

# Art, Antiques and Collectables 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 Arts, Antiques & Collectables Checklist is a full-colour, tabloid-sized double-page spread of advertorial content published in the Saturday edition of *The Guardian* newspaper.

*The Guardian* is a trusted source of information when it comes to news and analysis, and it is renowned for its expert commentary on arts and culture. Meanwhile, 85% of *The Guardian* readers are ABC1, with an average household income of £59,764. The majority of these readers are over the age of 35, and have the means to invest in products and services that interest them.

As the most trusted publication in the UK, *The Guardian* is the perfect vehicle for showcasing the Arts, Antiques & Collectables Checklist. It showcases a selection of exciting brands, products and services, and will include the best exhibitions, auctions, fairs and period properties, as well as memorabilia, jewellery and much more.

Published on a Saturday, the Arts, Antiques & Collectables Checklist is the perfect shop window for brands and organisations looking to benefit from a readership that has more time to spend with their newspaper than a weekday instalment, and a trusted publication that helps readers to make up their mind.

### PARTICULARLY CONSIDERING

- 83% of readers trust *The Guardian's* content – the most trusted publication in the UK
- 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
- 95% of *The Guardian* readers claim that they don't read any other quality newspaper.

**Art, Antiques and Collectables checklist**

Checklist of the Arts, Antiques & Collectables Checklist is a full-colour, tabloid-sized double-page spread of advertorial content published in the Saturday edition of The Guardian newspaper.

Find more about The Arts, Antiques & Collectables Checklist at [artscollection.com](http://artscollection.com) or call 020 7300 0464.

**Commission a portrait painting**

Discover the joy of commissioning a portrait painting. From a classic oil painting to a modern digital artwork, we offer a wide range of options to suit your taste and budget. Contact us today to discuss your requirements.

Get in touch at [www.artscollection.com](http://www.artscollection.com) or call 020 7300 0464.

**No compromises, no shortcuts. The finest wine cellars on Earth**

Discover the joy of wine cellaring with our bespoke wine cellars. We offer a wide range of options to suit your taste and budget. Contact us today to discuss your requirements.

Discover more. Visit the website at [www.octavian.co.uk](http://www.octavian.co.uk) or call 01225 810711 to obtain more information and arrange a complimentary cellar tour.

**Jewel among West London auctioneers**

Discover the joy of West London auctioneering. We offer a wide range of options to suit your taste and budget. Contact us today to discuss your requirements.

Visit [www.chiswick.com](http://www.chiswick.com) or call 020 8922 4442 to find out more.

**Turning safe shipping into an artform**

Discover the joy of safe shipping. We offer a wide range of options to suit your taste and budget. Contact us today to discuss your requirements.

To find out more, please contact us on 01248 872300 or visit [www.pacebox.com](http://www.pacebox.com) or email [info@pacebox.com](mailto:info@pacebox.com).

**Uncover hidden treasures at auction, online**

Discover the joy of uncovering hidden treasures at auction. We offer a wide range of options to suit your taste and budget. Contact us today to discuss your requirements.

Discover art, antiques and collectables curated by the world's leading experts. Visit [www.thesaleroom.com](http://www.thesaleroom.com) or call 020 7300 0464.

**Piece together your past**

Discover the joy of piecing together your past. We offer a wide range of options to suit your taste and budget. Contact us today to discuss your requirements.

To find out more, please contact us on 01248 872300 or visit [www.butler-hill.com](http://www.butler-hill.com) or email [info@butler-hill.com](mailto:info@butler-hill.com).

**The King who became a God**

Discover the joy of the King who became a God. We offer a wide range of options to suit your taste and budget. Contact us today to discuss your requirements.

Visit [www.baldwin.com](http://www.baldwin.com) or call 020 7300 0464.

**Release your inner Indiana Jones on an archaeological tour**

Discover the joy of releasing your inner Indiana Jones on an archaeological tour. We offer a wide range of options to suit your taste and budget. Contact us today to discuss your requirements.

Find out more and book a trip to the heart of the Amazon. Visit [www.petersommertravels.com](http://www.petersommertravels.com) or call 01225 810711.

**Learn the experts' secrets with Sotheby's Institute of Art short courses and lectures**

Discover the joy of learning from the experts. We offer a wide range of options to suit your taste and budget. Contact us today to discuss your requirements.

Visit [www.sothebys.com](http://www.sothebys.com) or call 020 7300 0464.

**Moving home and selling your valuables?**

Discover the joy of moving home and selling your valuables. We offer a wide range of options to suit your taste and budget. Contact us today to discuss your requirements.

Visit [www.sworders.com](http://www.sworders.com) or call 020 7300 0464.

**Add some style to your home this year**

Discover the joy of adding some style to your home this year. We offer a wide range of options to suit your taste and budget. Contact us today to discuss your requirements.

Visit [www.baldwin.com](http://www.baldwin.com) or call 020 7300 0464.

# 867k

Saturday print readership of *The Guardian*

# 65%

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

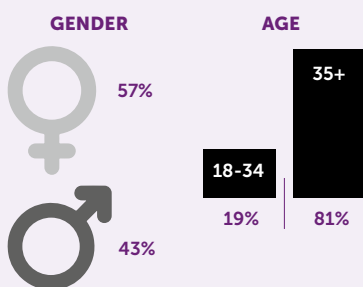
# 83%

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 weekend readership
- Distributed UK wide

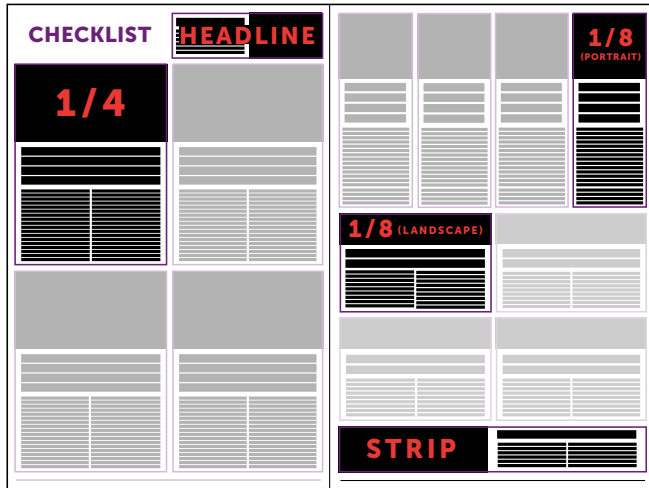
### RATE CARD

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

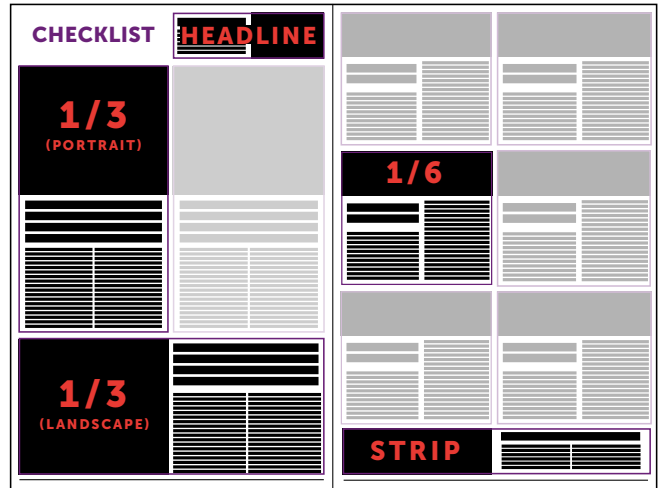
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### 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  
Company number: 08375910 VAT number: 161866882

Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Guardian*  
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

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### PRODUCTION DEPARTMENT

Tel: 0203 770 4020  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



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