

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

*Guardian* readers have a definite sense of financial nous and are more likely to have an interest in financial services advertising. This makes the **Financial & Legal Checklist** the perfect guide for wealthy professionals, providing the latest advice for how they can get the most out of their money.

It showcases a high-quality selection of products and services, from property, insurance, investment opportunities, financial advice, pensions, retirement and banking options, as well as legal services surrounding conveyancing, commerce, Will writing and probate, inheritance tax, trusts, motoring and dispute resolution.

**Financial & Legal Checklist** is the perfect shop window for organisations and brands to benefit from an engaged audience in one of the UK's most influential papers.

### PARTICULARLY CONSIDERING

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

The grid contains 12 small advertisements for various financial and legal services. Key ads include:
 

- HTB:** Award-winning personal and business savings. Find out more at [htb.co.uk](http://htb.co.uk) or call 0300 7865 612.
- nutmeg:** A modern approach to wealth management. Open an account with nutmeg today. Visit [nutmeg.com](http://nutmeg.com) or call 020 3300 1515.
- The Bike Solicitors:** Make a claim for your cycling injuries. Visit [thebikesolicitors.co.uk](http://thebikesolicitors.co.uk) or call 0800 476 8855.
- easyMoney:** How easyMoney can help solve the savings crisis. Visit [www.easymoney.co.uk](http://www.easymoney.co.uk) or call 0300 546 9515.
- Property investing without the hassle:** Visit [www.propertyinvestor.co.uk](http://www.propertyinvestor.co.uk) or call 0203 999 9911.
- Dealing with debt:** Visit [www.debtadvice.org.uk](http://www.debtadvice.org.uk) or call 0800 138 2833.
- National Debt Expert:** Get help with your tax affairs from our experts. Visit [www.nationalexpert.com](http://www.nationalexpert.com) or call 0800 546 9515.
- Solicitor? Check. Removers? Check. Stamp Duty Land Tax?** Visit [www.stampdutylandtax.com](http://www.stampdutylandtax.com) or call 020 3300 1515.
- Take control of your pension savings with an online plan:** Visit [www.pensionsave.com](http://www.pensionsave.com) or call 0800 138 2833.

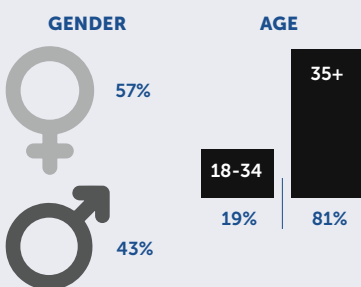
**867k** Saturday print readership of *The Guardian*

**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

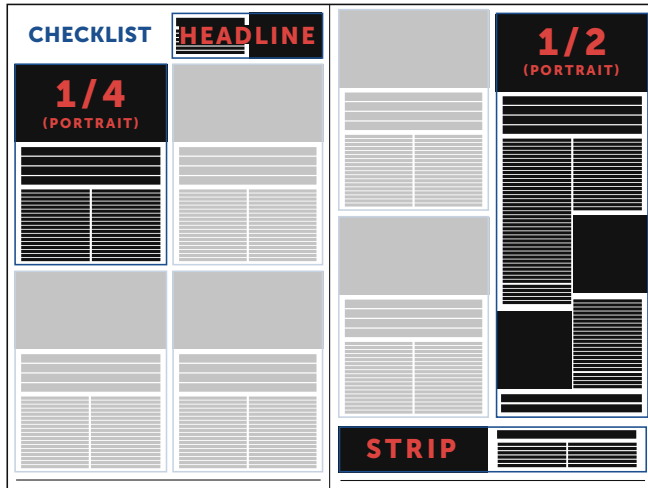
### RATE CARD

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.



### QUARTER PAGE

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

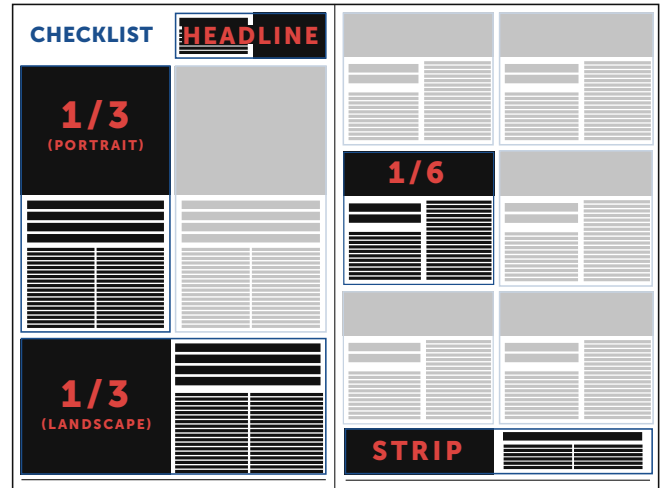
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### STRIP Landscape: 240 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: 240 x 87 mm  
Portrait: 118 x 178 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: 118 x 87 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: 118 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. 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](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

Financial & Legal 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)

### MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018  
[sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPARTMENT

Tel: 0203 770 4024  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



**HURST MEDIA™**  
The UK's trusted media partner