

Christmas checklist

The **PUBLISHED WITH** **Guardian Weekend** **ON SATURDAYS**

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE MAGAZINE AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

The **Christmas Checklist** is a full-colour, oversized-A4 double-page spread of advertorial content published in *Guardian Weekend Magazine*, issued with the weekly newspaper.

Guardian Weekend Magazine's readership is well balanced, with an even split among all age groups, which means **Christmas Checklist** is perfectly poised to serve as the essential guide to help readers of all ages make the best gift-buying and festive activity choices for friends and family ahead of the festive season.

It showcases a selection of high-quality products, services and experiences, ranging from Christmas markets and fairs, indulgent foods, fantastic gifts, celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

The **Christmas Checklist**, published on a Saturday around the time that readers begin their Christmas planning, is the perfect vehicle for showcasing your company's products and services to an affluent and mixed audience, who are just beginning to buy gifts and get themselves organised for the festive season.

PARTICULARLY CONSIDERING

- The *Guardian* readers spend £81 a week on groceries
- Around 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
- The *Guardian* is a trusted source of content.





For extra festive inspiration, check out our selection of ideal gifts, including food and tipples, audio kit, clothing, festive experiences and money getaways

Discover childrenswear from over 200 fantastic designer brands

CHRISTMAS IS FAST APPROACHING, party season is well and truly under way. This means getting the family dressed for everything, from party outfits for evenings to cosy and comfy attire for bedtime. With kids being the very spirit of this festive season, it's important that they look as on-trend as you.

Childplay Clothing is the world's best designer kidswear website for children 0-16 years old. With over 200 designer brands from Gucci and Dolce & Gabbana through to Miu Miu and Burberry, Childplay Clothing offers the ultimate collection of luxury childrenswear. These beautiful items also make perfect gifts for family and loved ones.

Discover a world of luxury children's clothing this Christmas at childplayclothing.co.uk

Festive delicacies infused with juniper

Award-winning gin distillers Silent Pool Gin have a range of fabulous products for the festive season - including their signature gin and some really tasty. The premium gin distillery has collaborated with Cava Valley Distillers to create a gin-infused chocolate advent calendar. Celebrating their award-winning Silent Pool Gin with a selection from the cold waters of the Black Atlantic, the product has been crafted to accompany the festive and juniper berry within the gin, resulting in a delicious harmony with winter berries. And it's only costs £20 for the bottle.

No gin lover's Christmas would be complete without the Silent Pool Gin Ultimate Christmas crackers. Each beautifully crafted and copper

Win a Conway Stewart luxury pen worth £500!

Conway Stewart pens are the perfect gift for anyone who loves to write. They are available in a range of colours and finishes, including the new 'Festive' collection. The pens are made from high-quality materials and are designed to last for years. They are also available in a range of sizes and weights, so you can find the perfect pen for you.

Visit conwaystewart.co.uk to find out more.

Give the gift of wireless headphones from MIXX Audio

THE MIXX AUDIO WIRELESS HEADPHONES are the perfect travel companion for yourself, or a gift for a loved one. Available in black, space grey and rose gold, the JX2 are not only stunning, they also sound great thanks to their dynamic drivers which provide a more refined and immersive listening experience. The JX2 boast an impressive 14-hour battery life which makes them ideal for regular commuters or long journeys. The JX2 have a built-in microphone and controls on the side of the headband for the ultimate ease of use. With a compact fit and modern look, JX2 are able to come out, away from the everyday commute, holiday that connects them and home. When not in use, the JX2 foldable design allows them to be stored easily.

MIXX JX2 headphones retail at an already amazing value price of £26.99. Save 20% on the JX2 wireless headphones with code CHECKLIST1 at mixxaudio.com/jx2

Festive scents and long-lasting candles

PRICE'S CANDLES are a PROUD HERITAGE, producing long-lasting candles since the company was founded in 1850. Price's Candles then Christmas season are the newest addition within their Fragrance Collection. Bringing contemporary scents and designs, they're made with high quality scented candles and are fragrant throughout. They offer a variety of candle sizes, from the smallest tin to the largest jar for a minimum burn time of 100 hours. Best of all, they're also available to create fragrances together in any home. This new launch encompasses scents across the fragrance families of woody, spicy, floral, beach, honey and more.

Enhanced Scent is a charming, fresh fragrance. Featuring top notes of crushed berries, citrus and sweet orange, along with subtle base notes of vanilla and sandalwood.

Seasonal Delights This deeply nostalgic fragrance encompasses a range of notes with spicy cinnamon, with a hint of aromatic cloves.

Orangehead This childhood classic produces a warming, rich aroma with its spicy cinnamon and nutmeg top notes. The heart of orange is perfectly complemented by creamy vanilla base notes.

Visit prices-candles.co.uk and use the offer code CANDLE20 to receive a 20% discount off all products.

Look for the Red Tractor

RED TRACTOR believe everyone should have quality food they can trust - and know that a growing number of shoppers are concerned over where their food has come from. Red Tractor works with supermarkets, pubs and restaurants, providing Red Tractor-approved products sourced from 100 farms that have been checked from farm to fork. So, for your holiday, give to the Red Tractor logo for quality British food.

For more about what Red Tractor do, visit redtractor.co.uk

Making Christmas Majestic for 40 years!

FROM FESTIVE PARTIES to Christmas Day you'll find your perfect bottle for any occasion at Majestic Wine. Throughout the festive season Majestic will have 100s of wines, beers and spirits on offer which will have you covered for all festive. Their specially trained expert staff, alongside their FREE taster every evening means that you are guaranteed to find a bottle that you love or the perfect gift for loved ones at Majestic. What's more, Majestic is giving you a £10 voucher if you spend £20 or more.

Majestic

To claim your discount online use the code MAJESTIC10 at majestic.co.uk

Discover true sound at home

AT YAMAHA, WE BRING YOU CLOSER TO THE MUSIC, with 120 years of experience in making music. Also better to bring you True Sound! Create your home cinema experience with the award-winning Yamaha MusicCast 200. The MusicCast 200 is a perfect blend of style and sound. It's a compact, sleek, and easy to use. Supporting the latest 4K Dolby Vision, certified DTS 75 and Blu-ray discs, the MusicCast 200 offers a range of connectivity options, as well as built-in music streaming services and MusicCast multi-room functionality. This makes the MusicCast 200 the perfect hub for all of your devices.

Experience outstanding 2D sound with the 200. Virtual 3D and let MusicCast Surround bring

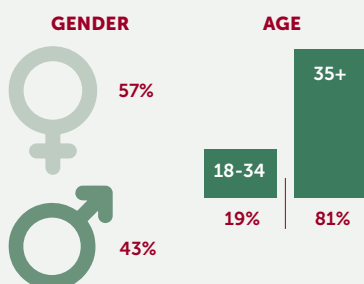
A corking way to savour your glass of wine

YOU'LL BE AS GOOD AS WHITE WITH YOUR WINE. RED. But imagine having the freedom to enjoy wine on your own terms. The Coravin Model Two Trio is the perfect way for savvy wine lovers to enjoy a glass of their favourite tipple without having to pop the cork. When you place the cork, the wine pouring system uses argon gas to create an airtight seal to protect

the wine from oxidation. You can drink a glass or more and preserve the rest of the bottle for weeks, months, even years.

Discover more at coravin.co.uk and check the store locator on the website to find your nearest Coravin stockist.

DEMOGRAPHICS



DISTRIBUTION

- 220,240 copies of *Guardian Weekend Magazine* are published on a Saturday
- 867,492 average Saturday readership
- Distributed UK wide

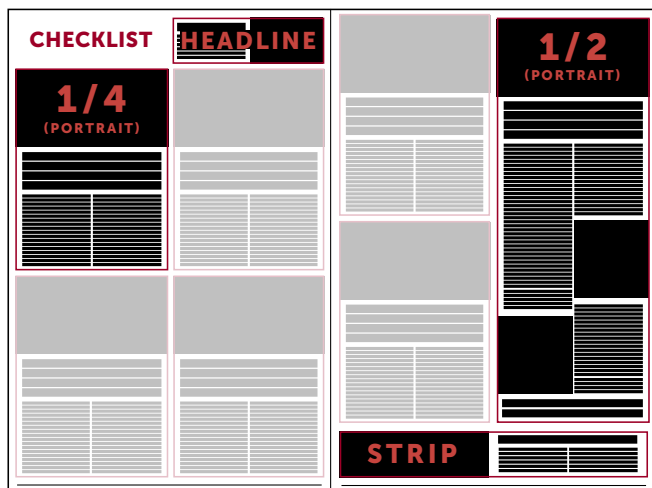
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
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: 110 x 106.5 mm

HALF PAGE

Portrait: 224 x 106.5 mm

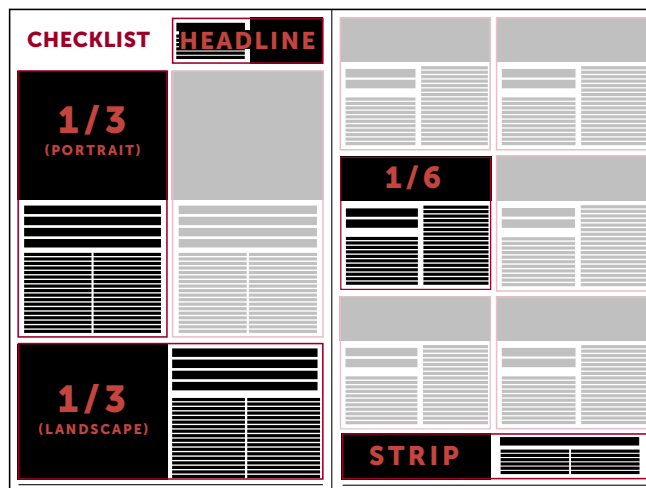
Total word count	130-150 words (includes call to action)	Total word count	250-300 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	3 images + logo

STRIP Landscape: 218 x 37 mm

Total word count	80-100 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape: 72 x 218 mm
Portrait: 148 x 106.5 mm

SIXTH PAGE

Landscape: 72 x 106.5 mm

Total word count	160-200 words (includes call to action)	Total word count	80-100 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 image + logo

HEADLINE COMPETITION Landscape: 37 x 106.5 mm

Copy	What is the prize and its value.
URL	Hurst Media will provide competition link
Images	1 image

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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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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