

Health and Wellbeing *checklist*



The PUBLISHED WITH **Guardian** ON WEDNESDAYS

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

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

The Guardian's readership is well balanced, with an even split among all age groups, which means **Health & Wellbeing Checklist** is perfectly poised to serve as the essential guide to help readers of all ages make positive changes in order to lead a healthier lifestyle.

It will showcase a selection of high-quality products and services, ranging from specialist clinics, beauty and cosmetic treatments, alternative therapy, diet and fitness advice and homecare and mobility options.

Published in the Wednesday edition of *The Guardian*, **Health & Wellbeing Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend reading their newspaper, and a greater disposable income to spend on health and wellness amenities.

PARTICULARLY CONSIDERING

- 65% of readers say *The Guardian* helps them to make up their mind
- 83% of readers trust *The Guardian's* content, the most trusted publication in the UK
- 85% of *The Guardian* readers are ABC1, with an average household income of £59,764
- 53% of readers say *The Guardian* is impartial and unbiased

Health and Wellbeing *checklist*

Your body is precious and it pays to look after yourself. Here are a variety of ideas to be - and stay - healthy.

Visit [here](#) for more information.

Love, safe sex and expectations

ADVERTORIAL

SAFE SEX: It's not just about the physical act of sex, but also the emotional and psychological aspects. It's about understanding your own needs and desires, and communicating them to your partner. It's about taking control of your sexual health and making informed choices. Visit [here](#) for more information.

The slender way to reduce cravings and help you lose weight

ADVERTORIAL

PROTEIN WORLD: The slender way to reduce cravings and help you lose weight. Protein World is a leading brand in the health and wellness industry, offering a range of products designed to support your weight loss journey. Visit [here](#) for more information.

When blisters strike, carry on with Compeed®

ADVERTORIAL

COMPEED: When blisters strike, carry on with Compeed. Compeed is a leading brand in the health and wellness industry, offering a range of products designed to support your blister treatment. Visit [here](#) for more information.

High-quality contact lenses at affordable prices delivered straight to your door

ADVERTORIAL

VISION DIRECT: High-quality contact lenses at affordable prices delivered straight to your door. Vision Direct is a leading brand in the health and wellness industry, offering a range of products designed to support your contact lens needs. Visit [here](#) for more information.

Knee pain sufferers unite with Neo G

ADVERTORIAL

NEO G: Knee pain sufferers unite with Neo G. Neo G is a leading brand in the health and wellness industry, offering a range of products designed to support your knee pain relief. Visit [here](#) for more information.

Treat your swallowing and reflux problems

ADVERTORIAL

IQORO: Treat your swallowing and reflux problems. IQORO is a leading brand in the health and wellness industry, offering a range of products designed to support your swallowing and reflux treatment. Visit [here](#) for more information.

Looking to build your own home gym? Look no further...

ADVERTORIAL

EVOLVO: Looking to build your own home gym? Look no further. Evolvo is a leading brand in the health and wellness industry, offering a range of products designed to support your home gym setup. Visit [here](#) for more information.

Why protein should be top of your priority list

ADVERTORIAL

UP BEAT: Why protein should be top of your priority list. UP BEAT is a leading brand in the health and wellness industry, offering a range of products designed to support your protein intake. Visit [here](#) for more information.

The right way to take CBD

ADVERTORIAL

SATIPHARM: The right way to take CBD. Satipharm is a leading brand in the health and wellness industry, offering a range of products designed to support your CBD use. Visit [here](#) for more information.

Making iron better...

ADVERTORIAL

ACTIVE IRON: Making iron better. Active Iron is a leading brand in the health and wellness industry, offering a range of products designed to support your iron intake. Visit [here](#) for more information.

667k

Saturday print readership of *The Guardian*

83%

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

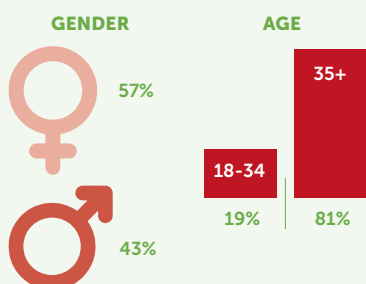
65%

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

DEMOGRAPHICS



DISTRIBUTION

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

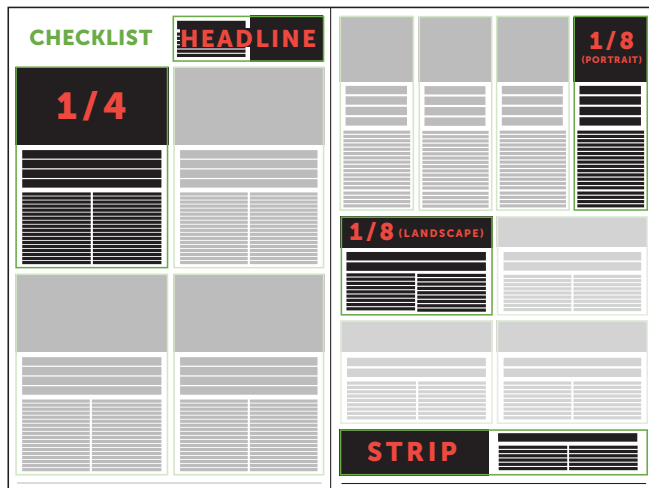
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition upgrade	£1,000

[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

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

EIGHTH PAGE

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

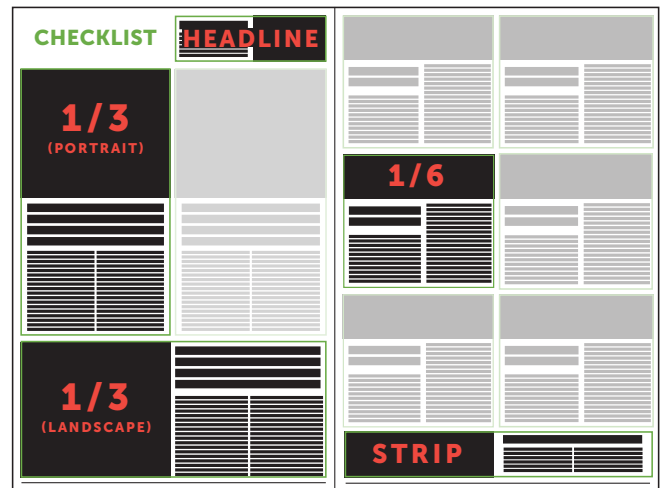
Total word count	200-250 words	Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 image + logo

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

SIXTH PAGE

Landscape: 129.5 x 89 mm

Total word count	200-300 words	Total word count	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2-3 images + logo	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 reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

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 the free file sharing service [wetransfer.com](https://www.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 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 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.

Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.

CONTACT DETAILS

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Health and Wellbeing Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Guardian*. All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

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