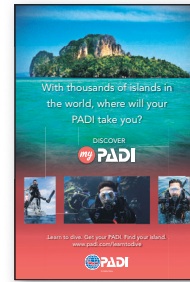
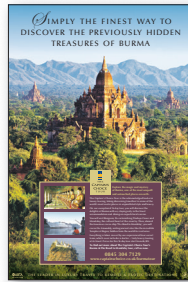


# Travel Guide

In association with

NATIONAL GEOGRAPHIC  
**TRAVELLER**



Distributed with **theguardian** on Saturday, 9 September 2017

*Travel Guide* is a full-colour, Berliner-sized newspaper, distributed with *The Guardian* and packed with tips and inspiration to help readers plan their next dream holiday. The publication will feature relevant editorial throughout, highlighting the world's most luxurious cruises, hotels, islands and resorts, as well as adrenaline-filled holidays and fun days out for all the family.

Statistics show that *Guardian* readers are not only voracious media consumers, they are extremely affluent and well-travelled, taking a total of 4 holidays a year.

*Travel Guide* will be published at the start of the year, when many people begin to plan a break — be a holiday of a lifetime or short break. If your company offers a travel-related product or service, this newspaper can help you reach a key target audience.

*Travel Guide* will cover everything from worldwide luxury holidays, to others

that are more suitable for those looking for adrenaline and adventure — perhaps seeing the wonders of the world through activities such as trekking, cycling, horseback riding or scuba diving.

For readers that also tend to plan several short breaks and days out throughout the year, the publication will highlight some of the UK's best attractions, festivals and events.

*Travel Guide* will also cover necessities such as travel insurance, as well the latest travel gear, gadgets and luggage.

## Editorial features

### WORLDWIDE LUXURY TRAVEL

Discover award-winning cruises, hotels, islands & resorts

### ADVENTURE TRAVEL

The best adrenaline and action-packed holidays worldwide

### UK HOLIDAYS, DAYS OUT & ATTRACTIONS

Everything from beach and city breaks to Britain's best attractions

### SUSTAINABLE & ECO TRAVEL

See the world in style, while still reducing your carbon footprint

## RATE CARD

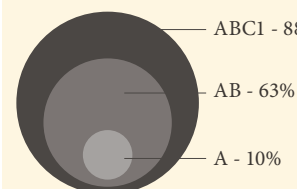
Double page spread	£15,950
One full colour page	£9,950
Half page	£4,950
Quarter page	£2,950
15% premium for advertorial features	
Premium position sponsorship is subject to availability	

## DISTRIBUTION

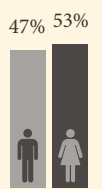
- 262,000 printed copies distributed with *the Guardian* on 9 September 2017
- 250,000 electronic copies
- Distributed within London, the South East, the Home Counties, Norfolk, Suffolk and the Welsh Borders

## DEMOGRAPHICS

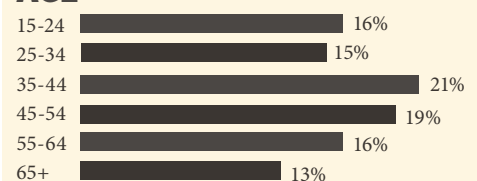
### SOCIAL GRADE



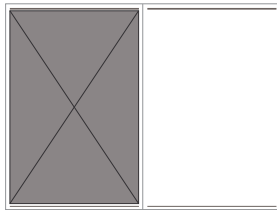
### GENDER



### AGE



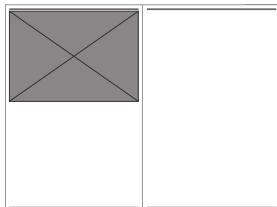
## Advertisement sizes



### FULL PAGE

#### DIMENSIONS

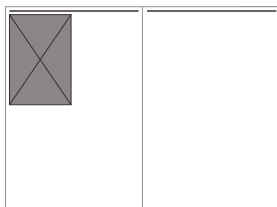
- Height 444mm
- Width 287mm



### 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. TG0917\_YOURCLIENTNAME.pdf

### DIGITAL FILE SPECIFICATIONS

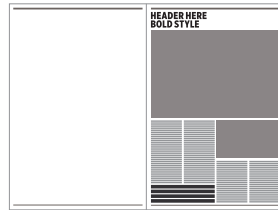
- Our preferred method of delivery is Adobe Acrobat PDF's sent via email. Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewspaper26v4
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher 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

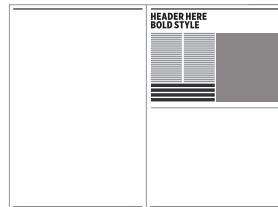
Files less than 8Mb can be emailed directly to [production@aplmedia.co.uk](mailto:production@aplmedia.co.uk). For larger files please call the Production Department on +44 (0) 20 7553 7372 for further information.

## Advertorial feature requirements



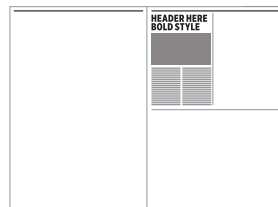
### FULL PAGE

- 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