

# GADGETS AND TECH

checklist 

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



Gadgets and Tech Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Wednesday edition of *The Guardian*.

*Guardian* readers are extremely tech-savvy and more likely than the average adult to own the latest items, such as laptops with Blu-ray players, wireless internet radios and digital music streamers. **Gadgets and Tech Checklist** will therefore serve as an essential guide for readers to discover an easier life with the latest tech trends and devices on the market.

It will showcase a high-quality selection of products to benefit the tech-savvy, ranging from the best and most up-to-date apps, kitchen and domestic gadgets, computing, gaming, audio and hi-fi products, security options and home automation systems.

Published on a Wednesday, the **Gadgets and Tech Checklist** is the perfect shop window for brands and organisations to benefit from an affluent, educated audience, who, when presented with accurate, reliable information, are highly suggestible to new purchasing ideas and have more time to spend reading their newspaper than a week day instalment.

## PARTICULARLY CONSIDERING

- *The Guardian* reaches 894,200 readers within the affluent ABC1 demographic
- 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

### GADGETS AND TECH checklist

Find your perfect gadget here. From a selection of cutting-edge tech for home, work, the commute, the gym, the music lover and the great outdoors.

**Just insert, tip, pour then enjoy**

THE CRAYVIN wine decanter is a simple yet elegant piece of modern design. It's made from high-quality glass and is easy to use. Just insert the bottle, tip it over and the wine is decanted. It's a great way to keep your wine fresh and ready to drink.

Shop at [crayvin.co.uk](http://crayvin.co.uk) or call 0200 0000 110.

**Tap into the super-sharp Razer Blade laptop**

THE RAZER BLADE is the ultimate portable gaming laptop. It's thin, light and powerful. With its 15.6-inch 1080p display and Intel Core i7 processor, it's perfect for gaming on the go. It also has a backlit keyboard and a high-quality speaker system.

Shop at [razer.co.uk](http://razer.co.uk) or call 0200 0000 110.

**Power your home from the sun, at night**

THE MOIXA solar power system is a simple yet powerful way to power your home. It consists of solar panels that you can install on your roof or in your garden. The system is easy to use and can power a range of home appliances.

Shop at [moixa.co.uk](http://moixa.co.uk) or call 0200 0000 110.

**Take creative control with the Fujifilm X-T100**

THE FUJIFILM X-T100 is a compact yet powerful mirrorless camera. It has a 26.1MP sensor and a 4K video recording capability. It's perfect for photographers who want a camera that's easy to use but still has professional features.

Shop at [fujifilm.co.uk](http://fujifilm.co.uk) or call 0200 0000 110.

**Save cash on tech!**

THE CURRY'S PC World website is a great place to find the latest tech products at the best prices. They have a wide range of products, from laptops and tablets to smartphones and smart home devices. They also have a great selection of accessories and software.

Shop at [currys.co.uk](http://currys.co.uk) or call 0200 0000 110.

**Give the gift of wireless headphones from MIXX Audio**

THE MIXX AUDIO wireless headphones are a great gift for anyone who loves music. They have a long battery life and a high-quality sound. They are also comfortable to wear and come in a variety of colors.

Shop at [mixxaudio.co.uk](http://mixxaudio.co.uk) or call 0200 0000 110.

**Yamaha: Ahead of the curve for 130 years**

THE YAMAHA brand has been a leader in the music industry for over 130 years. They have a wide range of products, from pianos and guitars to amplifiers and recording equipment. They are known for their high-quality sound and innovative design.

Shop at [yamaha.co.uk](http://yamaha.co.uk) or call 0200 0000 110.

**Home appliances with inspired Italian style**

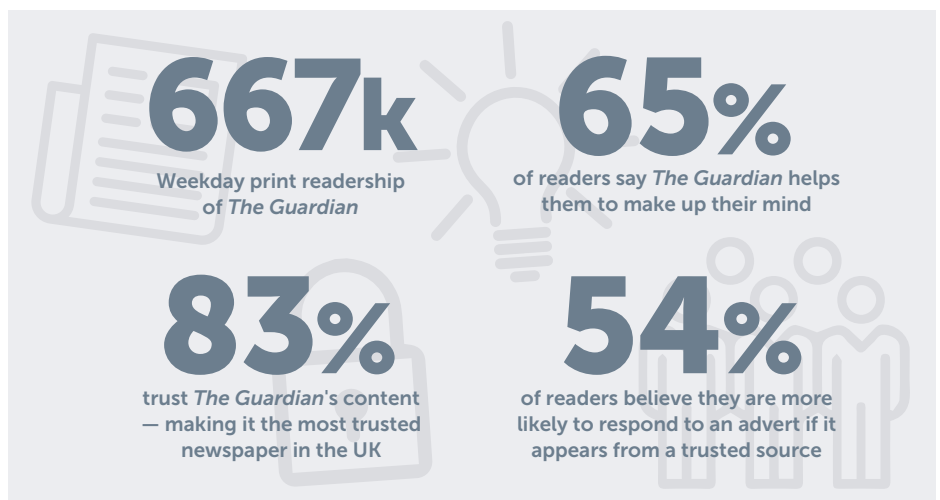
THE SMEG home appliances are a great way to add a touch of Italian style to your home. They have a classic design and high-quality build. They include a range of products, from refrigerators and freezers to ovens and cookers.

Shop at [smeg.co.uk](http://smeg.co.uk) or call 0200 0000 110.

**The mirrors that make light work of styling**

THE SIMPLEHUMAN mirrors are a great way to improve your home's lighting. They have a unique design that reflects light in a way that creates a warm and inviting atmosphere. They are also easy to use and come in a variety of sizes.

Shop at [simplehuman.co.uk](http://simplehuman.co.uk) or call 0200 0000 110.



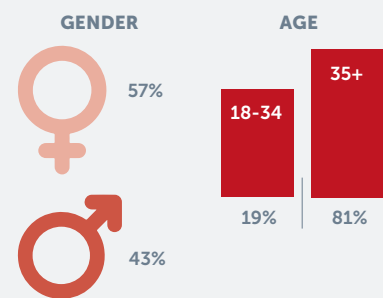
## RATE CARD

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

## DISTRIBUTION

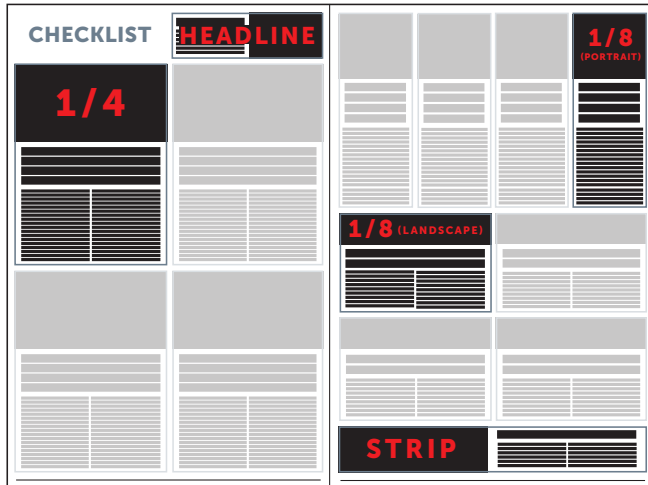
- 108,799 copies of *The Guardian* are published on a weekday
- 667,000 average weekday readership
- Distributed UK wide

## 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

<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>	2 images + logo

### EIGHTH PAGE

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

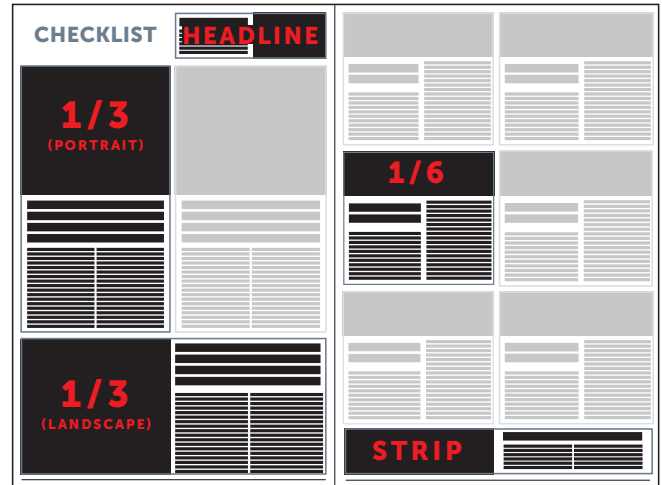
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### STRIP Landscape: 263 x 42.5 mm

<b>Total word count</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>Total word count</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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