

Retirement Planning

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

The *Guardian* boasts a mature readership, with 72% of its readers over the age of 45. The **Retirement Planning Checklist** will therefore serve as the essential guide for these wealthy readers, to ensure they make the most of their time and money when they stop working, as well as providing advice for how they can best care for their parents in retirement.

It will showcase a high-quality selection of products and services, ranging from activities and leisure, travel options, legal advice, retirement properties, homecare and healthcare options.

The **Retirement Planning Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership who are concerned about their parents' retirement options, as well as planning ahead for their own.

PARTICULARLY CONSIDERING

- 65% of readers say *The Guardian* helps them to make up their mind
- 85% of readers are ABC1, with an average household income of £59,764
- 53% of readers say *The Guardian* is impartial and unbiased.

Retirement Planning checklist

Plan for your retirement or find out more about how you can best care for your parents with our special guide to the best services and products available. From legal advice to homecare and travel options, we've got you covered.

In need of surgery? Why wait?

As an NHS patient at Great West and High Wycombe, I've been waiting for a hip replacement for over a year. I've been told that waiting lists can be long, but I've found a private surgeon who can operate on me in just 10 days. I've been able to get my hip replaced and I'm back on my feet. I've been able to get my hip replaced and I'm back on my feet. I've been able to get my hip replaced and I'm back on my feet.

Discover what's waiting to meet you with a Danbury Campervan

As an avid camper, I've been looking for a campervan for a while. I've found a Danbury Campervan that's perfect for me. It's got everything I need, including a kitchen, a bathroom, and a sleeping area. I've been able to get my campervan and I'm back on my feet. I've been able to get my campervan and I'm back on my feet. I've been able to get my campervan and I'm back on my feet.

Knee pain sufferers unite with Neo G

As someone who suffers from knee pain, I've been looking for a solution for a while. I've found Neo G, which is a revolutionary new treatment for knee pain. I've been able to get Neo G and I'm back on my feet. I've been able to get Neo G and I'm back on my feet. I've been able to get Neo G and I'm back on my feet.

Regenox your body!

As a busy professional, I've been looking for a way to stay healthy and fit. I've found Regenox, which is a revolutionary new supplement that helps you stay healthy and fit. I've been able to get Regenox and I'm back on my feet. I've been able to get Regenox and I'm back on my feet. I've been able to get Regenox and I'm back on my feet.

Treat your swallowing and reflux problems

As someone who suffers from swallowing and reflux problems, I've been looking for a solution for a while. I've found Iqoro, which is a revolutionary new treatment for swallowing and reflux problems. I've been able to get Iqoro and I'm back on my feet. I've been able to get Iqoro and I'm back on my feet. I've been able to get Iqoro and I'm back on my feet.

Feel safe on your stairs with an Acorn Stairlift

As someone who lives on stairs, I've been looking for a way to feel safe. I've found an Acorn Stairlift, which is a revolutionary new way to feel safe on stairs. I've been able to get an Acorn Stairlift and I'm back on my feet. I've been able to get an Acorn Stairlift and I'm back on my feet. I've been able to get an Acorn Stairlift and I'm back on my feet.

care

As a busy professional, I've been looking for a way to stay healthy and fit. I've found care, which is a revolutionary new way to stay healthy and fit. I've been able to get care and I'm back on my feet. I've been able to get care and I'm back on my feet. I've been able to get care and I'm back on my feet.

Are you one of 58% of people yet to make a Will?

As someone who is yet to make a Will, I've been looking for a way to make one. I've found a service that helps you make a Will. I've been able to get a Will and I'm back on my feet. I've been able to get a Will and I'm back on my feet. I've been able to get a Will and I'm back on my feet.

Inspired choices for retirement living

As someone who is looking for a retirement home, I've been looking for a way to find one. I've found Inspired, which is a revolutionary new way to find a retirement home. I've been able to get a retirement home and I'm back on my feet. I've been able to get a retirement home and I'm back on my feet. I've been able to get a retirement home and I'm back on my feet.

Take control of your pension savings with an online plan

As someone who is looking for a way to control their pension savings, I've been looking for a way to do so. I've found an online plan, which is a revolutionary new way to control pension savings. I've been able to get an online plan and I'm back on my feet. I've been able to get an online plan and I'm back on my feet. I've been able to get an online plan and I'm back on my feet.

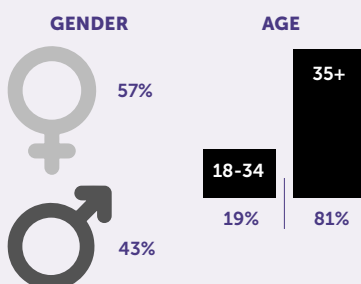
867k
Saturday print readership
of *The Guardian*

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

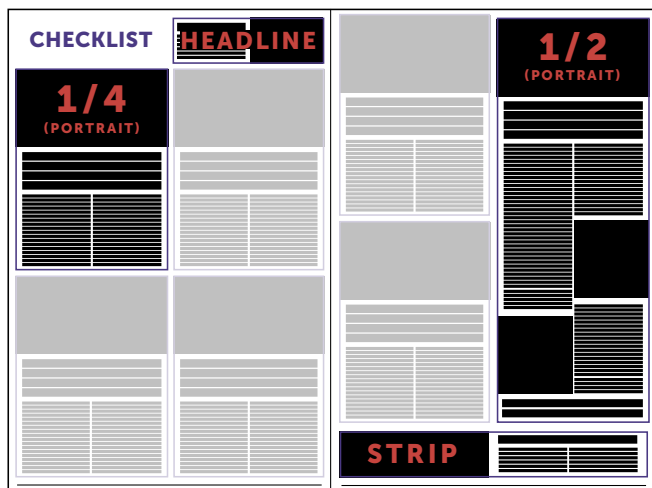
RATE CARD

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

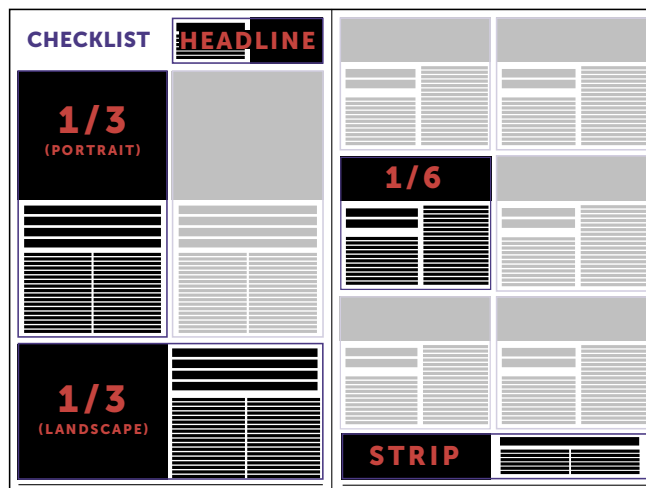
Total word count	130-150 words (includes call to action)	Total word count	250-300 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	3 images + logo

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

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Company number: 08357910 VAT number: 161866882

Retirement Planning 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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