

CHRISTMAS

checklist 

PUBLISHED WITH **The Observer** ON SUNDAYS

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER 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 *The Observer* newspaper.

With *Observer* readers having an average household income of £59,764, the **Christmas Checklist** will serve as the essential guide for festive inspiration and is an excellent opportunity to reach this affluent audience in the run up to the holiday season.

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

The **Christmas Checklist**, published one month before Christmas day, is the perfect vehicle for showcasing your company's products and services to an affluent audience, who are just beginning to prepare for the festive season.

PARTICULARLY CONSIDERING

- 60% of *Observer* readers are considered to be forward-looking individuals, curious about change and learning new things
- 85% of *Observer* readers are ABC1
- *Observer* readers are passionate about good quality food and spend around £81 a week on groceries

CHRISTMAS checklist

For extra festive inspiration, check out our selection of ideal gifts, including food and tipples, audio-visual, clothing, festive experiences and winter getaways

Indulge this Christmas with premium brands

With 100% of the Christmas spirit, the Christmas Checklist is the perfect guide to the festive season. It's a full-colour, tabloid sized double-page spread of advertorial content published in *The Observer* newspaper. It's the perfect vehicle for showcasing your company's products and services to an affluent audience, who are just beginning to prepare for the festive season.

Join the festivi-teas at Strand Palace

Strand Palace is a new luxury hotel in the heart of London. It's a full-colour, tabloid sized double-page spread of advertorial content published in *The Observer* newspaper. It's the perfect vehicle for showcasing your company's products and services to an affluent audience, who are just beginning to prepare for the festive season.

Discover true sound at home

Yamaha is a leading brand in the world of audio. It's a full-colour, tabloid sized double-page spread of advertorial content published in *The Observer* newspaper. It's the perfect vehicle for showcasing your company's products and services to an affluent audience, who are just beginning to prepare for the festive season.

Step into the season by choosing childrenswear from over 200 fantastic designer brands

Childrenswear is a leading brand in the world of fashion. It's a full-colour, tabloid sized double-page spread of advertorial content published in *The Observer* newspaper. It's the perfect vehicle for showcasing your company's products and services to an affluent audience, who are just beginning to prepare for the festive season.

Treat loved ones and celebrate the most wonderful time of the year with these luxury gift sets

Yamaha is a leading brand in the world of audio. It's a full-colour, tabloid sized double-page spread of advertorial content published in *The Observer* newspaper. It's the perfect vehicle for showcasing your company's products and services to an affluent audience, who are just beginning to prepare for the festive season.

Christmas cocktails and street food in London's snow-covered Winter Forest

Winter Forest is a leading brand in the world of food and drink. It's a full-colour, tabloid sized double-page spread of advertorial content published in *The Observer* newspaper. It's the perfect vehicle for showcasing your company's products and services to an affluent audience, who are just beginning to prepare for the festive season.

Winter cruises with a difference

City Cruises is a leading brand in the world of travel. It's a full-colour, tabloid sized double-page spread of advertorial content published in *The Observer* newspaper. It's the perfect vehicle for showcasing your company's products and services to an affluent audience, who are just beginning to prepare for the festive season.

SodaStream unveils limited-edition Spirit Gold

SodaStream is a leading brand in the world of drink. It's a full-colour, tabloid sized double-page spread of advertorial content published in *The Observer* newspaper. It's the perfect vehicle for showcasing your company's products and services to an affluent audience, who are just beginning to prepare for the festive season.

698k

Average readership of
The Observer on a Sunday

£400

is the average credit card spend per
month by *Observer* readers

More
likely to...

...be well connected,
information-hungry and vocal
media consumers

85%

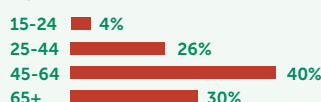
of *Observer* readers
are ABC1

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 161,984 copies of *The Observer* published on a Sunday
- 548,000 average readership
- Distributed UK wide

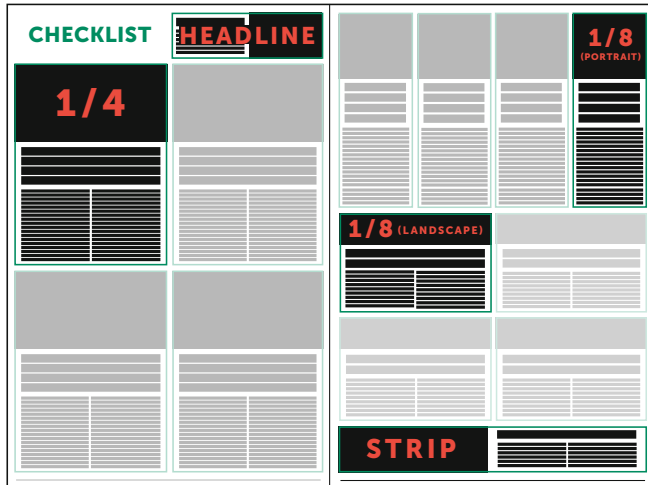
RATE CARD

Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
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

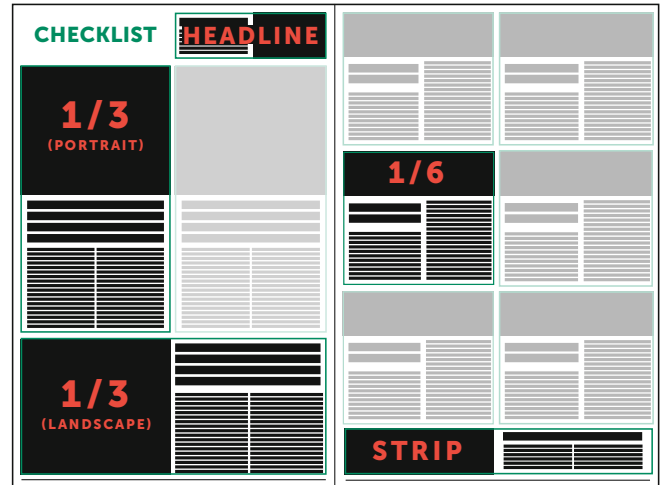
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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. 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

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 *The Observer*

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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