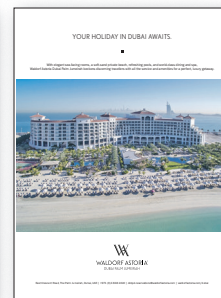
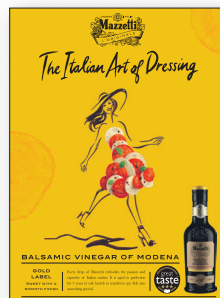


# The Travel Guide

Featuring content from  
NATIONAL GEOGRAPHIC  
TRAVELLER



## Distributed with **The Guardian**

*The 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 adrenalin-filled winter holidays and fun days out for all the family.

Statistics show that *The Guardian* readers aren't only voracious media consumers, they're also extremely affluent and well-travelled, taking an average of four holidays a year.

*The Travel Guide* will be published at the time of year when many people are starting to plan a winter trip — whether that's a holiday of a lifetime or simply a city break.

If your company offers a travel-related product or service, this newspaper can help you reach this key target audience.

*The Travel Guide* will cover everything from worldwide luxury holidays, to trips for those looking for adrenalin and adventure, from heliskiing in the Alps and dog sledding in Iceland to skating frozen lakes in Canada.

Furthermore, for readers who 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.

*The Travel Guide* will also cover necessities such as travel insurance, as well as the latest travel gear, gadgets and luggage to make travelling that bit easier.

## Editorial features

### Worldwide luxury travel

Discover everything from award-winning cruises and far-flung destinations to the world's leading five-star hotels, island retreats and luxury resorts

### Adventure travel

The best action-packed holidays for fans of all things adrenalin-fuelled, in places around the world as far-flung as Europe, the US and Australia

### UK holidays, days out & attractions

Highlighting the UK's leading destinations for city breaks, as well as the nation's best attractions, shows and events

### Smart traveller

The latest travel accessories to hit the market, including gadgets, gear and luggage, as well as key services, such as insurance, that appeal to the smart traveller

## 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

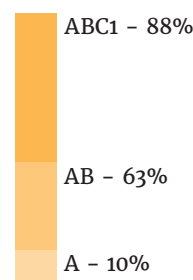
## Distribution

- 175,000 printed copies distributed with *The Guardian*
- Distributed within London, the South East, the Home Counties, Norfolk, Suffolk and the Welsh Borders
- The digital version will reach 250k social media and Living360 subscribers



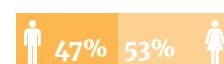
## Demographics

### Social grade

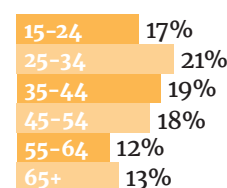


Average readership: 750,000

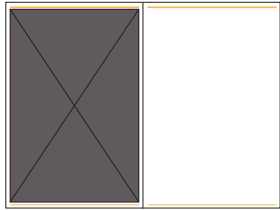
### Gender



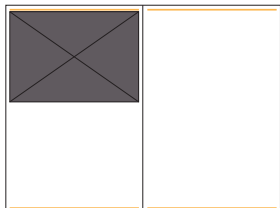
### Age



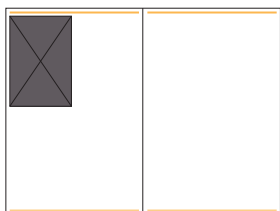
## Advertisement sizes



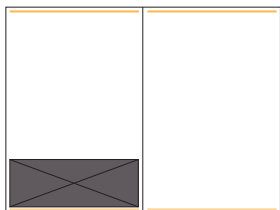
**Full page**  
Height 338mm  
Width 265mm



**Half page**  
Height 157mm  
Width 265mm



**Quarter page**  
Height 157mm  
Width 131mm



**Quarter strip**  
Height 77mm  
Width 265mm

## 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. TG0125\_YOURCLIENTNAME.pdf

### Digital file specifications

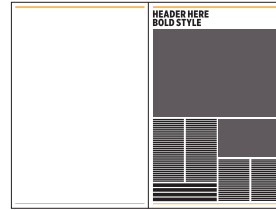
- Our preferred method of delivery is Adobe Acrobat PDFs sent via email. Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewspaper26v4
- All images are high-resolution (at least 300dpi) and CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher than 245%
- Single colour text is no smaller than 6pt and isn't tinted or screened, as this 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. Colour variations will occur if your files don't utilise the colour profile and respect the ink density limit outlined above.

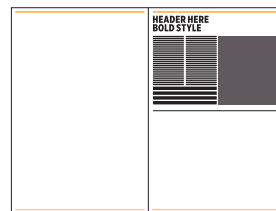
### File transfer

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) 7553 7372 for further information.

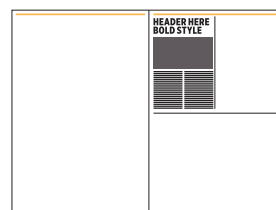
## Advertorial feature requirements



**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 lay out/design your advertorial within the publication house style. 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 content 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 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 quality, size and layout. Full pages use two to five images; half pages and smaller may use just one image.  
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour