

# Pride checklist



## The PUBLISHED WITH Guardian ON SATURDAY 15 JUNE

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

**Pride Checklist** is a full-colour, tabloid-sized, double-page spread of advertorial content published in *The Guardian* on Saturday 15 June to celebrate the end of Pride Month.

*The Guardian* is an ally to the LGBTQ+ community and trusted source of information for the latest Pride news and analysis. Packed full of inspiration for those who are interested in quality products and services, **Pride Checklist** serves as an essential guide for readers who are seeking new and exciting ways to spend with community friendly brands and organisations. Furthermore, with 85% of ABC1 readers, *The Guardian's* wealthy readership are interested in high-quality, trusted brands to ensure they get the best for themselves and their loved ones.

**Pride Checklist** showcases a high-quality selection of products and services from various industries for members of the LGBTQ+ community, including travel, health & wellbeing, financial & legal, food & drink, homes & interiors, music & culture, green & ethical, charities and many more.

**Pride Checklist** is the perfect shop window for brands and organisations to benefit from an impressionable audience. Featuring in this spread presents an amazing opportunity to directly target a new and actively engaged reader.

### PARTICULARLY CONSIDERING

- 85% of *The Guardian* readers are ABC1
- 95% of *The Guardian* readers claim that they don't read any other quality newspaper
- 65% of readers say *The Guardian* helps them to make up their mind

# 867k

Saturday print readership  
of *The Guardian*

# 65%

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

# 83%

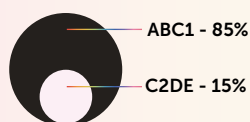
trust *The Guardian's* content  
— making it the most trusted  
newspaper in the UK

# 54%

of readers believe they are more  
likely to respond to an advert if it  
appears from a trusted source

### DEMOGRAPHICS

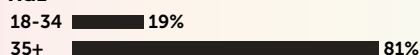
#### SOCIAL DEMOGRAPHIC



#### GENDER



#### AGE



### DISTRIBUTION

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

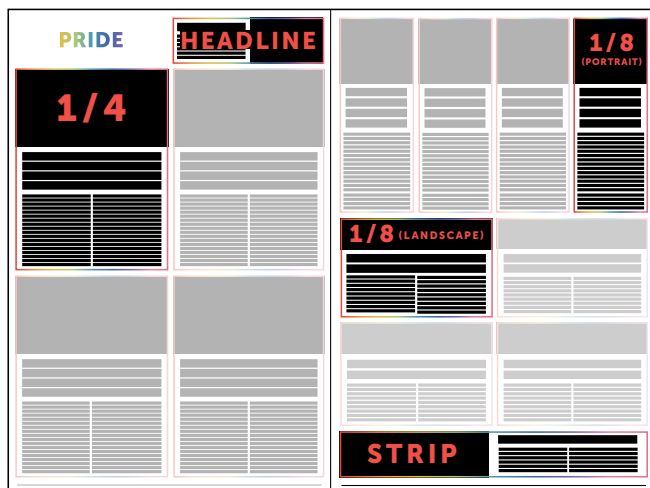
### RATE CARD

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: 129.5 x 135.7 mm

**Total word count** 200-250 words

**Call to action** i.e. Discount offer, website, phone, or social links

**Images** 2 images + logo

### EIGHTH PAGE

Landscape: 129.5 x 66 mm  
Portrait: 62.8 x 135.7 mm

**Total word count** 70-100 words

**Call to action** i.e. Discount offer, website, phone, or social links

**Images** 1 image + logo

### STRIP Landscape: 263 x 42.5 mm

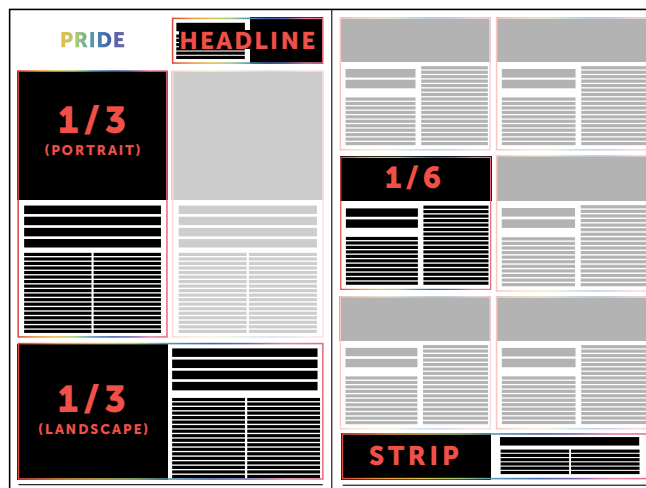
**Total word count** 120-150 words

**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: 263 x 89 mm  
Portrait: 192.5 x 182.4 mm

**Total word count** 200-300 words

**Call to action** i.e. Discount offer, website, phone, or social links

**Images** 2-3 images + logo

### SIXTH PAGE

Landscape: 129.5 x 89 mm

**Total word count** 120-150 words

**Call to action** i.e. Discount offer, website, phone, or social links

**Images** 1-2 image + logo

### HEADLINE Landscape: 129.5 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. 20 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

**Pride Checklist** is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Guardian*  
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