



PUBLISHED IN SATURDAY WITH Guardian ON SATURDAYS

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

The Christmas Checklist is a full-colour, tabloid-sized, double-page spread of advertorial content published in Saturday Magazine, issued weekly with The Guardian.

Saturday Magazine's readership is well balanced, with an even split among all age groups, which means Christmas Checklist is perfectly poised to serve as the essential guide to help readers of all ages to make the best gift-buying and festive activity choices for friends and family, ahead of the festive season.

It showcases a selection of high-quality products, services and experiences, ranging from Christmas markets and fairs, indulgent foods and fantastic gifts to celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

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.

PARTICULARLY CONSIDERING

- 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.



867k

Saturday print readership of *The Guardian*

83%

trust The Guardian's content

— making it the most trusted
newspaper in the UK

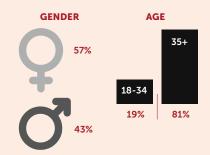
65%

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

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

RATE CARD

Third page £7,500

Quarter page £5,625

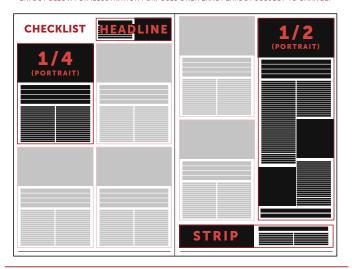
Sixth page £3,750

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

Images

Portrait: 57 x 118 mm

Total word

200-250 words Total word Call to action

i.e. Discount offer, website, phone, or social links 2 images + logo

count Call to action

EIGHTH PAGE

Landscape: 118 x 63 mm

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

70-100 words

1 image + logo Images

STRIP Landscape: 240 x 42.5 mm

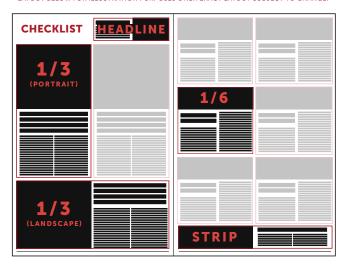
Total word count 120-150 words

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

Total word

Landscape: 240 x 87 mm Portrait: 118 x 178 mm

count i.e. Discount offer, website, Call to phone, or social links action 2-3 images + logo Images

200-300 words

SIXTH PAGE

Landscape: 118 x 87 mm

Total word 120-150 words count Call to i.e. Discount offer, website, phone, or social links action 1-2 image + logo Images

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 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.

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

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

MEDIA SALES

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

PRODUCTION DEPARTMENT

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



^{*} 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.