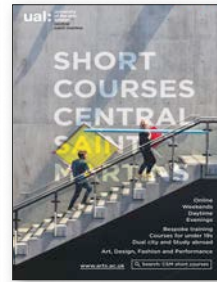


NEW YEAR NEW YOU



Distributed with **theguardian** on Saturday, 7 January 2017

New Year New You is a full-colour, Berliner-sized newspaper, distributed with *The Guardian* and brimming with tips and inspiration to help readers make positive changes in 2016. The publication will cover health, fitness and nutrition, getting active, charity fundraising ideas, careers, personal development, and financial and legal resolution.

The start of a New Year is a great time to make changes and try new things. *New Year New You* is not only a great tool for inspiring readers of *The Guardian*, but also an effective way of introducing your brand and reaching this highly engaged, well-informed, proactive target group.

The newspaper is published at a critical time when many readers are receptive to new ideas and products and eager to achieve new goals in 2016 — be it health & fitness, beauty, food & drink, home improvements, or personal development. Research shows that *Guardian* readers are well-educated and affluent with

a high disposable income. Voracious media consumers, most are keen to read engaging editorial to discover new trends, which makes this newspaper an ideal vehicle to introduce any product that you think may help improve their lifestyle and attain their goals.

Whether it's a health related food supplement, revolutionary new skincare product, or eco-friendly gadget for the home, this newspaper aims to highlight the latest innovations, as well as the best selling products, which really make a difference to everyday life.

Editorial features

HEALTH, FITNESS & NUTRITION

How to keep your mind and body sharp

LIFESTYLE RESOLUTIONS & PERSONAL DEVELOPMENT

Ideas on developing new skills for a better quality of life

BEAUTY, AESTHETICS & SPECIALIST CLINICS

The latest products and treatments

FINANCIAL RESOLUTIONS

Financial and legal advice for 2016

HOME IMPROVEMENTS & ENERGY SAVING

How to add value, save energy & create a green home

RATE CARD

Double page spread	£15,950
One full colour page	£9,950
Half page	£4,950
Quarter page	£2,950
15% premium for advertorial features	
Premium position sponsorship is subject to availability	

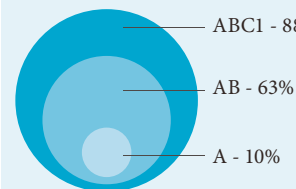
DISTRIBUTION

- 262,000 printed copies distributed with the Guardian on 7 January 2017
- 250,000 electronic copies
- Distributed within London, the South East, the Home Counties, Norfolk, Suffolk and the Welsh Borders



DEMOGRAPHICS

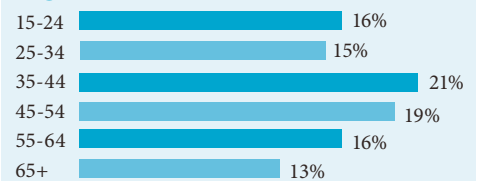
SOCIAL GRADE



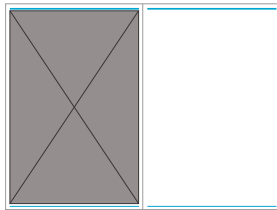
GENDER



AGE



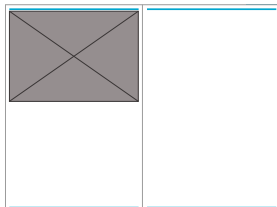
Advertisement sizes



FULL PAGE

DIMENSIONS

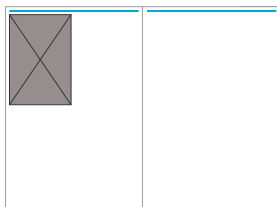
- Height 444mm
- Width 287mm



HALF PAGE

DIMENSIONS

- Height 202mm
- Width 287mm



QUARTER PAGE

DIMENSIONS

- Height 202mm
- Width 141mm

SUPPLYING FINAL ARTWORK

NAMING FILES

Artwork should be supplied with a colour proof and be clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg. BOB0416_YOURCLIENTNAME.pdf

DIGITAL FILE SPECIFICATIONS

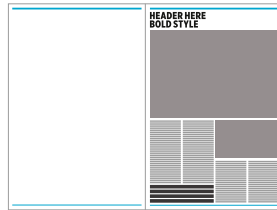
- Our preferred method of delivery is Adobe Acrobat PDF's sent via email. Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewspaper26v4
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher than 245%
- Single colour text is no smaller than 6pt and is not tinted or screened as they will not be legible.
- Coloured text or reversed out white text on coloured background is no smaller than 8pt bold
- Avoid using fine serif type faces, line weight must not be less than 1pt

We cannot guarantee the quality of the final print for files supplied outside of these specifications. Colours variations will occur if your files do not utilise the colour profile and respect the ink density limit outlined above.

FILE TRANSFER

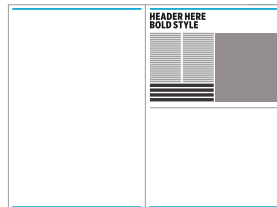
Files less than 8Mb can be emailed directly to production@aplmedia.co.uk. For larger files please call the Production Department on +44 (0) 20 7553 7372 for further information.

Advertorial feature requirements



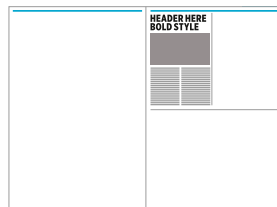
FULL PAGE

- Headline: 10-20 characters
- Main body copy: 700-1200 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 3-5 high resolution images*



HALF PAGE

- Headline: 10-40 characters
- Main body copy: 500-600 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 1-2 high resolution images*



QUARTER PAGE

- Headline: 10-30 characters
- Main body copy: 300-380 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 1-2 high resolution images*

ADVERTORIAL SUBMISSIONS

DESIGN PROCESS

Once all material is submitted according to specification. APL Media Ltd will layout/design your advertorial within the house style of the publication. Layouts may vary depending on images and/or text supplied. APL Media Ltd reserve the right to make changes to make grammatical changes and corrections to ensure it meets house style.

APPROVALS & AMENDMENTS

- APL Media Ltd will provide a PDF for client approval.
- The client will have the option of two sets of amendments before final approval.
- The final third PDF is for fact checking and approval/records only.
- Amendments over and above the two rounds of amendments, will incur extra charge of £45 per round of changes / per hour. As such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

Where a client cannot provide the advertisement/advertorial material and requires the Publisher to create this content, this will incur a production charge of 25% of the value of the contract, unless otherwise agreed, or a minimum charge of £600†. The service provided is outlined in this Media Pack and online.

IMAGE SPECIFICATIONS

Please supply images as high resolution (300dpi) CMYK JPEGs. We can not use images from a client website as these are too low resolution for print.

*Image use subject to editorial discretion and may vary depending quality, size and layout. Full pages: 2-5 used; half pages and smaller, may use just one image.

† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour