

# Best of Family



## 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)

**Best of Family** is a full-colour, tabloid-sized double-page spread of advertorial content published in *Saturday Magazine* issued with the weekly newspaper.

*Saturday Magazine's* readership is well balanced, with an even split among all age groups, which means **Best of Family** is perfectly poised to serve as the essential guide to help readers of all ages make the best choices available for their loved ones.

The **Best of Family** showcases a high-quality selection of products and services to benefit the whole family, ranging from food and drink options, fashion essentials, new mum advice, plus family-friendly travel destinations and family finances.

Published at a time when families often focus on future plans for their children, the **Best of Family** is the perfect shop window for brands and organisations to benefit from an engaged audience focused on family matters.

### PARTICULARLY CONSIDERING

- *The Guardian* readers spend £81 a week on groceries
- 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
- 53% of readers say *The Guardian* is impartial and unbiased.

**Best of Family** ADVERTISEMENT

**The pushchair designed for every journey** *ore*  
Create yourself a pushchair for every journey, whether you're on the road, in the park or at the beach. The new *ore* pushchair is designed to be the perfect companion for every journey. It's lightweight, easy to manoeuvre and has a range of accessories to make your journey even more enjoyable. The *ore* pushchair is available in a range of colours and finishes to suit your style.

**Style and function with il Tutto** *il Tutto*  
il Tutto is a collection of stylish and functional clothing for your family. From casual wear to formal attire, il Tutto has everything you need to look your best. The collection is made from high-quality materials and is designed to be comfortable and easy to wear. il Tutto is available in a range of sizes and colours to suit everyone in your family.

**Dedicated to delivering confidence-building adventures throughout the school holidays**  
Camp & Beaumont offers a range of exciting and educational activities for your children during the school holidays. From outdoor adventures to creative workshops, there's something for everyone. Camp & Beaumont is dedicated to providing a safe and fun environment for your children to learn and grow.

**Give your child 'Creative Courage for Life' with Stagecoach Performing Arts**  
Stagecoach Performing Arts offers a range of creative and educational activities for your children. From drama to dance, there's something for everyone. Stagecoach Performing Arts is dedicated to providing a safe and fun environment for your children to learn and grow.

**Start and finish your kids' day on a high**  
Tree Tops offers a range of exciting and educational activities for your children. From outdoor adventures to creative workshops, there's something for everyone. Tree Tops is dedicated to providing a safe and fun environment for your children to learn and grow.

**Win a family Receiver Experience day out at New Forest Wildlife Park**  
New Forest Wildlife Park offers a range of exciting and educational activities for your family. From outdoor adventures to creative workshops, there's something for everyone. New Forest Wildlife Park is dedicated to providing a safe and fun environment for your family to learn and grow.

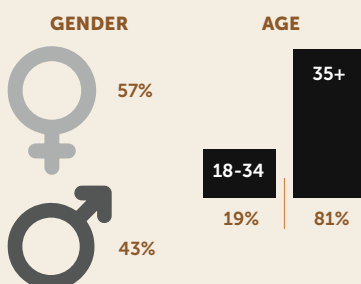
**867k** Saturday print readership of *The Guardian*

**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

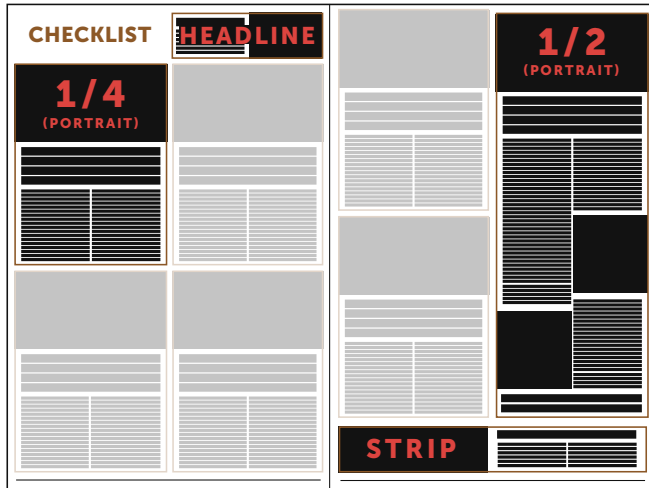
### RATE CARD

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

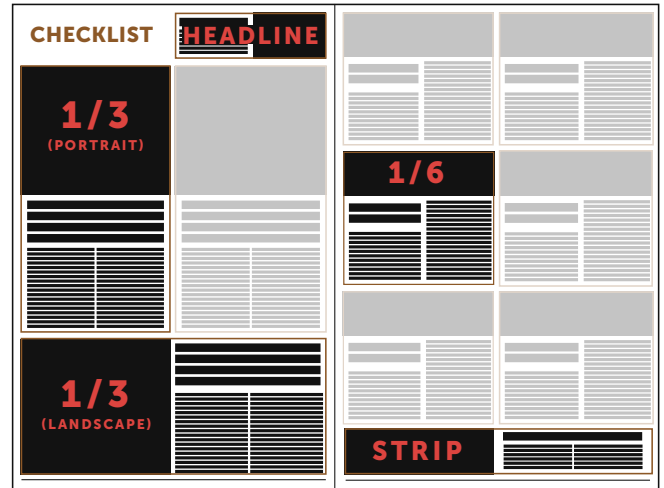
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### 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

Best of Family 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

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