a great way to take control of your pension and make it work for you.

**HTB**

### Award-winning personal and business savings

HTB's award-winning personal and business savings accounts offer the best rates in the market. With a range of flexible options, you can choose the account that suits you best. And with HTB's excellent customer service, you can be sure you're getting the best deal.

**HTB**

### A modern approach to wealth management

nutmeg is a modern approach to wealth management. We offer a range of investment options, from stocks and bonds to property and art. And with our excellent customer service, you can be sure you're getting the best deal.

**nutmeg**

### Dealing with debt

National Debt Expert can help you deal with any debt you have. Whether it's credit cards, loans or mortgages, we can help you negotiate with your creditors and get you back on track.

**National Debt Expert**

### Property investing without the hassle

Property investing can be a great way to grow your wealth. But it can also be a hassle. That's why we've created a range of property investment products that make it so easy to get started. You can choose from a range of options, from buy-to-let to commercial property. And with our excellent customer service, you can be sure you're getting the best deal.

**WESLEYAN**

### Plan your finances with confidence

Wesleyan can help you plan your finances with confidence. We offer a range of financial planning services, from retirement planning to estate planning. And with our excellent customer service, you can be sure you're getting the best deal.

**WESLEYAN**

### How easyMoney can help solve the savings crisis

easyMoney can help you solve the savings crisis. We offer a range of savings products, from cash savings to investment savings. And with our excellent customer service, you can be sure you're getting the best deal.

**easyMoney**

### Football Index: changing the game

Football Index is a new way to invest in football. You can buy shares in individual players, teams or the Premier League. And with our excellent customer service, you can be sure you're getting the best deal.

**Football Index**

### Are your savings growing in reverse?

buy4cars can help you grow your savings. We offer a range of investment products, from stocks and bonds to property and art. And with our excellent customer service, you can be sure you're getting the best deal.

**buy4cars**

**1m**

Saturday 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

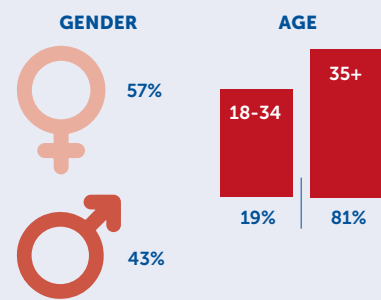
## RATE CARD

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

## DISTRIBUTION

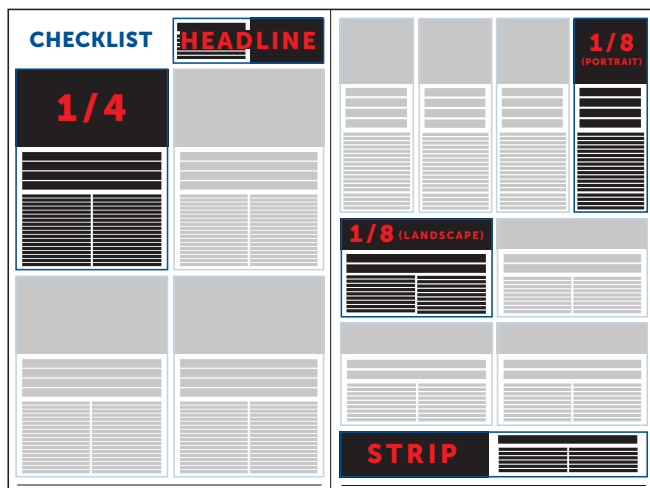
- 254,223 copies of *The Guardian* are published on a Saturday
- 1,006,000 average Saturday readership
- Distributed UK wide

## 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

<b>Total word count</b>	200-250 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 images + logo

### EIGHTH PAGE

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

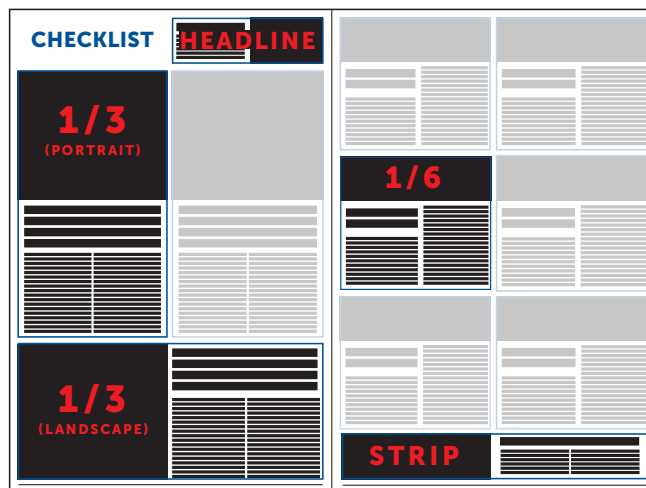
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### STRIP Landscape: 263 x 42.5 mm

<b>Main body copy</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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

<b>Total word count</b>	200-300 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2-3 images + logo

### SIXTH PAGE

Landscape: 129.5 x 89 mm

<b>Total word count</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 image + logo

### HEADLINE Landscape: 129.5 x 42.5 mm

<b>Main body copy</b>	60-80 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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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**HURST MEDIA**

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