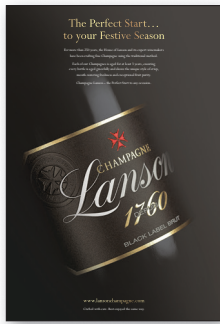


The EVENT



Distributed with **theguardian** on Saturday, 11th March 2017

The Event is a full-colour, Berliner-sized newspaper, distributed with *The Guardian* and packed with inspiration on all the latest venues, events and places to go. Ideal for businesses planning ahead for corporate events and individuals looking for that perfect day out, this paper covers everything from upcoming exhibitions to the capital's trendiest hotspots.

With so much in the way of entertainment and attractions on offer in the capital and beyond, it can sometimes be a little overwhelming knowing which sights and spots to add to your list. *The Event* acts as an essential guide for readers, offering an informative catalogue of where to turn when booking events — from business meetings to family get-togethers, and every social occasion in between. From old favourite haunts to cutting-edge new venues, *The Event* will

provide readers with a comprehensive collection of not-to-be-missed hotspots, plus features on everything from the best restaurants and eateries, romantic hideaways for weddings, days out to add to your diary and the ultimate in venue inspiration. Published in March, this paper reaches readers when they're starting to plan events for the rest of the year.

Editorial features

OVERSEAS EVENTS

The must see global events for 2017

WEDDINGS

From romantic hideaways to classic receptions

CHALLENGES & EVENTS

Make a difference, take up a challenge or get involved with an event for charity

CORPORATE EVENTS

Unique and iconic locations for a lasting impression

THE ULTIMATE VENUE

Only the very best will make the edit

THEATRES, GALLERIES & EXHIBITIONS

Dates for the diary

RATE CARD

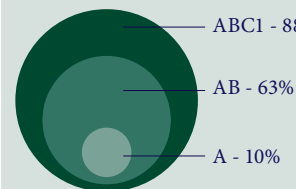
| | |
|---|---------|
| Double page spread | £15,950 |
| One full colour page | £9,950 |
| Half page | £4,950 |
| Quarter page | £2,950 |
| 15% premium for advertorial features | |
| Premium position sponsorship is subject to availability | |

DISTRIBUTION

- 262,000 printed copies distributed with the Guardian on 11th March 2017
- 250,000 electronic copies
- Distributed within London, the South East, the Home Counties, Norfolk, Suffolk and the Welsh Borders

DEMOGRAPHICS

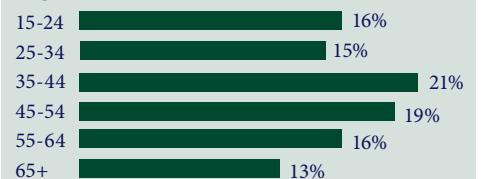
SOCIAL GRADE



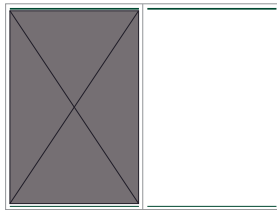
GENDER



AGE



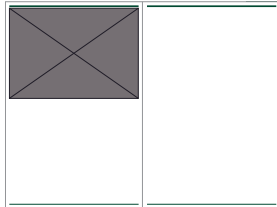
Advertisement sizes



FULL PAGE

DIMENSIONS

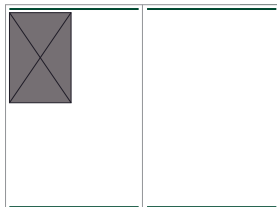
- Height 444mm
- Width 287mm



HALF PAGE

DIMENSIONS

- Height 202mm
- Width 287mm



QUARTER PAGE

DIMENSIONS

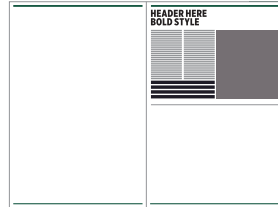
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- Width 141mm

Advertorial feature requirements



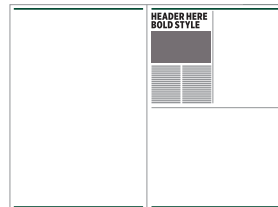
FULL PAGE

- 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. EV0317_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