

# Family checklist

**Published with The Guardian on Saturdays**

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



The **Family Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Guardian*.

*The Guardian* readers have an average family income of £59,764. This wealthy readership believes it is worth paying extra for quality products and services. The **Family Checklist** serves as an essential guide for parents looking to make the best choices available for their children.

The **Family Checklist** showcases a high-quality selection of products and services to benefit the whole family, ranging from food and drink options, fashion essentials, new mum advice, plus family-friendly travel destinations and family finances.

The **Family Checklist** serves as an essential guide for parents, packed with inspiration for how to give their children the best start in life. Published at a time when families often focus on future plans for their children, the **Family Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience focused on family matters.

## PARTICULARLY CONSIDERING

- *The Guardian* readers are food & drink aficionados, with £81 a week spent on groceries
- 85% of *Guardian* readers are ABC1
- 95% of *Guardian* readers claim that they don't read any other quality newspaper
- *Guardian* readers spend on average £1,426 on each holiday and £596 on short trips.

### Family checklist

Take care of your family, whether they're kids, toddlers or teenagers, with our essential guide to the best products and services for your family.

**Digital magazine subscription app lets you read over 3,000 of your favourite titles in any location**

Get the best of the Guardian's digital content on your phone or tablet. The app is available on both the App Store and Google Play. It's free to download and use, with a free trial subscription available. The app is available on both the App Store and Google Play. It's free to download and use, with a free trial subscription available.

**Make school lunches exciting**

Get ideas for quick lunches, snacks, drinks and more for your children. Includes recipes for smoothies, sandwiches, and more. Includes recipes for smoothies, sandwiches, and more.

**Build your confidence among the tree tops**

Get ideas for fun activities to do with your family. Includes ideas for tree climbing, archery, and more. Includes ideas for tree climbing, archery, and more.

**Fruity, chewy one-day multivitamins helping your family to be ready and set to go, whatever your day brings**

Get ideas for healthy snacks and drinks. Includes ideas for smoothies, fruit, and more. Includes ideas for smoothies, fruit, and more.

**School bag essentials for kids of all ages**

Get the best school bags for your children. Includes ideas for backpacks, pencil cases, and more. Includes ideas for backpacks, pencil cases, and more.

**A smart watch made specially for kids**

Get the best smart watches for your children. Includes ideas for smartwatches, and more. Includes ideas for smartwatches, and more.

**Meet Longleat's lion kings**

Get ideas for family-friendly travel destinations. Includes ideas for Longleat, and more. Includes ideas for Longleat, and more.

**A baby-to-toddler trike that grows with your child from 6-36 months**

Get ideas for baby and toddler products. Includes ideas for trikes, and more. Includes ideas for trikes, and more.

**Perfect chocolatey brioches treats for everyone**

Get ideas for family-friendly travel destinations. Includes ideas for chocolatey brioches, and more. Includes ideas for chocolatey brioches, and more.

**Trust Beano to make reading fun!**

Get ideas for family-friendly travel destinations. Includes ideas for Beano, and more. Includes ideas for Beano, and more.

# 867k

Saturday print readership of *The Guardian*

# 65%

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

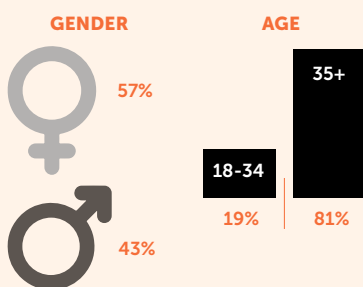
# 83%

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 *The Guardian* are published on a Saturday
- 867,492 average weekday readership
- Distributed UK wide

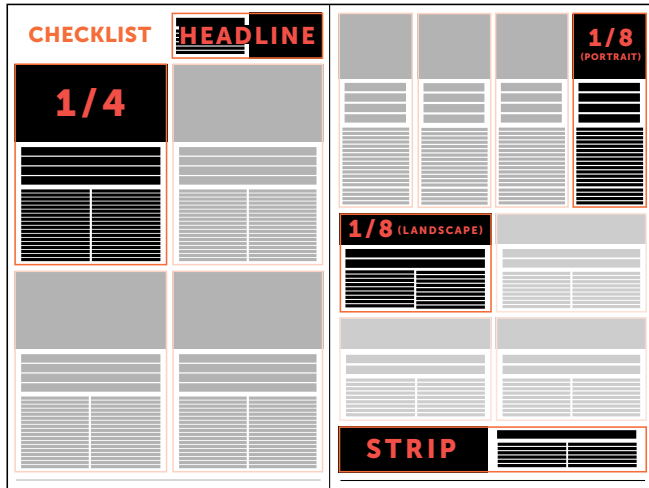
## RATE CARD

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: 129.5 x 135.7 mm

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

### EIGHTH PAGE

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

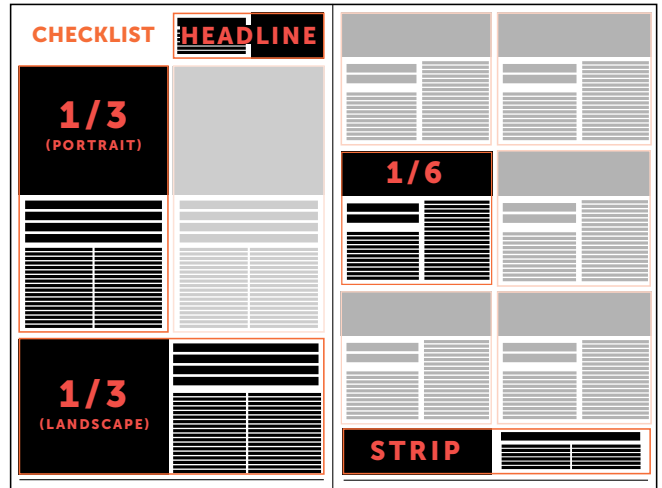
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### STRIP Landscape: 263 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: 263 x 89 mm  
Portrait: 192.5 x 182.4 mm

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

### SIXTH PAGE

Landscape: 129.5 x 89 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>	1-2 image + logo

### HEADLINE Landscape: 129.5 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. 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

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The UK's trusted media partner