



PUBLISHED WITH GUARDAY 15 FEBRUARY 2020

(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 Saturday 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 Saturday, 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



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 £8,500

Quarter page £6,750

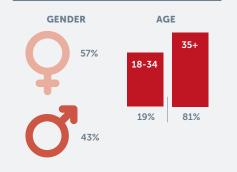
Sixth page £5,000

Competition P.O.A
Partnership
(Advertorial or Advert)

DISTRIBUTION

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

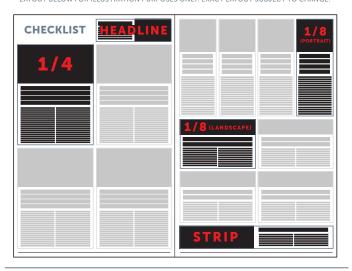
DEMOGRAPHICS



*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

Total word

Portrait: 62.8 x 135.7 mm 200-250 words Total word 70-100 words

count i.e. Discount offer, website, Call to phone, or social links action 1-2 images + logo Images

Call to action

Landscape: 129.5 x 66 mm

EIGHTH PAGE

i.e. Discount offer, website, phone, or social links

1 image + logo Images

STRIP Landscape: 263 x 42.5 mm

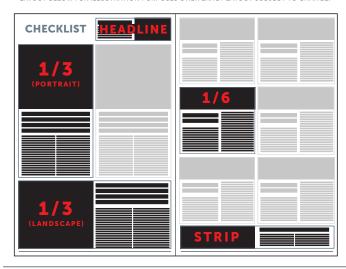
120-150 words Main body copy

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

Total word

Landscape: 263 x 89 mm Portrait: 192.5 x 182.4 mm

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

200-300 words

Total word 120-150 words count

Landscape: 129.5 x 89 mm

SIXTH PAGE

Call to i.e. Discount offer, website, phone, or social links action 1-2 image + logo Images

HEADLINE Landscape: 129.5 x 42.5 mm

60-80 words Main body copy

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 $production@hurstmediacompany.co.uk\ via\ \textit{wetransfer.com}.\ Please$ 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 by 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.

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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^{*} 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.