AT HOME AND GARDEN checklist 1



The Guardian Weekend ON SATURDAYS **PUBLISHED WITH**

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

The At Home & Garden Checklist is a fullcolour, 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 At Home & Garden Checklist is perfectly poised to serve as the essential guide to help readers of all ages make the best choices available for themselves and their homes

Full of inspiration for those who are spending more time with family and friends in their homes and gardens, the At Home & Garden Checklist serves as an essential guide for readers on the latest food & drink options, gadgets & tech, entertainment and leisure, homes, DIY & interiors, as well as delivery services, and health & wellness amenities.

Published on a Saturday, the At Home & Garden Checklist is the ideal 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 products and services.

PARTICULARLY CONSIDERING

- Guardian readers spend £81 a week
- on aroceries
- 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.



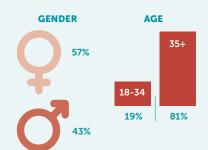
Saturday print readership of The Guardian

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

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

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

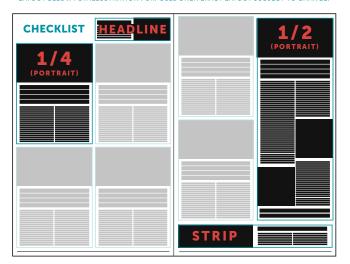
Sixth page £5,000

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

Images

Portrait: 224 x 106.5 mm

Call to i.e. Discount offer, website, phone, or social links action

130-150 words

1-2 images + logo

Total word count

Call to

action

HALF PAGE

i.e. Discount offer, website phone, or social links

250-300 words

Images 3 images + logo

STRIP Landscape: 218 x 37 mm

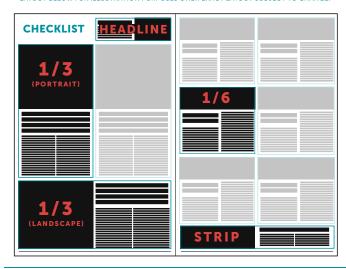
Total word count 80-100 words (includes call to action)

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

Total word

Images

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

count Call to i.e. Discount offer, website, action phone, or social links

160-200 words

2 images + logo

SIXTH PAGE

Landscape: 72 x 106.5 mm

80-100 words **Total word** count Call to i.e. Discount offer, website, phone, or social links action

Images 1 image + logo

HEADLINE COMPETITION Landscape: 37 x 106.5 mm

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 vour 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. 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 by 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 6 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

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