

Food & Drink checklist

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 **Food & Drink 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 **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 options and food services on offer

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

THE UK'S LEADING MEAL KIT COMPANY. Hello Fresh 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 Hello Fresh surplus at Hello Fresh'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 in the process - from farm to shelf - is taken into consideration.

To find out more about Hello Fresh'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 the most durable and long-lasting cookware available. It's also the most eco-friendly as it's made from recycled materials and is 100% recyclable.

Samuel Groves is a leading UK manufacturer of high-quality cookware. Their 12" Mermaid Hard Anodised Deluxe Roasters are perfect for roasting meats, vegetables and more. They're also great for grilling and baking.

Save 20% with Samuel Groves! Visit [samuelgroves.com](https://www.samuelgroves.com) and use code CHECKLIST at the checkout.

Filtered cold water at the touch of a button

DRINKING PLASTIC BOTTLED WATER IS KEY to maintaining our health, but many of us aren't too keen on the taste of tap water and buying bottled is hard on the planet and our pocket.

With the Aquo Optimus water filter you can have great tasting, cool water at the touch of a button.

The Aquo Optimus is compact, stylish and efficient. It simply plugs in and in up to 30 minutes the water will be refreshingly chilled to 12°C - that's half the time it takes for a fridge. A blue light illuminates when the water is perfectly chilled.

With its 8-litre capacity you can have chilled, pure water on hand all day making it so much easier to drink the recommended six to eight glasses a day. And whilst many of us are trying to reduce our environmental impact

Look out for offers now by searching [aquo-optimus](https://www.amazon.co.uk/aquo-optimus) on Amazon. Robert Dyes and aquo-optimus.com

Award-winning cheese that tastes amazing

WHEN A CHEESE IS AWARDED The Protected Designation of Origin (PDO) it means it's recognised as a product of quality, produced in a specific region and 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 now made and produced in a way that makes it perfect for grating. It's a mild, nutty cheese with a creamy texture. A few cheese wheels are matured for up to 18 or even 24 months, resulting in a particularly strong, nutty flavour. The maturation length may vary - but the quality always remains outstanding.

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](https://www.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 quality, design, and performance. Their products are made with their thermal superior stainless steel, guaranteeing efficiency on all jobs 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](https://www.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 our more compassionate, more ethical way of life. It's a joy for life. It's a vegan thing.

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](https://www.vegansociety.com/thriving)

The London-based company cleaning up the coffee industry

WITH ALMOST 75% OF US claiming to be passionate about coffee, it's no wonder well-used coffee machines are well-used in the kitchen. Coffee machines are a great way of getting the most out of your coffee. But what if you're not getting the most out of your coffee? What if you're not getting the most out of your coffee?

Percol has a solution. Their Percol coffee machines are made from 100% recycled plastic. They're also made from 100% recycled plastic. They're also made from 100% recycled plastic.

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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 your own red wine. The Coravin Model Two is the perfect way for every wine lover 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

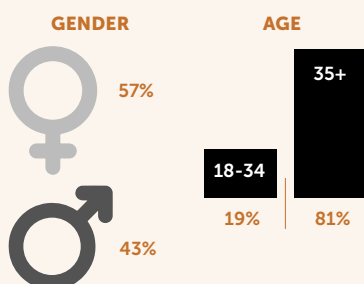
83%

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

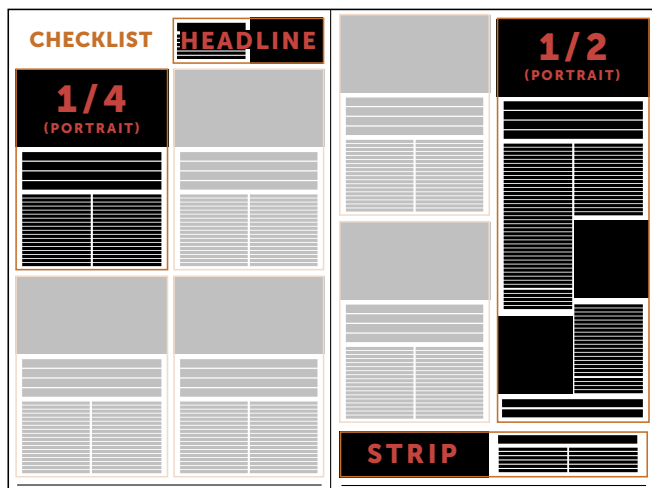
RATE CARD

Third page	£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

HALF PAGE

Portrait: 224 x 106.5 mm

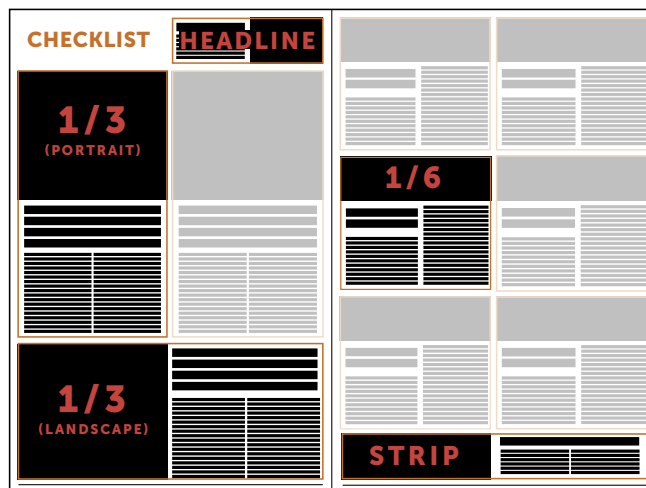
Total word count	130-150 words (includes call to action)	Total word count	250-300 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	3 images + logo

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

SIXTH PAGE

Landscape: 72 x 106.5 mm

Total word count	160-200 words (includes call to action)	Total word count	80-100 words (includes call to action)
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

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

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

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

MEDIA SALES

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

PRODUCTION DEPARTMENT

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

