

Pets and Animals checklist



The Guardian SATURDAY 8 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 Saturday 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 Saturday, 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 - here are some ideas to help 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. One of the most important pieces of equipment is a good dog bag. A good dog bag should be comfortable, durable, and have plenty of pockets for treats, toys, and other essentials. The **THE BOOT COMPANY** dog bag is a perfect example of a high-quality dog bag. It's made from durable, weather-resistant material and has plenty of pockets for everything you need. It's also comfortable to wear, so you can walk your dog in comfort.

Hand-made luxury beds your dog will love

There's nothing more luxurious than a hand-made dog bed. These beds are made from high-quality materials and are designed to be comfortable and durable. They're also made in the UK, so you can be sure they're made to the highest standards. **THE BOOT COMPANY** dog beds are a perfect example of a hand-made luxury dog bed. They're made from high-quality materials and are designed to be comfortable and durable. They're also made in the UK, so you can be sure they're made to the highest standards.

Healthy nutrition for your feline friends

Just like dogs, cats need a healthy diet to stay healthy. A healthy diet for cats should be high in protein and low in carbohydrates. It should also contain essential vitamins and minerals. **animonda** cat food is a perfect example of a healthy diet for cats. It's high in protein and low in carbohydrates, and it contains essential vitamins and minerals. It's also made in the UK, so you can be sure it's made to the highest standards.

LickiMat: the UK's number one bestselling boredom buster

Just like dogs, cats need a healthy diet to stay healthy. A healthy diet for cats should be high in protein and low in carbohydrates. It should also contain essential vitamins and minerals. **LickiMat** is a perfect example of a healthy diet for cats. It's high in protein and low in carbohydrates, and it contains essential vitamins and minerals. It's also made in the UK, so you can be sure it's made to the highest standards.

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. These brushes are designed to be safe and effective, so you can groom your dog at home with confidence. **Honeyfield's** detangling and de-shedding dog grooming brushes are a perfect example of a safe and effective grooming brush. They're designed to be safe and effective, so you can groom your dog at home with confidence.

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

Just like you, your furry companion needs insurance cover. Insurance cover gives you peace of mind, knowing that your furry companion is covered in the event of an accident or illness. **PETSURE** insurance cover is a perfect example of a reliable insurance cover. It gives you peace of mind, knowing that your furry companion is covered in the event of an accident or illness.

Is your wild bird food 'Fair to Nature'?

Just like you, your wild birds need a healthy diet. A healthy diet for wild birds should be high in protein and low in carbohydrates. It should also contain essential vitamins and minerals. **Honeyfield's** wild bird food is a perfect example of a healthy diet for wild birds. It's high in protein and low in carbohydrates, and it contains essential vitamins and minerals.

Keep your pets feeling pawsome

Just like you, your pets need a healthy diet. A healthy diet for pets should be high in protein and low in carbohydrates. It should also contain essential vitamins and minerals. **Honeyfield's** pet food is a perfect example of a healthy diet for pets. It's high in protein and low in carbohydrates, and it contains essential vitamins and minerals.

1m

Saturday 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

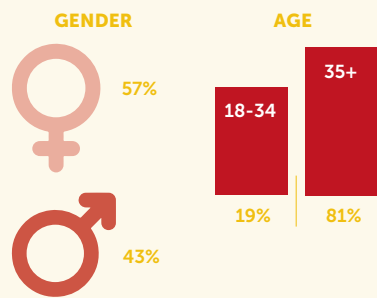
RATE CARD

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

DISTRIBUTION

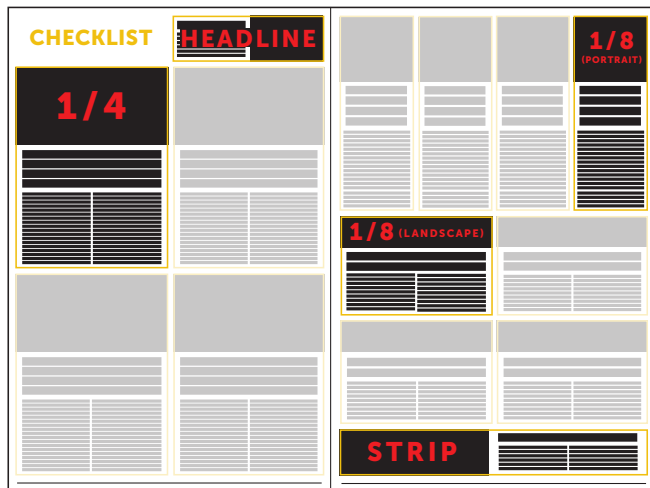
- 254,223 copies of *The Guardian* are published on a Saturday
- 1,006,000 average Saturday readership
- Distributed UK wide

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

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

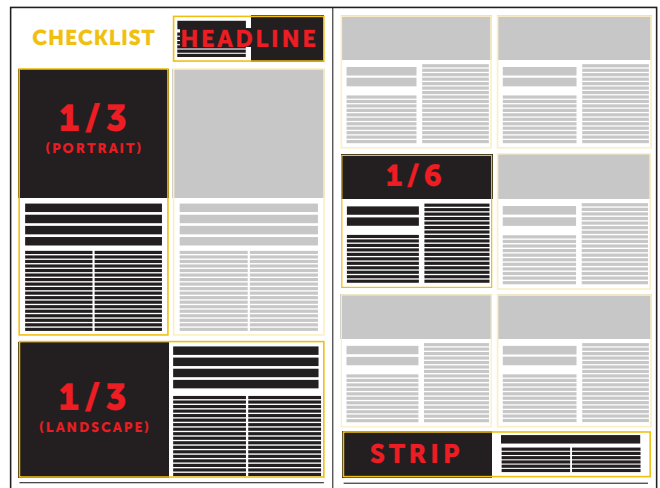
Total word count 120-150 words

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