

Family 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 **Family 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 **Family Checklist** is perfectly poised to serve as the essential guide to help readers of all ages make the best choices available for their loved ones.

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.

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 spend £81 a week on groceries
- 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.

Family checklist 

Make school lunches exciting
Get ideas for lunch recipes with the *31* range of vibrant, healthy and delicious recipes. Perfect for weekly school lunches and at-home dinners. Includes *31* recipe cards, a recipe book and a reusable lunchbox. Available in most major retailers, including Asda, Sainsbury, M&S, Morrisons, Waitrose, John Lewis and Robert Dyas.

Build your confidence among the tree tops!
Go wild for the ultimate challenge with the *Go Ape* range of tree-top adventures. From ziplines to rappelling, you'll be climbing like a pro in no time. Available in most major retailers, including Asda, Sainsbury, M&S, Morrisons, Waitrose, John Lewis and Robert Dyas.

Fruity, chewy one-a-day multivitamins helping your family to be ready and set to go, whatever your day brings
Bassetts Vitamins are the perfect solution for busy families. They're easy to take, delicious and packed with essential vitamins and minerals. Available in most major retailers, including Asda, Sainsbury, M&S, Morrisons, Waitrose, John Lewis and Robert Dyas.

Digital magazine subscription app lets you read over 3,000 of your favourite titles in any location
The *Readly* app is the perfect solution for busy families. It lets you read over 3,000 of your favourite titles in any location. Available in most major retailers, including Asda, Sainsbury, M&S, Morrisons, Waitrose, John Lewis and Robert Dyas.

School bag essentials for kids of all ages
The *31* range of school bags is the perfect solution for busy families. They're easy to use, durable and packed with essential features. Available in most major retailers, including Asda, Sainsbury, M&S, Morrisons, Waitrose, John Lewis and Robert Dyas.

A smart watch made specially for kids
The *Smartwatch* is the perfect solution for busy families. It's easy to use, durable and packed with essential features. Available in most major retailers, including Asda, Sainsbury, M&S, Morrisons, Waitrose, John Lewis and Robert Dyas.

Meet Longleat's lion kings
The *Longleat* range of lion products is the perfect solution for busy families. They're easy to use, durable and packed with essential features. Available in most major retailers, including Asda, Sainsbury, M&S, Morrisons, Waitrose, John Lewis and Robert Dyas.

A baby-to-toddler trike that grows with your child from 6-36 months
The *SmartTrike* is the perfect solution for busy families. It's easy to use, durable and packed with essential features. Available in most major retailers, including Asda, Sainsbury, M&S, Morrisons, Waitrose, John Lewis and Robert Dyas.

Perfect chocolatey brioches treats for everyone
The *Brother's* range of chocolatey brioches is the perfect solution for busy families. They're easy to use, durable and packed with essential features. Available in most major retailers, including Asda, Sainsbury, M&S, Morrisons, Waitrose, John Lewis and Robert Dyas.

Trust Beano to make reading fun!
The *Beano* range of children's books is the perfect solution for busy families. They're easy to use, durable and packed with essential features. Available in most major retailers, including Asda, Sainsbury, M&S, Morrisons, Waitrose, John Lewis and Robert Dyas.

867k

Saturday print readership of *The Guardian*

65%

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

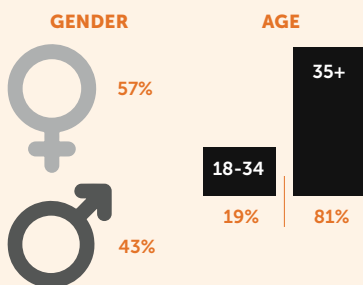
83%

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

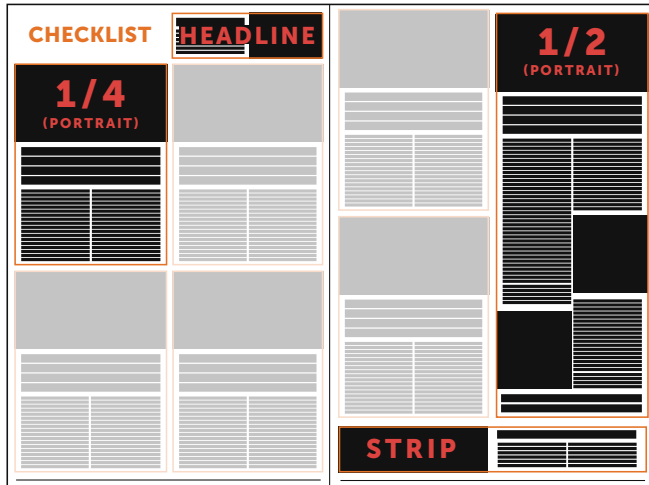
RATE CARD

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

[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

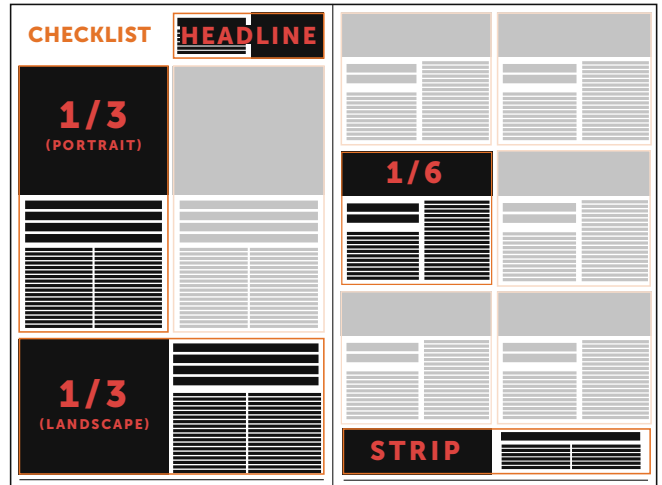
1/4 , 1/8 FEATURE REQUIREMENTS

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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Family 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](https://www.hurstmediacompany.co.uk/hurst-media-advertising-terms)

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