

The Modern Family



Distributed with **theguardian**

The Modern Family is a full-colour, tabloid-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

The best schools, private tuition and further education in the UK, as well as all important extra-curricular activities

WORLDWIDE FAMILY TRAVEL

Ideas and inspiration for family friendly adventures, from holidays and short breaks to fun days out around the UK

FAMILY HEALTH

Covering the latest treatments in the UK and overseas, as well as innovative family healthcare products

NEW FAMILIES

Rounding up the latest children's products on the market, including designer prams, cots and must-have toys.

FOOD & DRINK

A run-down of family friendly restaurants around London and where to find them

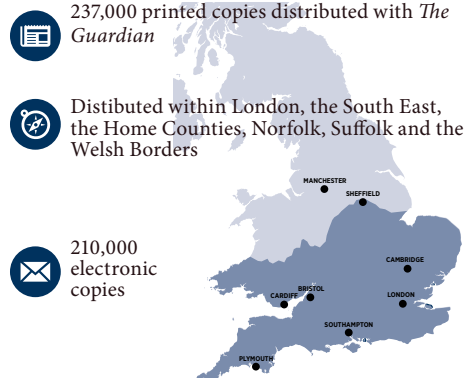
FAMILY FINANCE & LEGAL SERVICES

Safeguarding your family's finances. Also covering legal disputes when children are involved

Rate card

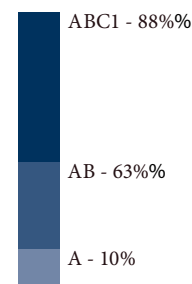
Double page spread	£15,950
One full colour page	£9,950
Half page	£4,950
Quarter page	£2,950
15% premium for advertorial features	
Premium position sponsorship is subject to availability	

Distribution

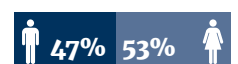


Demographics

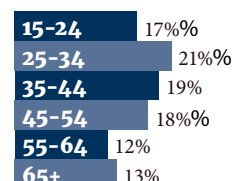
Social grade



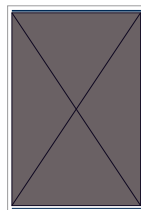
Gender



Age



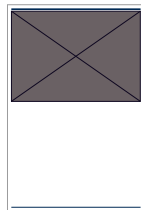
Advertisement sizes



FULL PAGE

DIMENSIONS

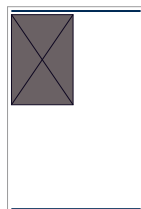
- Height 338mm
- Width 265mm



HALF PAGE

DIMENSIONS

- Height 157mm
- Width 265mm

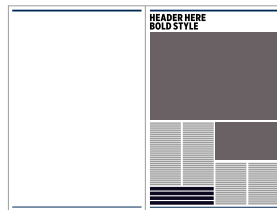


QUARTER PAGE

DIMENSIONS

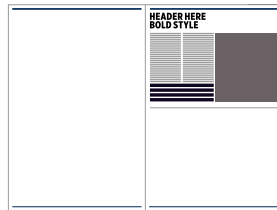
- Height 157mm
- Width 131mm

Advertorial feature requirements



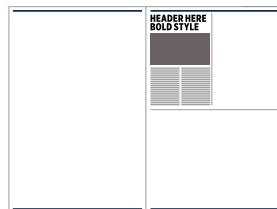
FULL PAGE

- 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. 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. 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 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