

Family checklist



PUBLISHED WITH The Guardian Weekend ON SATURDAYS

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

The **Family Checklist** is a full-colour, oversized-A4 double-page spread of advertorial content published in *Guardian Weekend Magazine* issued with the weekly newspaper.

Guardian Weekend Magazine's readership is well balanced, with an even split among all age groups, which means **Family Checklist** is perfectly poised to serve as the essential guide to help readers of all ages make the best choices available for their loved ones.

The **Family Checklist** showcases a high-quality selection of products and services to benefit the whole family, ranging from food and drink options, fashion essentials, new mum advice, plus family-friendly travel destinations and family finances.

Published at a time when families often focus on future plans for their children, the **Family Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience focused on family matters.

PARTICULARLY CONSIDERING

- The *Guardian* readers spend £81 a week
- on groceries
- 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.

Family checklist

Take care of your family, whether they're kids, toddlers or teenagers, with our selection of products, services, books and educational essentials

Digital magazine subscription app lets you read over 3,000 of your favourite titles in any location

Look up a magazine title in our app and you'll be able to read it on your smartphone or tablet. The app lets you read over 3,000 of your favourite titles in any location. It's perfect for when you're on the go, or when you're at home and want to read on a larger screen. The app is available for free on the App Store and Google Play.

School bag essentials for kids of all ages

Get the best school bag for your child, whether they're a primary schooler or a teenager. We have a range of bags to suit every budget and every style. They're all made from high-quality materials and are designed to be durable and long-lasting. They're also available in a range of colours and patterns to suit your child's taste.

Perfect chocolatey treats for everyone

Get the best chocolatey treats for everyone, whether you're a chocolate lover or a health-conscious eater. We have a range of treats to suit every taste and every budget. They're all made from high-quality ingredients and are designed to be delicious and satisfying. They're also available in a range of flavours and textures to suit your taste.

Flip Out family fun - buy a one hour session and get a second hour free

Get the best family fun for everyone, whether you're a family of four or a family of ten. We have a range of sessions to suit every budget and every style. They're all made from high-quality materials and are designed to be durable and long-lasting. They're also available in a range of colours and patterns to suit your child's taste.

Meet Longleat's lion kings

Get the best family fun for everyone, whether you're a family of four or a family of ten. We have a range of sessions to suit every budget and every style. They're all made from high-quality materials and are designed to be durable and long-lasting. They're also available in a range of colours and patterns to suit your child's taste.

A baby-to-toddler trike that grows with your child from 6-36 months

Get the best baby-to-toddler trike for your child, whether they're a baby or a toddler. We have a range of trikes to suit every budget and every style. They're all made from high-quality materials and are designed to be durable and long-lasting. They're also available in a range of colours and patterns to suit your child's taste.

Trust Beano to make reading fun!

Get the best family fun for everyone, whether you're a family of four or a family of ten. We have a range of sessions to suit every budget and every style. They're all made from high-quality materials and are designed to be durable and long-lasting. They're also available in a range of colours and patterns to suit your child's taste.

Make school lunches exciting

Get the best school lunches for your child, whether they're a primary schooler or a teenager. We have a range of lunches to suit every budget and every style. They're all made from high-quality ingredients and are designed to be delicious and satisfying. They're also available in a range of flavours and textures to suit your taste.

Build your confidence among the tree tops!

Get the best family fun for everyone, whether you're a family of four or a family of ten. We have a range of sessions to suit every budget and every style. They're all made from high-quality materials and are designed to be durable and long-lasting. They're also available in a range of colours and patterns to suit your child's taste.

Save cash on tech!

Get the best family fun for everyone, whether you're a family of four or a family of ten. We have a range of sessions to suit every budget and every style. They're all made from high-quality materials and are designed to be durable and long-lasting. They're also available in a range of colours and patterns to suit your child's taste.

865k

Saturday print readership
of *The Guardian*

83%

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

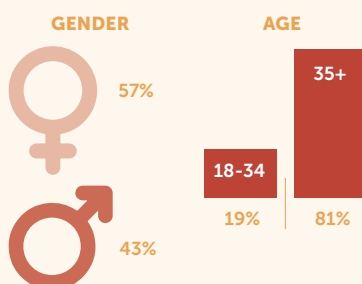
65%

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

- 223,038 copies of *Guardian Weekend Magazine* are published on a Saturday
- 865,584 average Saturday readership
- Distributed UK wide

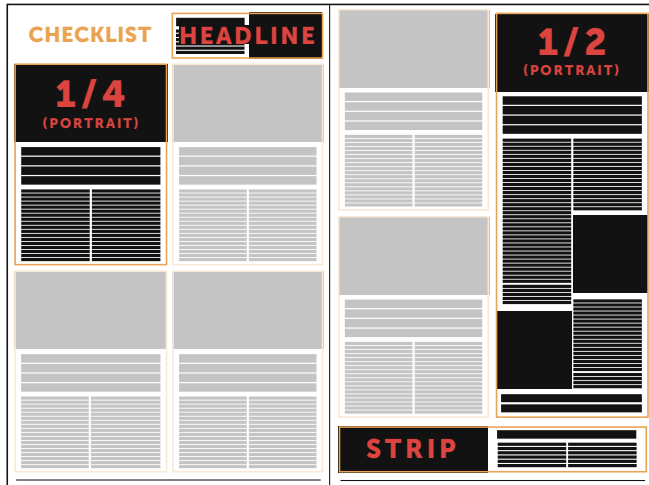
RATE CARD

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: 110 x 106.5 mm

Total word count	130-150 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo

HALF PAGE

Portrait: 224 x 106.5 mm

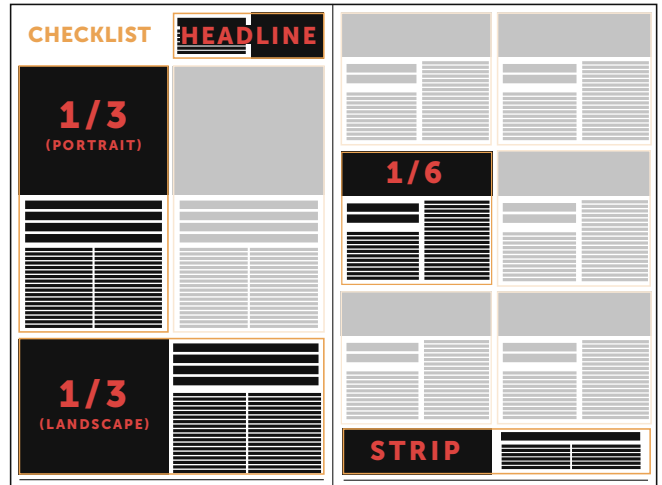
Total word count	250-300 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links
Images	3 images + logo

STRIP Landscape: 218 x 37 mm

Total word count	80-100 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



THIRD PAGE

Landscape: 72 x 218 mm
Portrait: 148 x 106.5 mm

Total word count	160-200 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo

SIXTH PAGE

Landscape: 72 x 106.5 mm

Total word count	80-100 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

HEADLINE COMPETITION Landscape: 37 x 106.5 mm

Copy	What is the prize and its value.
URL	Hurst Media will provide competition link
Images	1 image

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

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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

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