

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

- *The Guardian* readers spend £81 a week on groceries
- Around 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
- *The Guardian* is a trusted source of content.



Christmas checklist

For extra holiday inspiration, check out our selection of ideal gifts, including head and topline, wall art, clothing, festive experiences and winter gear picks.

Discover designer brands for over 200 fantastic design brands

CHRISTMAS IS FAST APPROACHING, many parents will need to visit toyland this season, getting the family dressed for the holidays, and shopping for gifts for everyone to ensure a cozy and festive holiday. With kids being the most difficult to shop for, it's important that you find the right gift on-hand or in stock.

At the **RED TRACTOR** you'll find a wide variety of products for kids and teens ranging from 15-16 year olds. With over 200 designer brands from Gucci and Prada to Tommy Hilf and Burberry, you'll find everything you need to complete the children's wardrobe.

Beautiful items and also price points for all budgets.

CHILDPLAY CLOTHING is a new brand of clothing for children and teens.

Discover a world of luxury children's clothing this Christmas at childplayclothing.co.uk

Festive delicacies infused with humor & joy

Award-winning gin distiller **Silent Pool** has a range of fabulous products for the festive season – including their signature gin and some tasty treats. The premium gin distillery has collaborated with **Yule Valley Chocolaterie** to create a gin-infused seasonal assortment. Combining their award-winning Silent Pool gin with adorns from the cold waters of the North Atlantic, the producer has been tasked to accommodate the festive and bring people together with joy, completing an in-store adventuring with unique flavor. And it's only now to £20 for the bottle.

Join your festive Christmas with our exclusive limited-edition Silent Pool gin Christmas Christmas mixers. Each bottle is crafted with real copper

Win a Conway Stewart luxury pen Worth £50!

Conway Stewart is the world's leading manufacturer of luxury pens and pencils. They have a range of pens and pencils to suit every occasion. They are also a great choice for corporate gifts. They have a range of pens and pencils to suit every occasion. They are also a great choice for corporate gifts.

turfedcompany.co.uk

Give the gift of wireless headphones from MIXX Audio

THE JZX HEADPHONES are the perfect Christmas gift for the music lover. They are available in black, white, and red. They are also available in a range of colors. They are also available in a range of colors. They are also available in a range of colors.

MIXX AUDIO

MIXX JZX2 headphones retail at an already amazing value of £26.99. Save 20% on the JZX wireless headphones with code **CHECKLIST** at mixxaudio.co.uk/j2



cracker contains a £1 bottle of award-winning Silent Pool gin, together with the Christmas cracker bands and paper. There's a letter too to tell off your better half, and they also £65 for a box of six.

Silent Pool gin is made from the best of the best. It is made from the best of the best. It is made from the best of the best.

Silent Pool gin is made from the best of the best. It is made from the best of the best. It is made from the best of the best.

For more festive products, visit silentpools.co.uk

Festive scents and last-tingling candles

PRICES & CANDLES

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PRICES & CANDLES

Visit prices-candle.co.uk and use the offer code **CANDLE20** to receive a 20% discount off all products.

Discover your comfort at home

YAMAMA, WE BASK TO YOU close to the heart, and with 120 years of experience in making music, you better to bring you True Sound. Your home music experience with the perfect sound better to bring you.

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A cooking way to savour your wish of wine

YOU LIKE A GLASS OF WHITE AND YOUR PARTNER PERSISTS

YOU LIKE A GLASS OF WHITE AND YOUR PARTNER PERSISTS

Look for the Red Tractor!

RED TRACTOR helps everyone should have quality food that you can trust. It's a great choice for everyone. It's a great choice for everyone. It's a great choice for everyone.

RED TRACTOR helps everyone should have quality food that you can trust. It's a great choice for everyone. It's a great choice for everyone. It's a great choice for everyone.

For more about what Red Tractor do, visit redtractor.org

Making Christmas Magic for 40 years!

FROM FESTIVELY PAST to Christmas Day you'll find your perfect festive at every occasion in **Majestic** Wine. Throughout the festive season, **Majestic** will have 120 of our finest wines and spirits, each carefully selected for you. We have 120 of our finest wines and spirits, each carefully selected for you. We have 120 of our finest wines and spirits, each carefully selected for you.

Majestic

To claim your discount online use the code **MAJESTIC10** at majestic.co.uk

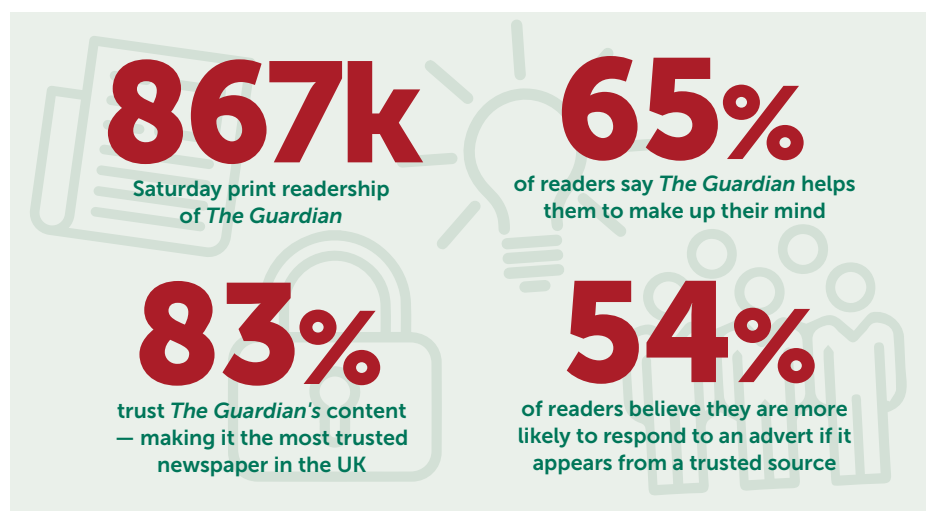
Get up to £300 cashback when you buy two or more Majestic products at yams.co.uk



Christmas checklist is a collection of festive products and services. It is a collection of festive products and services. It is a collection of festive products and services. It is a collection of festive products and services. It is a collection of festive products and services.

The **Christmas Checklist**, published on a Saturday around the time that readers begin their Christmas planning, is the perfect vehicle for showcasing your company's products and services to an affluent and mixed audience, who are just beginning to buy gifts and get themselves organised for the festive season.

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GENDER

- Female: 57%
- Male: 43%

AGE

- 18-34: 19%
- 35+: 81%

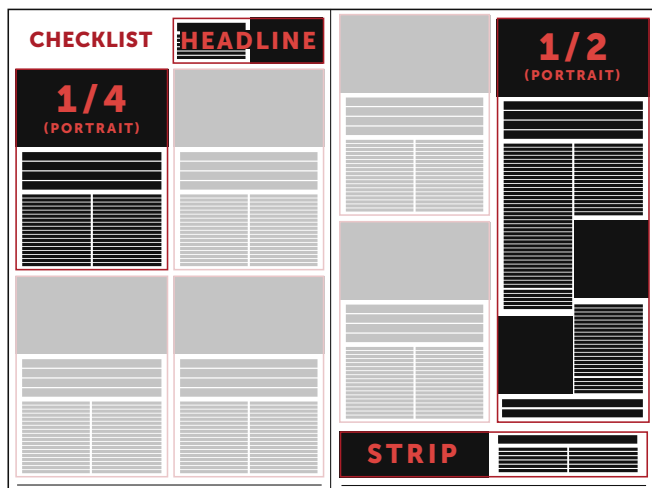
- 220,240 copies of *Guardian Weekend Magazine* are published on a Saturday
- 867,492 average Saturday readership
- Distributed UK wide

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: 118 x 132 mm

EIGHTH PAGE

Landscape: 118 x 63 mm

Portrait: 57 x 118 mm

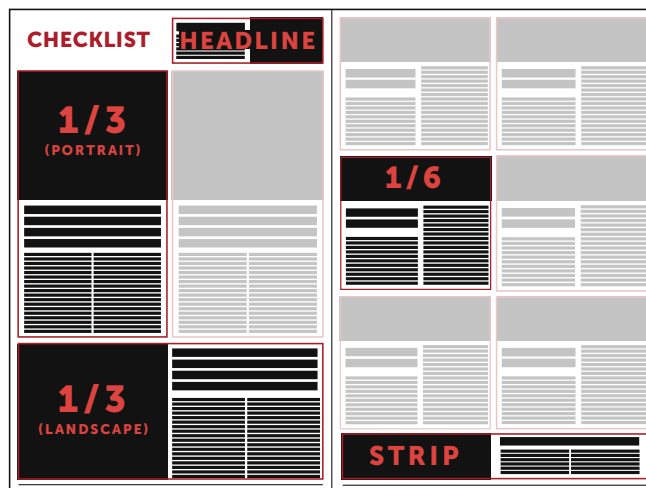
Total word count	200-250 words	Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 image + logo

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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Christmas 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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