

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

Saturday Magazine is known for award-winning editorial commentary spanning the landscape of arts and culture. This includes the latest music news, reviews, videos, and interviews as well as live performances, documentaries, discussions, and festival coverage.

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. It showcases 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 much more.

The Music & Culture Checklist is 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

- 65% of readers say *The Guardian* helps them to make up their mind
- 85% of *The Guardian* readers are ABC1
- 53% of readers say *The Guardian* is impartial and unbiased.

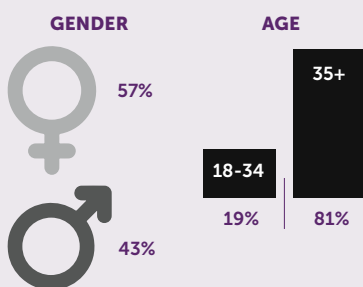
The advertisement grid features 12 distinct spots for various brands and services:

- Music and Culture checklist**: Promoting the magazine's content.
- Discover Britain's rich musical heritage**: A historical overview of British music.
- Yamaha - ahead of the curve for 130 years**: Celebrating Yamaha's long history in music.
- Handcrafted guitars custom built in the UK**: Advertising custom-made guitars.
- Handel's Messiah at the Royal Albert Hall**: Promoting a concert performance.
- Jabra Elite 75T - Great calls. Great music. Fits like no other.**: Advertising wireless earbuds.
- Share your favourite music**: Promoting a music sharing service.
- Keep making music with Hobgoblin**: Advertising a music-making app or device.
- Add a professional touch to your podcast or video-call with Vocaster Two Studio**: Advertising a podcasting studio.
- Experience the magic of The Nutcracker live from your local cinema**: Promoting a live-streamed opera performance.
- Focusrite**: Advertising audio interface and recording equipment.
- Royal Albert Hall**: Promoting various events and performances.
- One of the world's most forward-thinking conservatoires**: Advertising a music school.

Key statistics from the infographic:

- 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

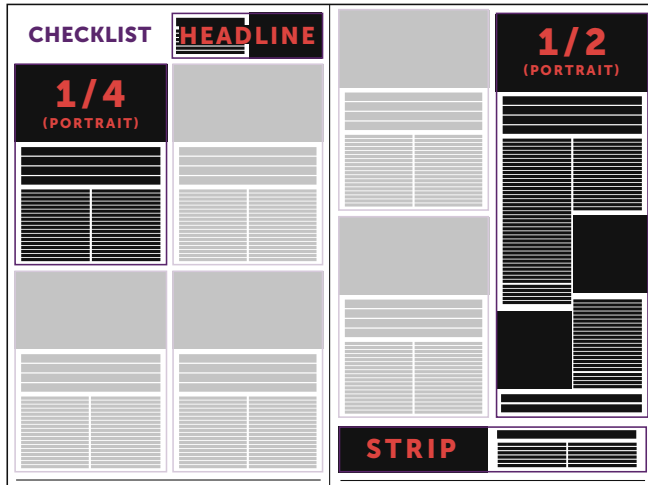
RATE CARD

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

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

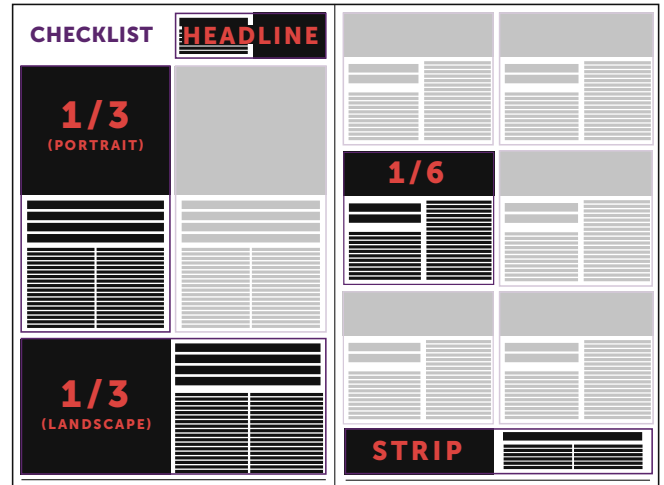
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

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

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

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 *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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