

Travel Guide

In association with

NATIONAL GEOGRAPHIC
TRAVELLER



Distributed with **theguardian**

Travel Guide is a full-colour, tabloid-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 adrenalin and action-packed holidays worldwide

UK HOLIDAYS, DAYS OUT & ATTRACTIONS

Everything from UK city breaks to Britain's best attractions, shows & events

SMART TRAVELLER

The latest travel accessories & services from luggage to 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	

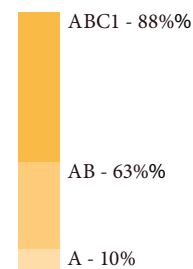
Distribution

	237,000 printed copies distributed with <i>The Guardian</i>
	Distributed within London, the South East, the Home Counties, Norfolk, Suffolk and the Welsh Borders
	210,000 electronic copies

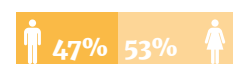


Demographics

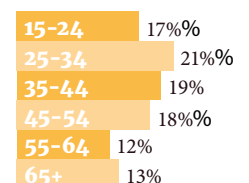
Social grade



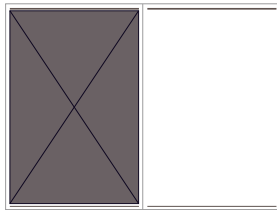
Gender



Age



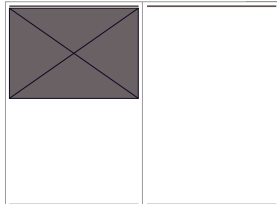
Advertisement sizes



FULL PAGE

DIMENSIONS

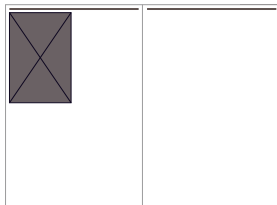
- Height 338mm
- Width 265mm



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. TG0918_YOURCLIENTNAME.pdf

DIGITAL FILE SPECIFICATIONS

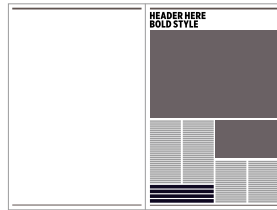
- Our preferred method of delivery is Adobe Acrobat PDFs sent via email. Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewspaper26v4
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher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

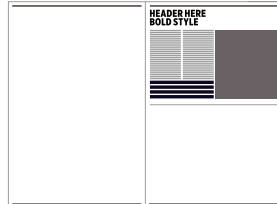
Files less than 8MB can be emailed directly to production@aplmedia.co.uk. For larger files, please call the Production Department on +44 (0) 20 7553 7372 for further information.

Advertorial feature requirements



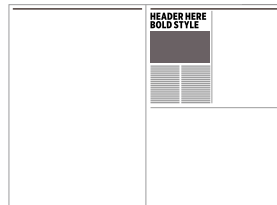
FULL PAGE

- 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