

# CHRISTMAS UNWRAPPED



Distributed with **theguardian** on Saturday, 3rd November 2018

*Christmas Unwrapped* is a full-colour, tabloid-sized newspaper section, distributed with *The Guardian* and designed to provide readers with inspiration to help get the festive period off to a perfect start. The publication will feature relevant editorial and features throughout, from sumptuous food and drink and fantastic gift ideas to great days out with family and friends.

The publication will reach readers at an important point in the run-up to the holiday season, with 57% of consumers starting to plan Christmas shopping around two months before the big day. *Christmas Unwrapped* represents an excellent opportunity to showcase your company's offering to an engaged readership at this crucial time, providing inspiration as they make key decisions about purchases for the coming months.

*Guardian* readers are an affluent audience, with an average household income of £59,764 — 53% higher than the national average. When it comes to shopping,

they have expensive taste and a tendency to purchase designer products, spending 22% more than the average adult on shoes and coats, and 14% more on electrical items and technology.

In addition, *Guardian* readers are passionate about good-quality food. They spend around £81 a week on groceries, more than the UK average, and tend to choose free-range, fair-trade and organic foods where possible. *Christmas Unwrapped* is an important tool for reaching this select audience, with 95% of *Guardian* readers purchasing no other quality newspaper.

## Editorial features

### GIFTS FOR HIM & HER

Inspiration to find the perfect luxury gift for the people in your life who make Noelle truly special

### GIFTS FOR KIDS

From must-have toys to the latest gadgets, exceptional gift ideas to make kids of all ages smile

### FOOD & DRINK

A round-up of mouth-watering produce and the best festive recipes, sure to keep the family happy

### FESTIVE TRAVEL

Ideas on seasonal destinations, from the exotic to mountain adventures — you'll discover the perfect festive getaway for you

### DAYS & NIGHTS OUT

Wonderful ways to celebrate the festive season, surrounded by all your family & friends

## 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	

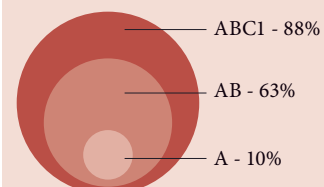
## DISTRIBUTION

- 262,000 printed copies distributed with the *Guardian* on 3rd November 2018
- 250,000 electronic copies
- Distributed within London, the South East, the Home Counties, Norfolk, Suffolk and the Welsh Borders



## DEMOGRAPHICS

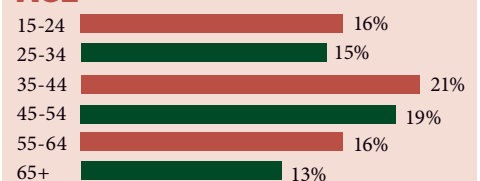
### SOCIAL GRADE



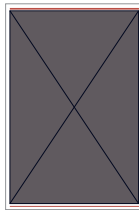
### GENDER



### AGE



## Advertisement sizes



### FULL PAGE

#### DIMENSIONS

- Height 338mm
- Width 265mm



### HALF PAGE

#### DIMENSIONS

- Height 157mm
- Width 265mm



### QUARTER PAGE

#### DIMENSIONS

- Height 157mm
- Width 131mm

## 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. HG0318\_YOURCLIENTNAME.pdf

### DIGITAL FILE SPECIFICATIONS

- Our preferred method of delivery is Adobe Acrobat PDFs 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 mustn't be less than 1pt

We can't guarantee the quality of the final print for files supplied outside of these specifications. Colours variations will occur if your files don't 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: 10-30 characters
- Main body copy: 480-530 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 2-5 high resolution images\*



### HALF PAGE

- Headline: 10-30 characters
- Main body copy: 160-350 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: 120-150 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 reserves the right to make grammatical changes and corrections to ensure the advertorial 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 the advertorial is finally approved.
- The final third PDF is for fact checking and approval/records only.
- Amendments over and above the two rounds of amendments will incur an 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 can't 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't use images from a client website as these are too low resolution for print.

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

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