

# The Modern Family



Distributed with **theguardian** on Saturday, 18th February 2017

*The Modern Family* is a full-colour, Berliner-sized newspaper, distributed with *The Guardian* and packed with tips and inspiration to help parents give their children the best start in life. The publication will feature relevant editorial throughout, from education, legal and financial advice, to family-friendly holidays and attractions, as well as hobbies.

Clear and consistent family values are important in developing a strong-knit family, but their health and happiness is also dependent on forward planning. The cost of bringing up a child has risen to £148,000, according to recent research, and while *Guardian* readers are affluent, they are understandably looking for advice on the best way to spend their money and give their families the best in life.

*The Modern Family* will examine the all-important issue of family health, law and finance, pinpointing ways that parents can invest wisely in their child's

future to take advantage of products such as private healthcare, family legal services, dental plans, ISAs and children's savings accounts.

Education is, of course, also at the forefront of every parent's mind and this newspaper will not only look at learning within schools, but also the ways that parents can aid their development outside the classroom.

*Guardian* readers are also well-travelled and take a total of 4 holidays a year. *The Modern Family* will look at the best family-friendly holidays and attractions and throughout the world.

## Editorial features

### EDUCATION & SCHOOLING

How to give your children the best start in life

### WORLDWIDE FAMILY TRAVEL

Family-friendly holidays, short breaks & days out

### FAMILY HEALTH & NEW FAMILIES

The latest in essential products and services for your family

### FOOD & DRINK

The best nutritional options for you and your family

### FAMILY FINANCE & LEGAL SERVICES

Investments, legal matters & family insurance

## RATE CARD

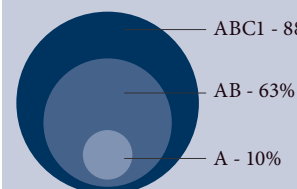
Double page spread	£15,950
One full colour page	£9,950
Half page	£4,950
Quarter page	£2,950
15% premium for advertorial features	
Premium position sponsorship is subject to availability	

## DISTRIBUTION

- 262,000 printed copies distributed with the *Guardian* on Saturday, 18th February 2017
- 250,000 electronic copies
- Distributed within London, the South East, the Home Counties, Norfolk, Suffolk and the Welsh Borders

## DEMOGRAPHICS

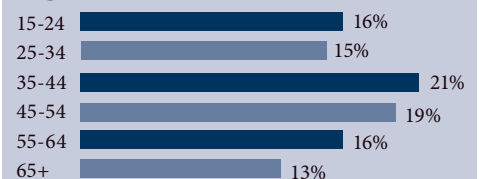
### SOCIAL GRADE



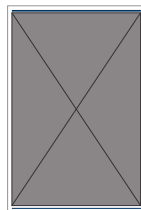
### GENDER



### AGE



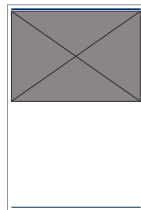
# Advertisement sizes



## FULL PAGE

### DIMENSIONS

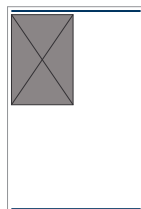
- Height 444mm
- Width 287mm



## HALF PAGE

### DIMENSIONS

- Height 202mm
- Width 287mm

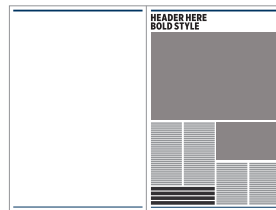


## QUARTER PAGE

### DIMENSIONS

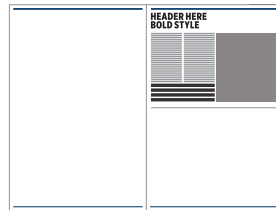
- Height 202mm
- Width 141mm

# Advertorial feature requirements



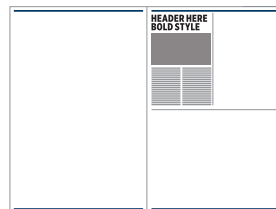
## FULL PAGE

- 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](mailto: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