

# New Year's Resolutions *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)

New Year's Resolutions Checklist is a full-colour, tabloid sized double page spread of advertorial content published in the Saturday *Guardian*.

With Brits starting to plan a New Year's Resolution which often includes losing weight and saving money, **New Year's Resolutions Checklist**, published with *The Guardian*, will be brimming with tips and inspiration to help readers make positive changes in 2022.

It will showcase a high-quality selection of products and services for a new year and a new you, ranging from health, fitness, nutrition, diet, finance, supplements, giving up smoking or drinking, and beauty and aesthetics solutions.

Published on the first Saturday of 2022, when readers will be more likely to be making changes to their lifestyle, as well as trying new things, **New Year's Resolutions Checklist** is the perfect shop window for brands and organisations to benefit from a highly-engaged, well-informed, proactive *Guardian* audience, who are particularly eager to achieve new goals.

### PARTICULARLY CONSIDERING

- *The Guardian* reaches 726,000 readers within the affluent ABC1 demographic
- 60% of *Guardian* readers are forward-looking individuals, curious about the world and trying new things
- 85% of *Guardian* readers are ABC1, with an average household income of £59,764
- *Guardian* readers take on average 3 trips a year, spending an average of £1,426 on each holiday and £596 on short trips
- *Guardian* readers are active and 35% more likely to do a form of sport once a week

### New Year's Resolutions *checklist*

**Save cash on tech**

REVEAL BEST TECH for the upcoming year... See how much you can save on your annual tech bills... [See how much you can save on your annual tech bills, or online at \*\*money.com\*\*](#)

**Effortless savings on your energy bills, forever**

REVEAL TOP 10 ENERGY DEALERS... [See how much you can save on your energy bills, or online at \*\*money.com\*\*](#)

**Thriving joyfully with a vegan lifestyle choice**

REVEAL THE BEST VEGAN... [See how much you can save on your energy bills, or online at \*\*money.com\*\*](#)

**Dealing with debt**

REVEAL THE BEST... [See how much you can save on your energy bills, or online at \*\*money.com\*\*](#)

### Healthy resolutions for a happier new you!

**Slender way to reduce cravings and help you lose weight**

REVEAL THE BEST... [See how much you can save on your energy bills, or online at \*\*money.com\*\*](#)

**Looking to build your own home gym?**

REVEAL THE BEST... [See how much you can save on your energy bills, or online at \*\*money.com\*\*](#)

**Cardyard**

REVEAL THE BEST... [See how much you can save on your energy bills, or online at \*\*money.com\*\*](#)

# 867k

Saturday print readership of *The Guardian*

# 65%

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

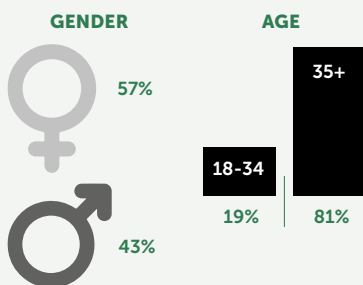
# 83%

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 Saturday readership
- Distributed UK wide

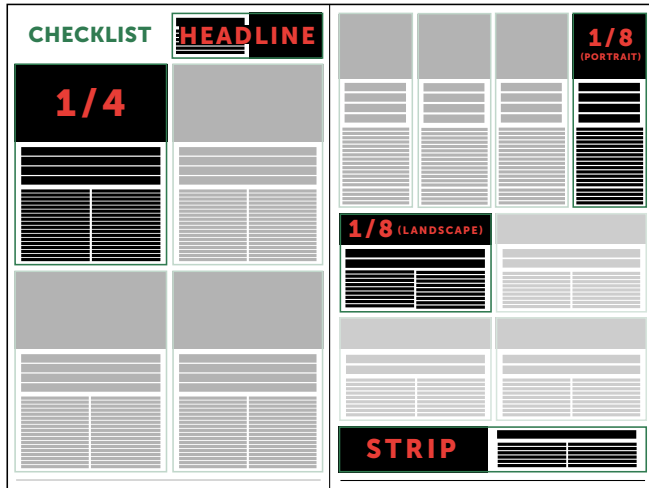
### RATE CARD

|                     |               |
|---------------------|---------------|
| Third page          | <b>£7,500</b> |
| Quarter page        | <b>£5,625</b> |
| Sixth page          | <b>£3,750</b> |
| Competition upgrade | <b>£1,000</b> |

[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

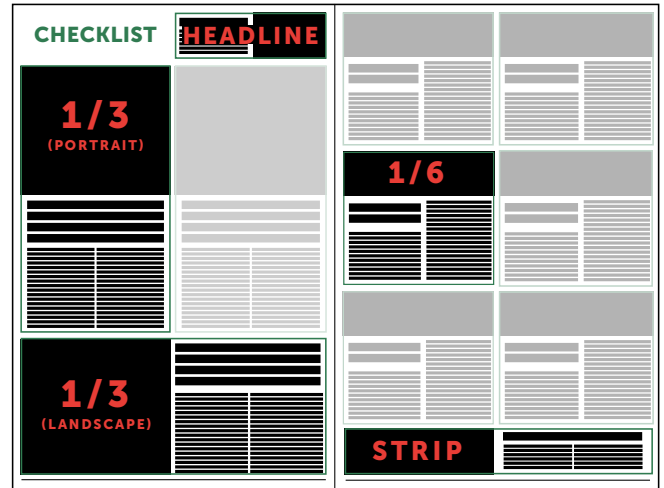
|                         |  |
|-------------------------|--|
| <b>Total word count</b> | 70-100 words   |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 1 image + logo                                       |

### 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  
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New Year's Resolutions 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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