

Pets and Animals checklist



The Guardian WEDNESDAY 5 FEBRUARY 2020

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

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

The Guardian readers have an average household income of £59,764. This wealthy readership believes it is worth paying extra for quality products and services. The **Pets & Animals Checklist** serves as an essential guide for animal lovers looking to make the best choices available for their pets.

The **Pets & Animals Checklist** showcases a high-quality selection of products and services for pets and their owners, ranging from food options, veterinary care, training classes, grooming equipment and services, charities, insurance, equine pursuits, exotic/tropical animals, pet-friendly hotels/restaurants and toys and accessories.

Published on a Wednesday, the **Pets & Animals Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience who are looking for ways to keep their animals healthy and happy.

PARTICULARLY CONSIDERING

- *The Guardian* reaches 894,200 readers within the affluent ABC1 demographic
- 53% of readers say *The Guardian* is impartial and unbiased
- 95% of *Guardian* readers claim that they don't read any other quality newspaper
- 80% of readers say *The Guardian* is accurate and reliable

Pets and Animals checklist

Your best friends deserve the very best your money can buy - from essential items to keep them healthy and happy

A dog walker's second best friend

With so many dogs out there, it's no surprise that dog walkers are always looking for the best equipment to help them do their job. The **THE BOOT COMPANY** is a leading manufacturer of dog boots, and their new **THE BOOT COMPANY** dog boots are the perfect solution for dog walkers. They are made from high-quality, durable materials and are designed to be comfortable and easy to put on and take off. They are also available in a range of sizes and colours to suit your dog's needs.

Hand-made luxury beds your dog will love

At **IVY & DUKE**, we specialise in hand-made luxury dog beds. Our beds are made from high-quality materials and are designed to be comfortable and stylish. They are also available in a range of sizes and colours to suit your dog's needs.

LickiMat: the UK's number one bestselling boredom buster

LICKIMAT is a unique, non-toxic, and safe boredom buster for your dog. It is made from a special material that your dog can lick, which helps to keep them entertained and happy. It is also available in a range of sizes and colours to suit your dog's needs.

Healthy nutrition for your feline friends

animonda is a leading manufacturer of cat food, and their new **animonda** cat food is the perfect solution for cat owners. It is made from high-quality ingredients and is designed to be healthy and delicious. It is also available in a range of sizes and flavours to suit your cat's needs.

Keep your pet feeling pawsome

Honeyfield's is a leading manufacturer of pet products, and their new **Honeyfield's** pet products are the perfect solution for pet owners. They are made from high-quality materials and are designed to be comfortable and stylish. They are also available in a range of sizes and colours to suit your pet's needs.

Detangling and de-shedding dog grooming brushes for safe, effective at-home care

Detangling and de-shedding dog grooming brushes are essential for keeping your dog's coat healthy and shiny. They are made from high-quality materials and are designed to be safe and effective. They are also available in a range of sizes and colours to suit your dog's needs.

Insurance cover gives peace of mind for both you and your furry companion

Insurance cover is essential for pet owners, as it provides peace of mind and financial protection. It covers the cost of veterinary care, and it is also available in a range of sizes and amounts to suit your needs.

Chloe's readers can get 10% off when buying Petcare from 10th February 2020

PETCARE is a leading manufacturer of pet products, and their new **PETCARE** pet products are the perfect solution for pet owners. They are made from high-quality materials and are designed to be comfortable and stylish. They are also available in a range of sizes and colours to suit your pet's needs.

Your dream aquarium starts with bioB

bioB is a leading manufacturer of aquarium equipment, and their new **bioB** aquarium equipment is the perfect solution for aquarium owners. It is made from high-quality materials and is designed to be safe and effective. It is also available in a range of sizes and colours to suit your needs.

Is your wild bird food 'Fair to Nature'?

Fair to Nature is a leading manufacturer of bird food, and their new **Fair to Nature** bird food is the perfect solution for bird owners. It is made from high-quality ingredients and is designed to be healthy and delicious. It is also available in a range of sizes and flavours to suit your bird's needs.

Keep your pet feeling pawsome

Honeyfield's is a leading manufacturer of pet products, and their new **Honeyfield's** pet products are the perfect solution for pet owners. They are made from high-quality materials and are designed to be comfortable and stylish. They are also available in a range of sizes and colours to suit your pet's needs.

667k

Weekday print readership of *The Guardian*

65%

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

83%

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

54%

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

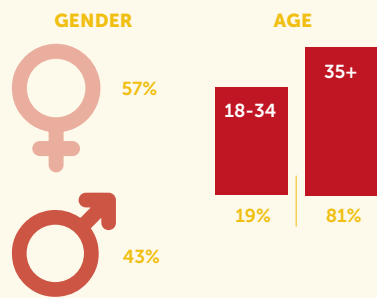
RATE CARD

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

DISTRIBUTION

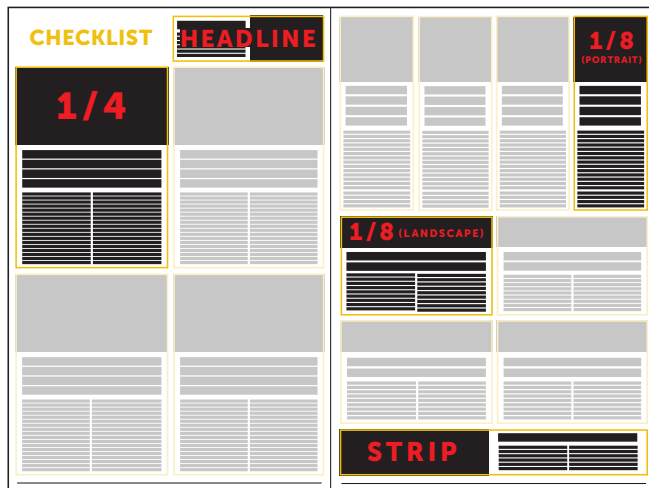
- 108,799 copies of *The Guardian* are published on a weekday
- 668,000 average weekday readership
- Distributed UK wide

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

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

EIGHTH PAGE

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

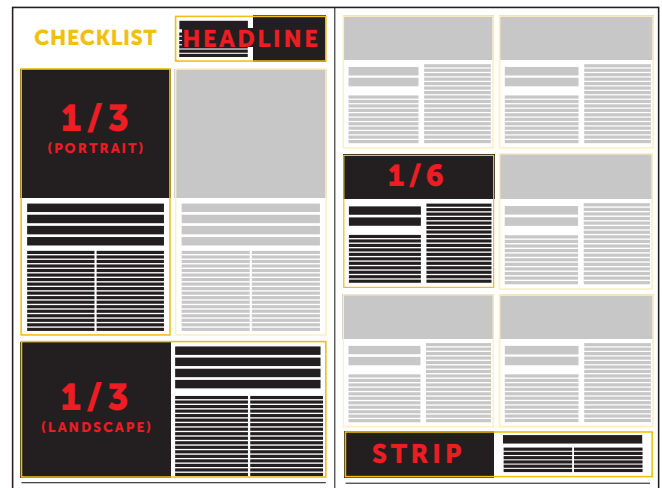
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 263 x 42.5 mm

Total word count	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

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

SIXTH PAGE

Landscape: 129.5 x 89 mm

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

HEADLINE Landscape: 129.5 x 42.5 mm

Total word count	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.

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HURST MEDIA
The UK's trusted media partner