

On The Pulse



Distributed with **theguardian** on Saturday, 25th November 2017

On The Pulse is a full-colour, Berliner-sized newspaper, distributed with *The Guardian* and packed with forward-thinking and robust analysis of the latest technologies on the market. Ideal for accurate, reliable information, *The Guardian* boasts a well-educated audience, making this the perfect place to showcase your organisation's wealth of products and scientific information.

With so much in the way of technologies and gadgets on offer in every shop window and magazine, it can sometimes be a little overwhelming knowing which products and information to take in. *On The Pulse* acts as an essential guide - a newspaper publication with editorial throughout, an informative catalogue interspersed with relevant commercial features, presenting highly suggestible purchasing ideas with scientific information.

From the most advanced gadget equipment to new eco-technology, *On The Pulse* will provide readers with a comprehensive collection of the latest security technology, new innovational devices, plus features on home computing. Published on Black Friday weekend, this paper reaches educated readers looking for well-researched media services and consumer products to keep them busy going in to winter.

Editorial features

CHRISTMAS TECH

All the latest in tech, gifts & gizmos

ARE YOU SECURE?

The latest advancements in home security technology

GREAT GADGETS

Gadgets and innovations for an easier life

HOME COMPUTING

Where next for the home computing revolution?

HOMES OF THE FUTURE

The best of home automation & entertainment

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	

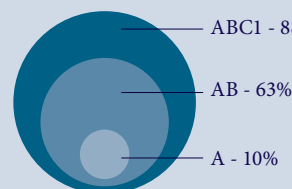
DISTRIBUTION

- 262,000 printed copies distributed with the Guardian on 25th November 2017
- 250,000 electronic copies
- Distributed within London, the South East, the Home Counties, Norfolk, Suffolk and the Welsh Borders



DEMOGRAPHICS

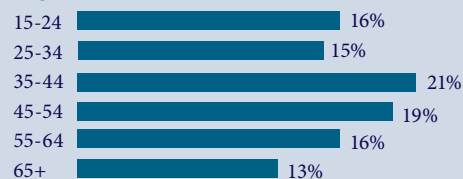
SOCIAL GRADE



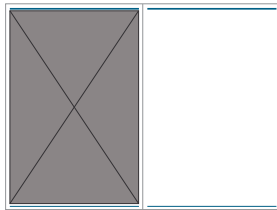
GENDER



AGE



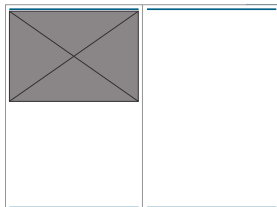
Advertisement sizes



FULL PAGE

DIMENSIONS

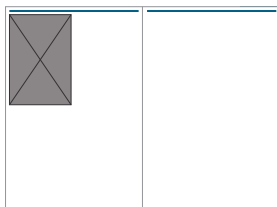
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- Width 287mm



HALF PAGE

DIMENSIONS

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- Width 287mm

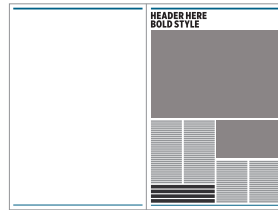


QUARTER PAGE

DIMENSIONS

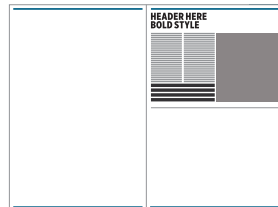
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- Width 141mm

Advertorial feature requirements



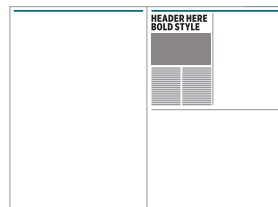
FULL PAGE

- 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*

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 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