

Music and Culture checklist ✓



The PUBLISHED WITH **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 **Music & Culture 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 for the latest property news and analysis for over a million hard-to-reach readers – 95% of whom claim to read no other quality newspaper.

Packed full of inspiration, the **Music & Culture Checklist** serves as an essential guide for readers who are interested in everything from the latest music recording technology and popular gigs to exhibitions and museum events.

The **Music & Culture Checklist** will showcase a selection of high-quality products and services including instruments, equipment and cutting-edge audio tech as well as pop art, gigs, festivals, magazines, museums, and much more.

Published on a Saturday, the **Music & Culture Checklist** provides a perfect shop window for brands and organisations to reach an audience with more time to spend reading their newspaper, and a greater disposable income to spend on new and exciting products that align with their hobbies and interests.

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

Discover Britain's rich musical heritage

Discover Britain's rich musical heritage with a collection of recordings from the ABC 100 series. The series features recordings from the 1950s and 1960s, including the Beatles, The Rolling Stones, and The Who. The recordings are available on CD and vinyl, and are priced at £19.99 each. To find out more visit www.abc100.com

Yamaha - ahead of the curve for 130 years

At Yamaha, we bring you the latest in music technology and innovation. Our range of products includes digital pianos, synthesizers, and more. To find out more visit www.yamaha.com

Handcrafted guitars custom built in the UK

Handcrafted guitars custom built in the UK. Our guitars are made from the finest materials and are custom built to your specifications. To find out more visit www.gordon-smith.com

Handel's Messiah at the Royal Albert Hall

Handel's Messiah at the Royal Albert Hall. The Royal Albert Hall is a magnificent venue for the performance of Handel's Messiah. The performance is scheduled for Saturday 13th February 2021 at 7.30pm. To find out more visit www.royalalberthall.com

Jabra Elite 75t - Great calls. Great music. Fits like no other

Jabra Elite 75t - Great calls. Great music. Fits like no other. The Jabra Elite 75t is a true wireless earbud that offers exceptional call quality and music playback. To find out more visit www.jabra.com

Share your favourite music

Share your favourite music with the new Spotify Connect feature. This feature allows you to stream your music to compatible devices, including smart TVs and soundbars. To find out more visit www.spotify.com

Keep making music with Hobobbin

Keep making music with Hobobbin. Hobobbin is a digital music creation tool that allows you to create and share your music online. To find out more visit www.hobobbin.com

Experience the magic of The Nutcracker live from your local cinema

Experience the magic of *The Nutcracker* live from your local cinema. The Royal Ballet is presenting a live performance of *The Nutcracker* at the Royal Opera House. To find out more visit www.royaloperahouse.com

Focusrite

Focusrite audio interfaces and recording equipment. Focusrite is a leading manufacturer of audio interfaces and recording equipment. To find out more visit www.focusrite.com

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Saturday print readership of *The Guardian*

65%

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

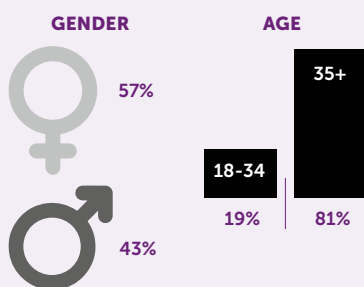
83%

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

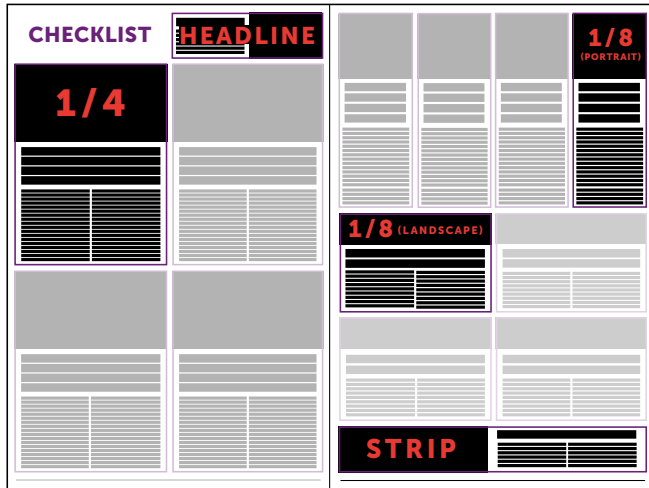
RATE CARD

Third page	£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: 129.5 x 135.7 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: 129.5 x 66 mm
Portrait: 62.8 x 135.7 mm

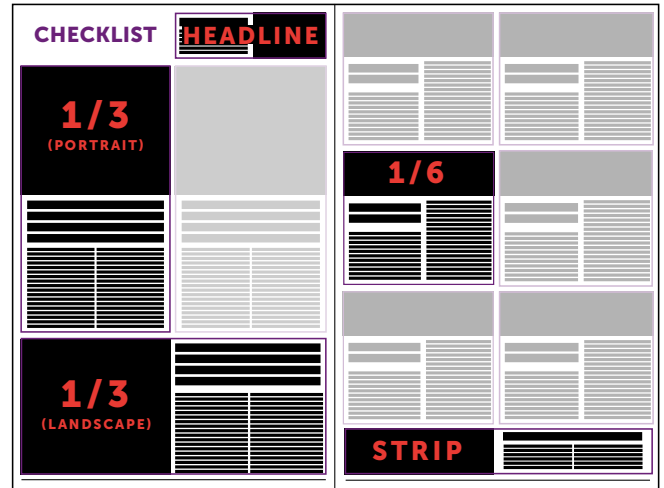
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 263 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

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

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: 129.5 x 89 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: 129.5 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. 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. 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

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)

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HURST MEDIA
The UK's trusted media partner