

Health and Wellbeing 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 **Health & Wellbeing Checklist** is a full-colour, tabloid-sized double-page spread of advertorial content published in *Saturday Magazine* issued with the weekly newspaper.

Saturday Magazine's readership is well balanced, with an even split among all age groups, which means **Health & Wellbeing Checklist** is perfectly poised to serve as the essential guide to help readers of all ages make positive changes in order to lead a healthier lifestyle.

It will showcase a selection of high-quality products and services, ranging from specialist clinics, beauty and cosmetic treatments, alternative therapy, diet and fitness advice and homecare and mobility options.

Published in the Saturday edition of *Saturday Magazine*, **Health & Wellbeing Checklist** is the perfect shop window for brands and organisations to benefit from a mature readership with more time to spend reading their newspaper, and a greater disposable income to spend on health and wellness amenities.

PARTICULARLY CONSIDERING

- 65% of readers say *The Guardian* helps them to make up their mind
- 85% of *The Guardian* readers are ABC1, with an average household income of £59,764
- 53% of readers say *The Guardian* is impartial and unbiased

Health and Wellbeing checklist

Advertisement

Making long-term care a positive choice

Many people often assume that long-term care is a necessary expense that will be paid for by the state. However, the reality is that long-term care is a significant financial burden that can be avoided with the right planning. **Quantum Care** offers expert advice on how to plan for long-term care costs, including the use of insurance, trusts, and other financial tools. **For more information, call 01787 303333 or visit quantumcare.co.uk**

istent inject® W - the advanced device for glaucoma therapy

Glaucoma is a leading cause of blindness, and istent inject® W offers a minimally invasive, effective treatment option. **For more information, visit istent.com**

When blisters strike, carry on with Compeed

Compeed is the leading brand of blister plasters, offering a range of products for different types of blisters. **For more information, visit compeed.co.uk**

Knee pain sufferers unite with Neo G

Neo G is a revolutionary knee brace that provides support and stability, helping to reduce pain and improve mobility. **For more information, visit neo-g.co.uk**

High-quality contact lenses at affordable prices delivered straight to your door

At **VisionDirect**, we offer a wide range of high-quality contact lenses at affordable prices, delivered straight to your door. **For more information, visit visiondirect.co.uk**

Discover revolution ADH today, the best-selling contact lens from VisionDirect

ADH is the most advanced contact lens technology, offering superior vision and comfort. **For more information, visit visiondirect.co.uk**

Why protein should be top of your priority list

Protein is essential for muscle growth, recovery, and overall health. **For more information, visit iQoro.com**

Book at-home massage and more on the Urban app

The **Urban** app offers a wide range of services, including at-home massage, beauty treatments, and more. **For more information, visit urbanapp.co.uk**

UP BE AT

UP BE AT is a range of products designed to help you get up and get on with your day. **For more information, visit upbeat.co.uk**

Making iron better...

Our range of iron supplements is designed to be easy to take and effective. **For more information, visit activeiron.co.uk**

Treat your swallowing and reflux problems

Many people suffer from swallowing and reflux problems, which can be treated with **iQoro**. **For more information, visit iqoro.com**

Looking to build your own home gym? Look no further...

Build your own home gym with **JUL** fitness equipment. **For more information, visit julfitness.com**

867k

Saturday print readership of *The Guardian*

65%

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

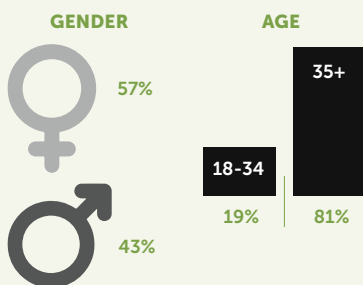
83%

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

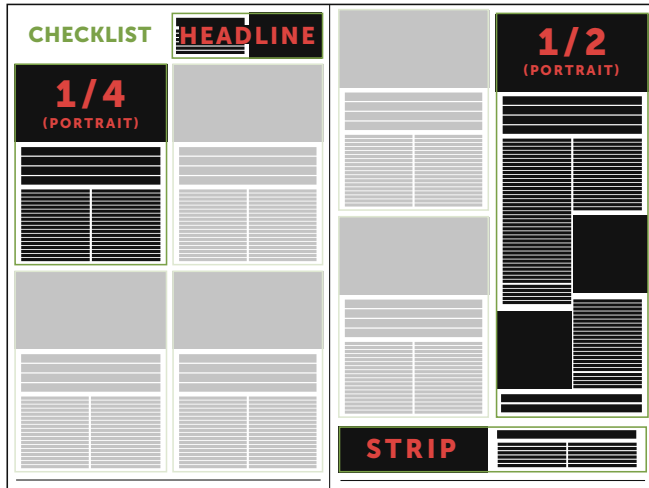
RATE CARD

Third page	£7,500
Quarter page	£5,625
Sixth page	£3,750
Competition upgrade	£1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

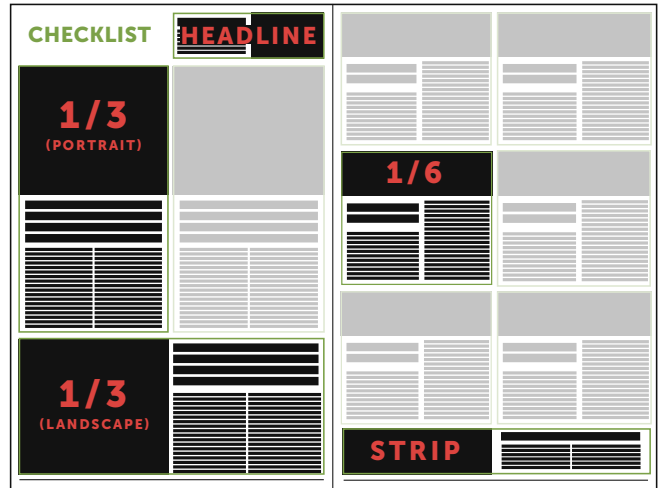
1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



QUARTER PAGE

Portrait: 118 x 132 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: 118 x 63 mm
Portrait: 57 x 118 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: 240 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

THIRD PAGE

Landscape: 240 x 87 mm
Portrait: 118 x 178 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: 118 x 87 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: 118 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. 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. 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

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Health & Wellbeing 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

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