

Food & Drink checklist



PUBLISHED WITH The Observer ON SUNDAYS

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

The **Food & Drink Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in *The Observer*.

The Observer readers have an average household income of £59,764. This wealthy readership believes it is worth paying extra for quality culinary products and services. Which is why **Food & Drink Checklist** is the perfect shop window for brands and organisations to benefit from an affluent audience, who, when presented with accurate, reliable information, are highly suggestible to new purchasing ideas.

The **Food & Drink Checklist** showcases a high-quality selection of products and services to benefit the food-savvy, ranging from gourmet goods, kitchen tech and gadgets, culinary travel, wines, spirits and cocktails, and seasonal dining options.

The **Food & Drink Checklist** serves as an essential guide for foodies open to trying their hand at alternative culinary trends and cuisines from around the world, as well as exploring ways to eat in or dine out in the UK.

PARTICULARLY CONSIDERING

- 60% of *Observer* readers are considered to be forward-looking individuals, curious about change and learning new things
- 85% of *Observer* readers are ABC1
- Observer* readers are passionate about good quality food and spend around £81 a week on groceries
- Observer* readers take an average of 4 trips every year, more than the average GB adult who takes 3 trips per year

Food & Drink checklist

Get inspired and transform your eating habits with new selections of the finest gourmet goods, health foods, tantalising recipes and food services on offer

Reduce food waste in the kitchen with perfectly pre-portioned meal kits

With a growing number of households embracing the benefits of meal kits, it's no surprise that food waste in the kitchen is a growing concern. Meal kits offer a solution by providing pre-portioned ingredients and recipes, ensuring that you only use what you need and reducing food waste. This is not only good for the environment but also for your wallet. Meal kits are available for a variety of cuisines and budgets, making them a versatile option for anyone looking to reduce food waste in their kitchen.

Preserving tradition - premium produce since 1885

When it comes to premium produce, there's nothing more traditional than the products of the UK. Our range of premium produce, including fresh vegetables, fruits, and meats, is sourced from the finest producers in the UK. We pride ourselves on the quality and freshness of our produce, ensuring that you get the best possible quality for your cooking. Our produce is available in a variety of quantities, making it easy to find what you need for your next meal.

Try American-style SKIPPY® peanut butter

Introducing a new American-style SKIPPY® peanut butter. This smooth, creamy peanut butter is perfect for spreading on bread, toast, or crackers. It's also a great ingredient for baking, adding a rich, nutty flavor to your cakes, cookies, and brownies. SKIPPY® peanut butter is made from 100% peanuts and contains no added sugar or salt, making it a healthy choice for your family.

Enjoy a little of what you fancy with Pink 'n' Whites!

Introducing a new range of Pink 'n' Whites! This range of wines is perfect for anyone looking to enjoy a little of what they fancy. The range includes a variety of wines, including reds, whites, and rosés, all of which are made from the finest grapes in the UK. The wines are available in a variety of quantities, making it easy to find what you need for your next meal.

The perfect meal starts with perfect cookware

Introducing a new range of perfect cookware. This range of cookware is perfect for anyone looking to cook the perfect meal. The range includes a variety of cookware, including pots, pans, and baking dishes, all of which are made from the finest materials. The cookware is available in a variety of quantities, making it easy to find what you need for your next meal.

Brewing the UK's favourite beers sustainably

Introducing a new range of UK's favourite beers, brewed sustainably. This range of beers is perfect for anyone looking to enjoy a sustainable beer. The range includes a variety of beers, including lagers, ales, and pilsners, all of which are brewed using sustainable practices. The beers are available in a variety of quantities, making it easy to find what you need for your next meal.

All the Spritz, none of the alcohol

Introducing a new range of Spritz, none of the alcohol. This range of Spritz is perfect for anyone looking to enjoy a refreshing drink without the alcohol. The range includes a variety of Spritz, including fruit-flavored and herb-flavored, all of which are made from natural ingredients. The Spritz is available in a variety of quantities, making it easy to find what you need for your next meal.

Nutritious grains and tasty superfoods

Introducing a new range of nutritious grains and tasty superfoods. This range of products is perfect for anyone looking to enjoy a healthy meal. The range includes a variety of grains, including quinoa, rice, and wheat, as well as superfoods, including berries, nuts, and seeds. The products are available in a variety of quantities, making it easy to find what you need for your next meal.

Coppola ready-made soups, tomato sauces and organic ketchup with no added sugar

Introducing a new range of Coppola ready-made soups, tomato sauces, and organic ketchup with no added sugar. This range of products is perfect for anyone looking to enjoy a healthy meal. The range includes a variety of soups, sauces, and ketchup, all of which are made from organic ingredients. The products are available in a variety of quantities, making it easy to find what you need for your next meal.

Sweet Baby Ray's - the sauce is the boss!

Introducing a new range of Sweet Baby Ray's - the sauce is the boss! This range of sauces is perfect for anyone looking to enjoy a delicious meal. The range includes a variety of sauces, including barbecue, teriyaki, and honey mustard, all of which are made from the finest ingredients. The sauces are available in a variety of quantities, making it easy to find what you need for your next meal.

451k

Average readership of
The Observer on a Sunday

£400

is the average credit card spend per
month by Observer readers

More likely to...

...be well connected,
information-hungry and vocal
media consumers

85%

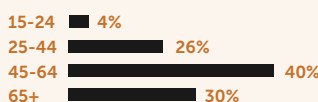
of Observer readers
are ABC1

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 140,894 copies of *The Observer* published on a Sunday
- 451,266 average readership
- Distributed UK wide

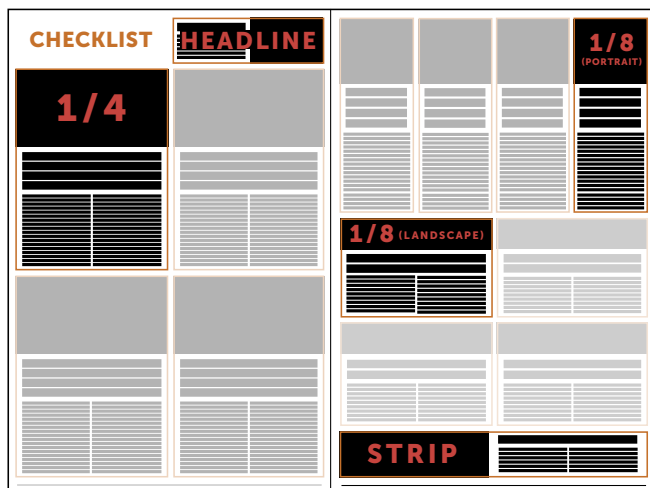
RATE CARD

Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
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

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

EIGHTH PAGE

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

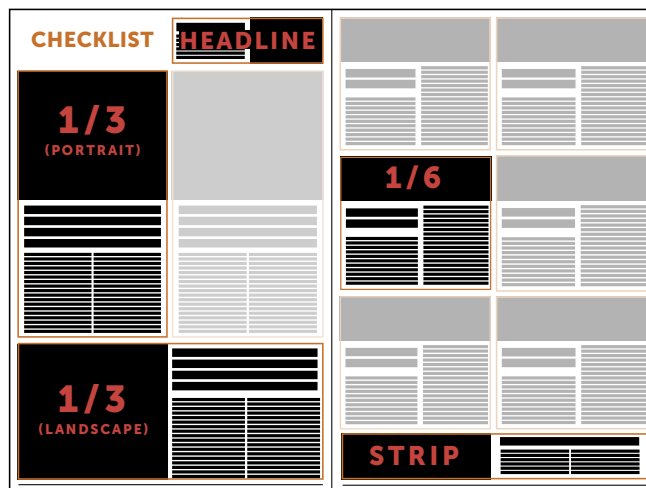
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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 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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Food & Drink Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Observer*.
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