

Food & Drink checklist

The PUBLISHED WITH **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 **Food & Drink Checklist** is a full-colour, tabloid-sized 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 **Food & Drink Checklist** is perfectly poised to serve as the essential guide to help readers transform the way they eat in and dine out.

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

Published on a Saturday, the **Food & Drink Checklist** is the perfect way for brands and organisations to benefit from an affluent audience, who, when presented with accurate, reliable information, are highly suggestible to new purchasing ideas.

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.

Food & Drink checklist

Get inspired and transform your eating habits with our selection of the finest gourmet goods, health foods, sustainable tips and food services on offer

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

THE UK'S LEADING MEAL KIT COMPANY. HelloFresh is focused on reducing food waste by delivering the most pre-portioned ingredients needed to cook chef-inspired recipes from scratch at home.

Food waste is not only reduced in households but also in the supply chain by ordering accurate amounts of produce each week for customer recipes. The HelloFresh surplus at HelloFresh's packing facility is given to those in need through partnerships with food charities like The Felix Project.

In addition, buying direct from local suppliers and delivering to

customers cut out intermediaries and supermarkets and reduce carbon emissions, making meal kits the healthiest more environmentally friendly when every step is in the process

- from farm to
- taken into consideration

Look out more about HelloFresh's approach to sustainability, visit hellefresh.co.uk/about/sustainability

Win one of five 12" Mermaid Hard Anodised Deluxe Roasters by Samuel Groves Worth £50 each

Hard anodised cookware is a must-have for any home chef. The Mermaid Hard Anodised Deluxe Roaster is a must-have for any home chef. It's made from hard anodised aluminium, which is more durable than regular aluminium. It's also dishwasher safe and has a non-stick coating. The roaster is perfect for roasting meats, vegetables, and fruits. It's also perfect for roasting bread. The roaster is perfect for roasting anything you want to roast.

Award-winning cheese that tastes amazing

WHEN A CHEESE is awarded The Protected Designation of Origin (PDO) it means it's recognised as a level of quality, provenance and typical products. Deeply rooted in a region that gives it a specific character and an intangible. Because the AOP label also guarantees the authenticity of products made according to traditional know-how.

That's where a Gruyère comes in, having been awarded the AOP back in 2002. After so many months, the cheese is creamy and smooth, perfect for salads that prefer a mild flavour. After 30 months, the cheese is Gruyère AOP cheese will improve all levels of full-bodied cheese. A few cheese wheels are matured for up to 30 or even 24 months, appealing to connoisseurs of particularly strongly flavoured cheese. The maturation length may vary – but the quality always remains substantial.

Get creative and don't be afraid to experiment. The richness and flavour complexity of Le Gruyère AOP complements everything you love to eat with cheese. For cooking inspiration, visit legruyere.co.uk

A lifetime of cooking with Samuel Groves

COOKING WITH FIRST CLASS PLATE. Made in England at Samuel Groves' UK factory, will guarantee the very best culinary designs. The Samuel Groves range, with their thermally superior construction, guarantees efficiency on all hob types including induction. Samuel Groves are not just for Christmas, their lifetime guarantee assures you of good service. The perfect forever gift for a foodie friend.

Save 20% with Samuel Groves! Visit samuelgroves.com and use code CHECKLIST at the checkout.

Thriving joyfully with a vegan lifestyle choice

THE VEGAN MOVEMENT is thriving, with more people choosing a kind, healthy and sustainable lifestyle every day. Vegans live a life less ordinary. A healthy life that we live to the fullest. A plant-based adventure that's about understanding more about our connection to the planet. We enjoy more happiness, more peace. The Vegan Society's new campaign, Vegans and Thriving, will help you to be healthy and happy on a vegan diet, with a host of nutritionally balanced recipes.

For more information visit vegansociety.com/thriving

The London-based company cleaning up the coffee industry

WITH ALMOST 75% OF US claiming to be passionate about coffee, the Percol packs an awfully heavy compostable, meaning you can ditch the disposable for the reusable. But what's happening in the supermarket shelves? Well, one small coffee company has been causing quite the stir.

Percol Coffee has achieved a world's first with its launch of plastic-free packaging across its range of ground and beans – a pioneering move to combat the 200 million non-recyclable plastic packs used in the industry each year.

Back from ethically sourced beans, Percol packs are made from 100% recycled paper, meaning you can ditch the disposable for the reusable. But what's happening in the supermarket shelves? Well, one small coffee company has been causing quite the stir.

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A corking way to savour a glass of wine

YOU LOVE A GLASS OF WHITE AND YOUR PARTNER PREFERS RED. But imagine having the freedom to enjoy on your own terms. The Coravin Model Two is the perfect way for savvy wine lovers to enjoy a glass of their favourite liquid without having to pop the cork. When you place the cork, the wine pouring system uses argon gas to create an airtight seal to protect the wine from oxidation. You can drink

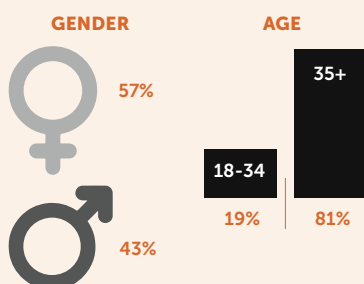
867k Saturday print readership of *The Guardian*

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 *Guardian Weekend Magazine* are published on a Saturday
- 867,492 average Saturday readership
- Distributed UK wide

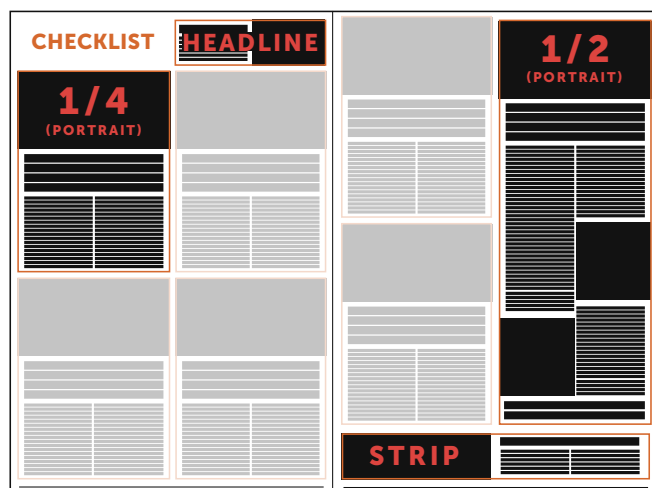
RATE CARD

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

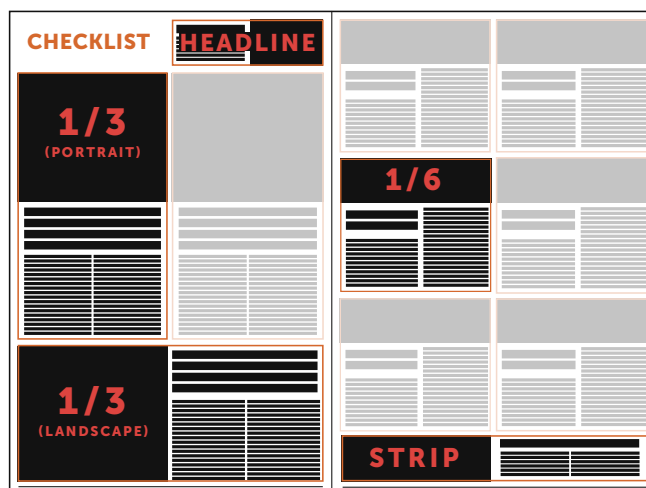
Total word count	200-250 words	Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 image + logo

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

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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 *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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