

Financial Services

checklist 

The Guardian SATURDAY 22 FEBRUARY 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. It's quick and easy, and you can do it all from the comfort of your home. The new online pension plans are designed to be simple and straightforward, with no hidden fees or charges. They also offer a range of investment options, so you can choose the one that best suits your needs. And, if you're not sure what to do, there's a team of experts who can help you decide.

HTB

Award-winning personal and business savings

HTB's new online savings account is the perfect place to keep your money safe and secure. It's designed to be simple and straightforward, with no hidden fees or charges. And, if you're not sure what to do, there's a team of experts who can help you decide.

HTB

Dealing with debt

If you're struggling to pay your bills, there's a team of experts who can help you. They'll look at your situation and advise you on the best way to deal with your debt. They'll also help you to negotiate with your creditors, so you can avoid going to court. And, if you're not sure what to do, there's a team of experts who can help you decide.

National Debt Expert

Property investing without the hassle

If you're looking to invest in property, there's a team of experts who can help you. They'll look at your situation and advise you on the best way to invest. They'll also help you to find the right property, so you can avoid any hassle. And, if you're not sure what to do, there's a team of experts who can help you decide.

Wesleyan

How easyMoney can help solve the savings crisis

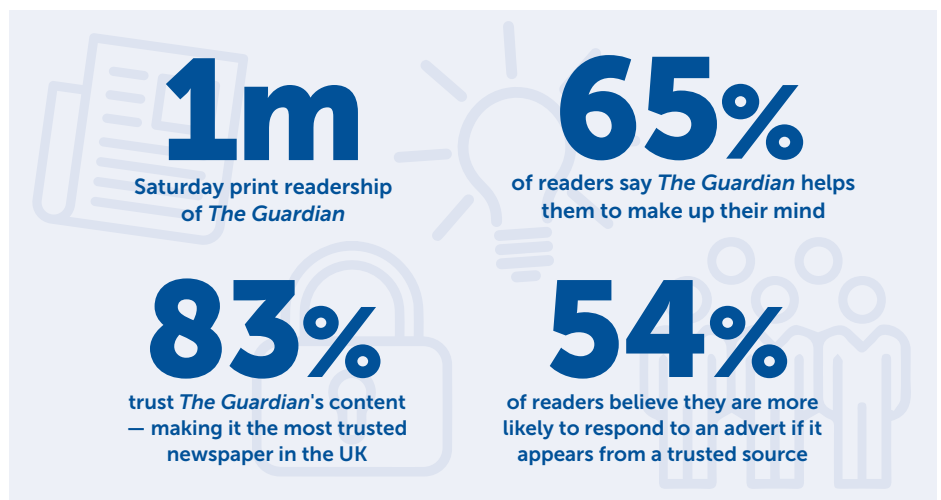
If you're looking to save money, there's a team of experts who can help you. They'll look at your situation and advise you on the best way to save. They'll also help you to find the right savings account, so you can avoid any hassle. And, if you're not sure what to do, there's a team of experts who can help you decide.

easyMoney

Football Index: changing the game

If you're looking to invest in football, there's a team of experts who can help you. They'll look at your situation and advise you on the best way to invest. They'll also help you to find the right football team, so you can avoid any hassle. And, if you're not sure what to do, there's a team of experts who can help you decide.

Football Index



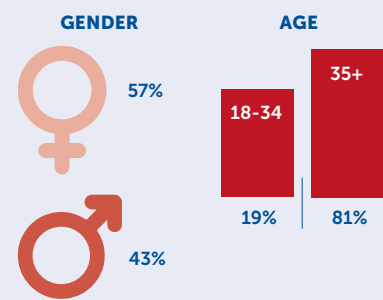
RATE CARD

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

DISTRIBUTION

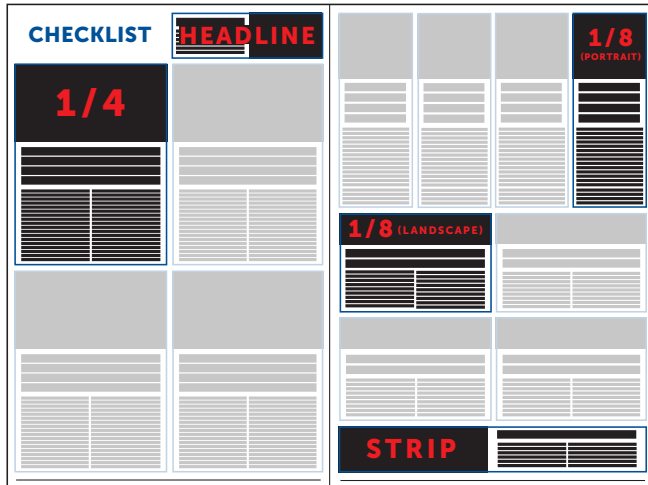
- 254,223 copies of *The Guardian* are published on a Saturday
- 1,006,000 average Saturday readership
- Distributed UK wide

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

EIGHTH PAGE

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

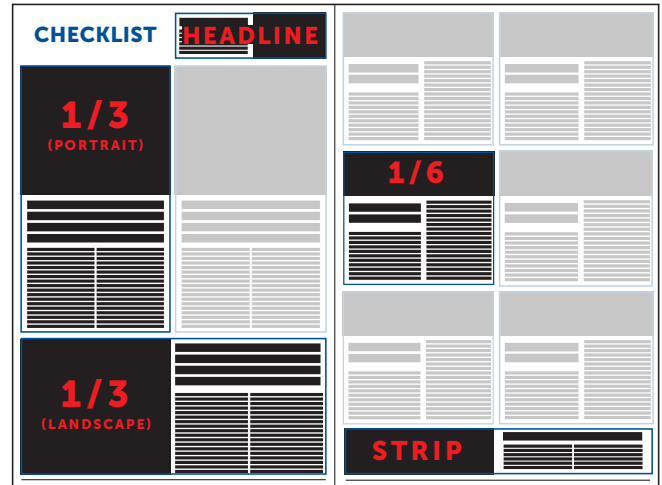
Total word count	200-250 words	Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	1 image + logo

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	Total word count	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2-3 images + logo	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

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HURST MEDIA

The UK's trusted media partner