

On The Pulse



Distributed with **theguardian**

On The Pulse is a full-colour, tabloid-sized newspaper, distributed with *The Guardian* and packed with in-the-know, forward-thinking articles on the latest gadgets and technologies, from cameras and TVs, to surround-sound systems and home security. *The Guardian* boasts a well-educated audience, and published on Black Friday weekend, this publication is ideally placed to showcase your organisation's products and promote sales.

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

THE BEST OF TECH

Tech gifts and gizmos sure to be flying off the shelves this Black Friday in the build up to Christmas

HOMES OF THE FUTURE

Must-haves in home automation and entertainment to make modern life easier and more comfortable

TECHNICALLY HEALTHY

From apps and gadgets to gym equipment, everything you need to stay fit and healthy

ARE YOU SECURE?

All the must-know advancements in the world of cyber security

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

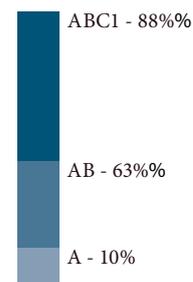
237,000 printed copies distributed with *The Guardian*

Distributed within London, the South East, the Home Counties, Norfolk, Suffolk and the Welsh Borders

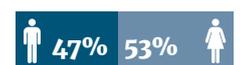
210,000 electronic copies

Demographics

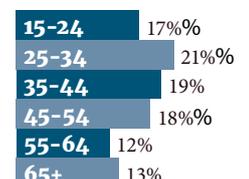
Social grade



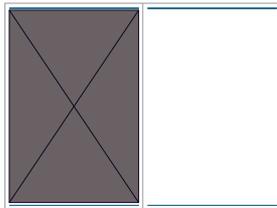
Gender



Age



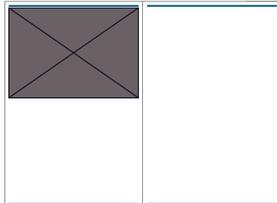
Advertisement sizes



FULL PAGE

DIMENSIONS

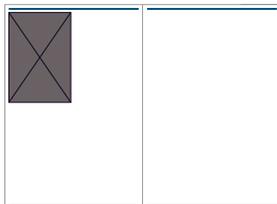
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- Width 265mm



HALF PAGE

DIMENSIONS

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- Width 265mm

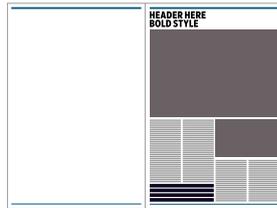


QUARTER PAGE

DIMENSIONS

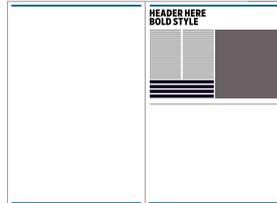
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Advertorial feature requirements



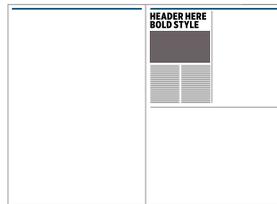
FULL PAGE

- 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*

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 reserves 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