

Health and Wellbeing checklist



PUBLISHED IN SATURDAY WITH The Guardian ON SATURDAYS

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

The **Health & Wellbeing Checklist** is a full-colour, tabloid-sized double-page spread of advertorial content published in *Saturday Magazine* issued with the weekly newspaper.

Saturday Magazine'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 Saturday edition of *Saturday Magazine*, **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
- 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

Advertisement

istent inject® W - the advanced device for glaucoma therapy

istent inject® W is a minimally invasive, outpatient procedure for glaucoma. It uses a small incision to implant a micro-device that continuously drains excess fluid from the eye, reducing intraocular pressure. The procedure is quick, painless, and has a low risk of complications. For more information, visit www.istent.com.

When blisters strike, carry on with Compeed®

Compeed® is the leading brand of blister plasters. It's made from a soft, flexible material that conforms to the shape of the blister, protecting it from further irritation. It's also waterproof, so you can keep on with your activities. For more information, visit www.compeed.co.uk.

Knee pain sufferers unite with Neo G

Neo G is a revolutionary new knee brace that provides support and stability without restricting movement. It's made from a lightweight, breathable material and is easy to wear. For more information, visit www.neog.co.uk.

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

VisionDirect offers a wide range of high-quality contact lenses at affordable prices. They have a convenient online ordering system and deliver lenses straight to your door. For more information, visit www.visiondirect.co.uk.

Why protein should be top of your priority list

Protein is essential for building and repairing muscles, and it's also important for maintaining a healthy weight. It's found in a variety of foods, including meat, fish, eggs, and dairy. For more information, visit www.protein.com.

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

There are many ways to build a home gym, and it's important to choose the right equipment for your needs and budget. For more information, visit www.homegym.co.uk.

Book at-home massage and more on the Urban app

The Urban app makes it easy to book at-home massage and other wellness services. It's available on both iOS and Android. For more information, visit www.urbanapp.co.uk.

Making iron better...

Iron is an essential nutrient for the body, and it's important to get enough of it. There are many ways to increase iron intake, including eating iron-rich foods and taking supplements. For more information, visit www.iron.com.

867k

Saturday print readership of *The Guardian*

65%

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

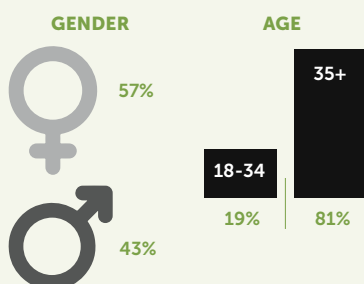
83%

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

DEMOGRAPHICS



DISTRIBUTION

- 220,240 copies of *Saturday Magazine* are published on a Saturday
- 867,492 average Saturday readership
- Distributed UK wide

RATE CARD

Third page	£7,500
Quarter page	£5,625
Sixth page	£3,750
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: 118 x 132 mm

EIGHTH PAGE

Landscape: 118 x 63 mm
Portrait: 57 x 118 mm

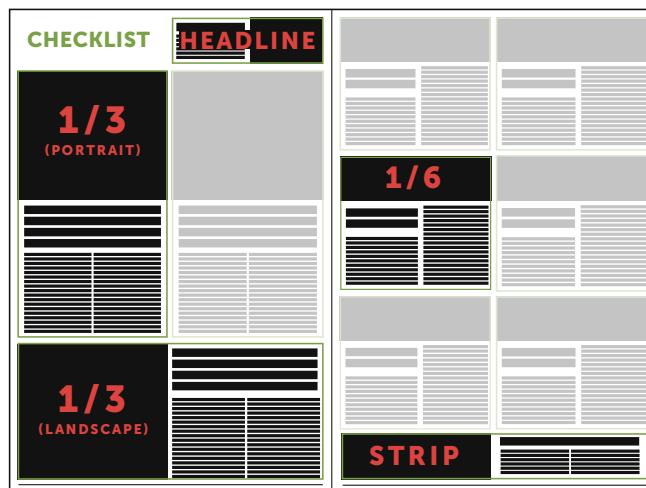
Total word count	200-250 words	Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 image + logo

STRIP Landscape: 240 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: 240 x 87 mm
Portrait: 118 x 178 mm

SIXTH PAGE

Landscape: 118 x 87 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: 118 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. 15 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

Hurst Media Company, United House, North Road, N7 9DP
Company number: 08357910 VAT number: 161866882

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

MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPARTMENT

Tel: 0203 770 4024
production@hurstmediacompany.co.uk



HURST MEDIA
The UK's trusted media partner