

# Event Planning

## checklist



## PUBLISHED IN SATURDAY WITH The 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 **Event Planning Checklist** is a full-colour, tabloid-sized, double-page spread of advertorial content published in *Saturday Magazine* issued with the weekly newspaper.

*The Guardian* is known to be the most trusted newspaper in the UK, with 83% of readers claiming to trust its content. Additionally, 54% of readers believe they are more likely to respond to advertisements from a trusted source. Therefore, **Event Planning Checklist** is perfectly placed to serve as an essential guide for readers to discover more about organising the ultimate event, whatever the occasion.

The **Event Planning Checklist** showcases a selection of high-quality products and services including everything from party planners, cakes, venues, and photographers to car hire, DJs, caterers, florists and much more.

The **Event Planning Checklist** is a perfect shop window for brands and organisations to reach a wide and varied audience who are interested in planning the ultimate event for any occasion.

### PARTICULARLY CONSIDERING

- 65% of readers say *The Guardian* helps them to make up their mind
- 85% of *The Guardian* readers are ABC1
- 53% of readers say *The Guardian* is impartial and unbiased.

### Event Planning checklist

We've created an exclusive selection for readers looking to organise their ultimate event, whatever the occasion.

**Host your event in the most iconic building in the UK**

Experience the grandeur of the Royal Albert Hall, a venue that has hosted some of the most iconic events in British history. From royal weddings to major sporting events, the Hall is a truly remarkable location for your special occasion.

**Hippo Events**

With over 20 years of experience, Hippo Events is a leading provider of event planning services. From corporate events to private parties, we have the expertise and resources to make your event a success.

**Let Wickhams do the work for you**

Wickhams is a professional event planning company that offers a range of services to help you create the perfect event. From venue selection to catering, we handle every detail so you can relax and enjoy the day.

### Put the icing on wedding elegance

There's nothing more elegant than a wedding cake. At ABC Cakes, we specialise in creating bespoke wedding cakes that are as delicious as they are beautiful. Choose from a range of flavours and decorations to suit your taste.

**Sleep up to 26 and curate your stay with a private chef**

Experience the ultimate in luxury at the ARC Hotel. With 26 bedrooms and a private chef, you can enjoy a truly unforgettable stay. The hotel is located in a beautiful setting and offers a range of amenities to make your stay as comfortable as possible.

**Rent this country house for Christmas or New Year**

For a truly special Christmas or New Year celebration, rent this beautiful country house. The house is located in a stunning location and offers a range of amenities to make your stay as comfortable as possible.

**Retroelectric Cars - rent an electric classic car**

Experience the thrill of driving a classic car in a modern, eco-friendly way. Retroelectric Cars offers a range of classic cars for rent, including the iconic Ford Mustang and Chevrolet Camaro.

# 867k

Saturday print readership of *The Guardian*

# 65%

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

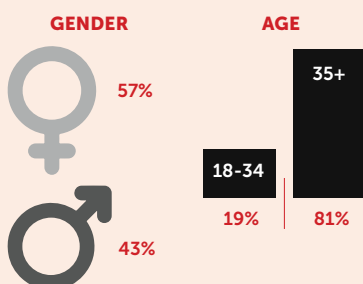
# 83%

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

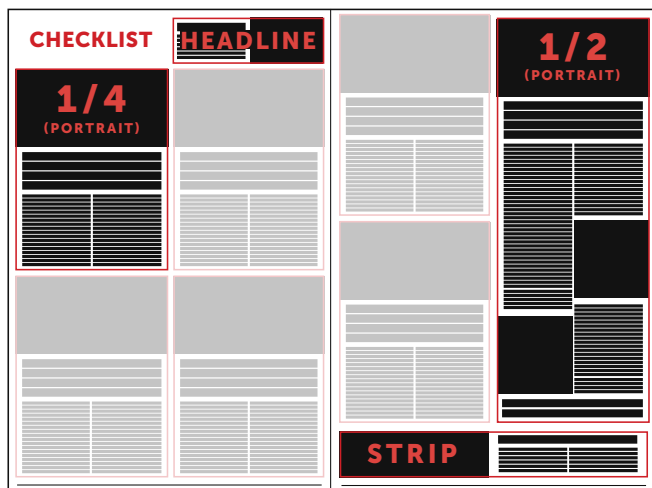
### RATE CARD

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

### EIGHTH PAGE

Landscape: 118 x 63 mm  
Portrait: 57 x 118 mm

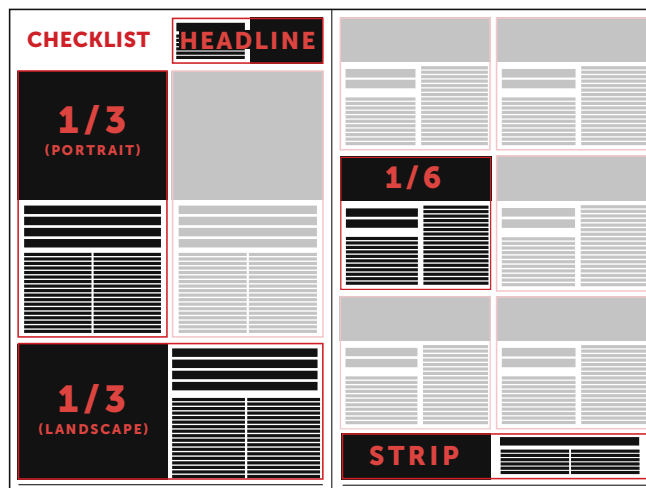
<b>Total word count</b>	200-250 words	<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links	<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2 images + logo	<b>Images</b>	1 image + logo

### STRIP Landscape: 240 x 42.5 mm

<b>Total word count</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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

<b>Total word count</b>	200-300 words	<b>Total word count</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links	<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2-3 images + logo	<b>Images</b>	1-2 image + logo

### HEADLINE Landscape: 118 x 42.5 mm

<b>Total word count</b>	60-80 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto: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, 1 Phipp Street, London, EC2A 4PS  
Company number: 08375910 VAT number: 161866882

**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](https://hurstmediacompany.co.uk/hurst-media-advertising-terms)

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The UK's trusted media partner