

# Retirement Planning

checklist ☒

**The**  
**PUBLISHED WITH Guardian WEDNESDAY 11 MARCH 2020**

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

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

*The Guardian* boasts a mature readership, with 72% of its readers over the age of 45. The **Retirement Planning Checklist** will therefore serve as the essential guide for these wealthy readers, to ensure they make the most of their time and money when they stop working, as well as providing advice for how they can best care for their parents in retirement.

It will showcase a high-quality selection of products and services, ranging from activities and leisure, travel options, legal advice, retirement properties, homecare and healthcare options.

Published in the Wednesday edition of *The Guardian*, the **Retirement Planning Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership who are concerned about their parents' retirement options, as well as planning ahead for their own.

## PARTICULARLY CONSIDERING

- 83% of readers trust *The Guardian's* content, the most trusted publication in the UK
- 65% of readers say *The Guardian* helps them to make up their mind
- The Guardian* reaches 894,200 readers within the affluent ABC1 demographic
- 85% of *The Guardian* readers are ABC1, with an average household income of £59,764
- 95% of *The Guardian* readers claim that they don't read any other quality newspaper



### Retirement Planning checklist

Plan for your retirement with our Retirement Planning Checklist. It's a full-colour, tabloid sized double-page spread of advertorial content published in the Wednesday edition of *The Guardian*.

#### Regenox your body!

At a time when your body is under more stress than ever before, it's important to keep it in the best possible condition. Regenox is a natural, non-toxic, and safe way to improve your health and vitality. It's a natural, non-toxic, and safe way to improve your health and vitality. It's a natural, non-toxic, and safe way to improve your health and vitality.

#### Treat your swallowing and reflux problems

Swallowing and reflux problems can be a real nuisance. They can make it difficult to eat and drink, and they can be a source of embarrassment. There are many ways to treat these problems, but the most effective is with a natural, non-toxic, and safe way to improve your health and vitality.

#### In need of surgery? Why wait?

If you're considering surgery, it's important to make sure you're in the best possible condition. It's a natural, non-toxic, and safe way to improve your health and vitality. It's a natural, non-toxic, and safe way to improve your health and vitality. It's a natural, non-toxic, and safe way to improve your health and vitality.

#### Discover what's waiting to meet you with a Danbury Campervan

There's nothing like the freedom of a campervan. It's a natural, non-toxic, and safe way to improve your health and vitality. It's a natural, non-toxic, and safe way to improve your health and vitality. It's a natural, non-toxic, and safe way to improve your health and vitality.

#### Knee pain sufferers unite with Neo G

Knee pain can be a real nuisance. It can make it difficult to walk and stand, and it can be a source of embarrassment. There are many ways to treat knee pain, but the most effective is with a natural, non-toxic, and safe way to improve your health and vitality.

#### Are you one of 58% of people yet to make a Will?

It's important to make a will, but many people don't. It's a natural, non-toxic, and safe way to improve your health and vitality. It's a natural, non-toxic, and safe way to improve your health and vitality. It's a natural, non-toxic, and safe way to improve your health and vitality.

#### Inspired choices for retirement living

There are many ways to spend your retirement, but the most effective is with a natural, non-toxic, and safe way to improve your health and vitality. It's a natural, non-toxic, and safe way to improve your health and vitality. It's a natural, non-toxic, and safe way to improve your health and vitality.

#### Take control of your pension savings with an online plan

It's important to take control of your pension savings, but many people don't. It's a natural, non-toxic, and safe way to improve your health and vitality. It's a natural, non-toxic, and safe way to improve your health and vitality. It's a natural, non-toxic, and safe way to improve your health and vitality.

**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

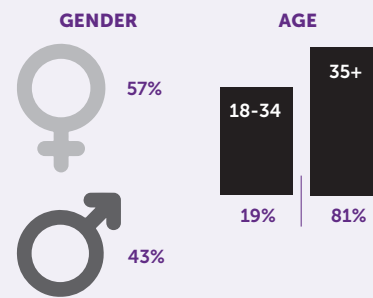
## RATE CARD

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

## DISTRIBUTION

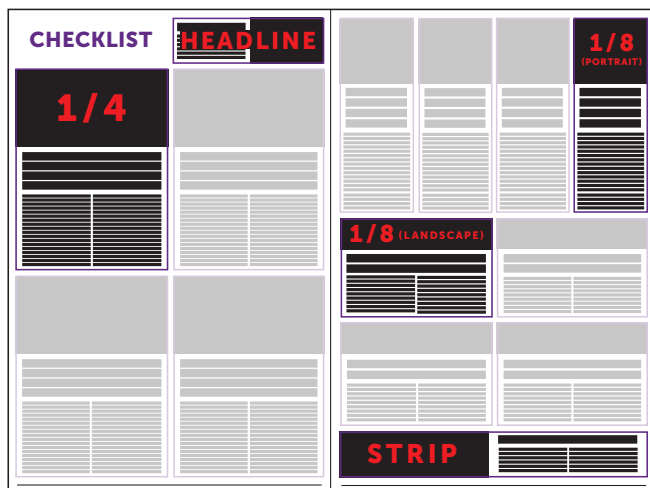
- 108,799 copies of *The Guardian* are published on a weekday
- 667,000 average weekday readership
- Distributed UK wide

## 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

**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

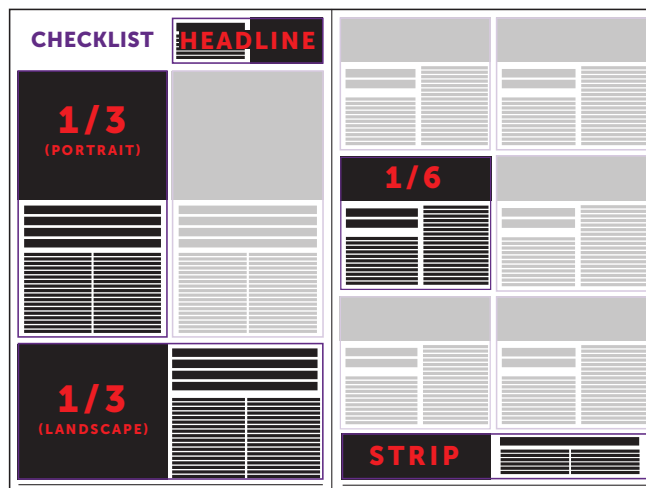
**Main body copy** 120-150 words

**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

**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

**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](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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# HURST MEDIA

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