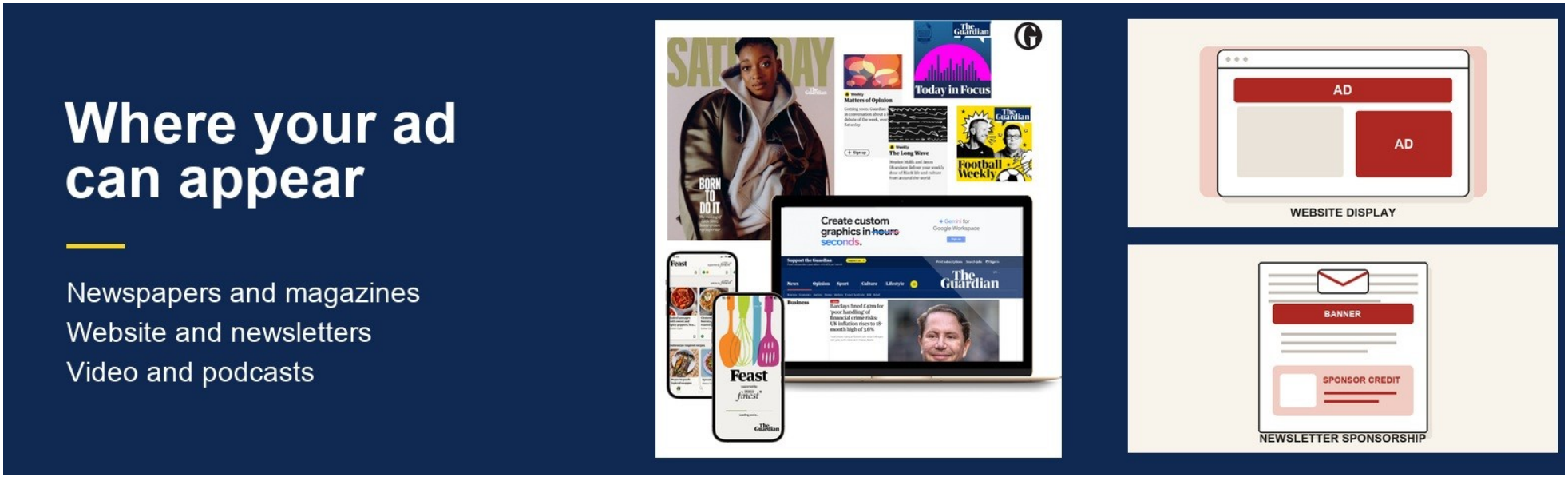
ADVERTISING MEDIA KIT

The Guardian

Buy a print placement, run a digital campaign or work with Guardian Labs through LARA Media Group.



2026–2027 rate-card edition · US dollars

Contact LARA

Audience | Print | Website ads | Newsletters | Partnerships | Travel Guide | Booking

AUDIENCE

Who you can reach

Choose the topic, geography and placement that match your campaign.

20.7 million Monthly readers across print and digital	**2.8 million** Monthly print readers	**19.3 million** Monthly digital readers

Readership snapshot PAMCo, first half of 2025. Print and digital audiences overlap.

14.7 million UK readers aged 35 or over	**8.6 million** UK readers with a degree or higher qualification	**6.5 million** Readers in London and South East England

Where people browse	Average monthly unique browsers
Global	122 million
North America	45 million
United Kingdom	35 million
Europe outside the UK	16 million

Website snapshot Publisher data, September 2024 to February 2025. A unique browser is counted separately from a reader. These figures describe the publication's audience. LARA confirms expected delivery for your booking.

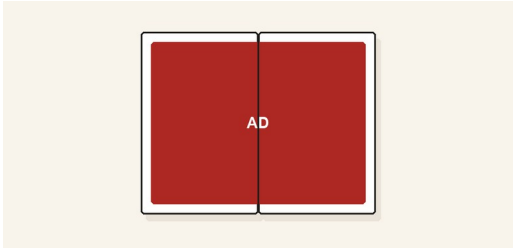
Newsletters The Guardian reports more than 1.5 million unique subscribers worldwide across nearly 50 newsletters. Ask for the current audience for your chosen newsletter.

Compare print formats | Compare website rates | Explore newsletter formats

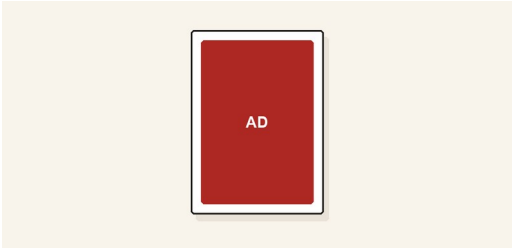
GUARDIAN PRINT ADVERTISING

Choose a newspaper ad size

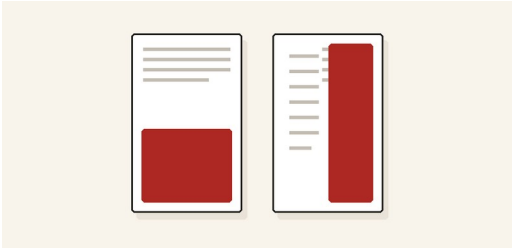
A spread puts your ad across two facing pages. A full page gives you one side of the paper. A strip is a shallow ad that runs across a page.



Double-page spread



Full page



Half page

Main newspaper placement	Format code	Artwork · width × height	2026–2027 rate
Double-page spread	34 × 14	540 × 336 mm	$51,791.40
Full page	34 × 7	260 × 336 mm	$28,773.00
Half page	17 × 7	260 × 170 mm	$17,583.50
Junior page	25 × 4	154 × 250 mm	$14,386.50
Strip	8 × 7	Confirm for the booking	$7,992.50
Outside back cover	Ask LARA	Confirm for the booking	Quote required

Send print-ready artwork Prepare a CMYK PDF/X-1a:2001 artwork file using the confirmed newspaper profile and size. Send a spread as one file. LARA confirms the deadline and file settings for your issue.

See sections and magazines | See the separate Travel Guide

GUARDIAN PRINT ADVERTISING

Book a section or magazine

Choose G2, another newspaper section, Feast, Saturday or Guardian Weekly. The dimensions change with the publication.

Publication	2026–2027 rate · full page	2026–2027 rate · spread	Other positions · USD
G2	$12,788.00	$23,018.40	Request availability
Other news sections	$20,141.10	$35,806.40	Cover wrap · quote required
Feast or Saturday	$14,386.50	$27,174.50	Inside front or outside back · $19,182.00 each
Guardian Weekly	$14,386.50	$25,576.00	Request availability

Cover positions An inside front cover is the first page inside the magazine. The outside back cover is the last exterior page. A cover wrap goes around the publication. LARA confirms cover pricing and any premium for the selected issue.

Publication	Page trim · W × H	Spread trim · W × H	Colour profile
Saturday	267 × 338 mm	534 × 338 mm	PSO MFC Paper (ECI)
Feast	212 × 250 mm	424 × 250 mm	PSO Uncoated ISO12647 (ECI)
Guardian Weekly	210 × 272 mm	419 × 272 mm	PSO MFC Paper (basICColor)

Artwork and deadlines For the three magazines shown, add 5 mm bleed on all sides and supply PDF/X-1a:2001 without crop marks. Guardian Weekly requires outlined fonts. LARA confirms text safety, the exact template and the deadline for the chosen placement.

Saturday

Standard artwork deadline: 4 pm UK time on the Wednesday 10 days before publication.

Feast

Standard artwork deadline: 2 pm UK time on the Thursday 9 days before publication.

Guardian Weekly

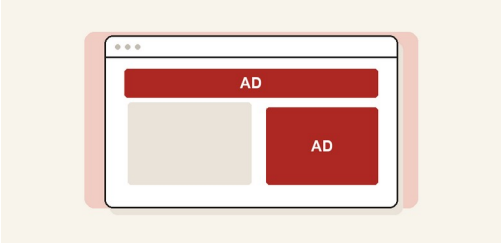
Standard artwork deadline: 4 pm UK time on the Thursday 8 days before publication.

Main newspaper formats | See website advertising

GUARDIAN WEBSITE ADVERTISING

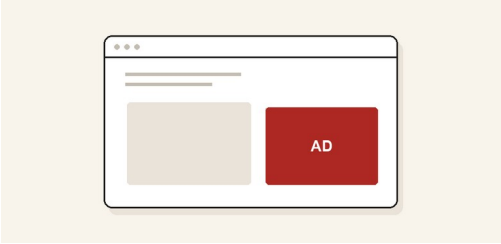
Buy display ads by day or by audience

A takeover gives your ads high visibility on the homepage or a section front. Display buys can target topics or run across the site.



Homepage takeover

A wide banner and a box appear together.



Display ad

Your ad appears next to relevant coverage.

Takeover	What you can book	2026–2027 rate
Homepage	Billboard and mid-page box	$73,531.00 per day
Homepage	Custom format that adapts to screen size	$127,880.00 per day
Section front	Sport, Fashion, Tech, Culture, Lifestyle, Business or Travel	Quote required

Where ads appear	Standard box or leaderboard · per 1,000	Tall box or billboard · per 1,000
Business, Money, Travel	$95.91	$111.90
Lifestyle, Technology, Environment, Culture	$87.92	$103.90
News, Sport, Media, Education, Science	$79.93	$95.91
Run of site (no chosen section)	$31.97	$47.96

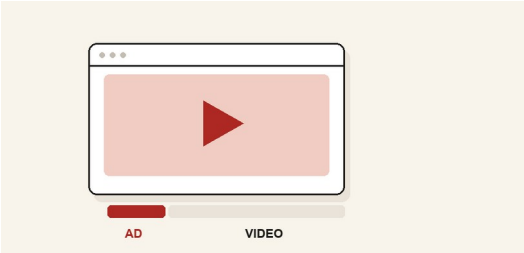
How the price works One impression is one ad display. A rate of $31.97 per 1,000 displays comes to $3,197.00 for 100,000 displays, before any additional costs. Indicative delivery and final pricing are confirmed by LARA.

Video and podcasts | Booking and file delivery

GUARDIAN RICH MEDIA, VIDEO AND PODCASTS

Show your ad in motion or sound

Choose an ad that appears as someone reads, before a video starts or during a podcast.



Video before a clip



Podcast advertising

Format	What the audience sees or hears	2026–2027 rate · per 1,000
Interscroller	An ad revealed as the reader scrolls through a page	$95.91
Fabric	An immersive display ad with standard or video creative	$143.87
Pre-roll video	A short ad before Guardian video	From $95.91
Outstream video	Video inside a webpage, separate from the main player	From $79.93
Podcast pre-roll or mid-roll	A recorded ad before or during a podcast	From $111.90
Podcast sponsorship	An integrated sponsor message for an agreed show	From $143.87

Custom formats Ask for a quote on interactive formats such as Filmstrip, Cascade, Sideslider, Sidewinder, Mobile Revealer or shoppable display. LARA confirms device compatibility and creative costs.

Podcast examples Today in Focus, Football Weekly, Science Weekly and Comfort Eating with Grace Dent. Standard ads usually run 10–30 seconds. The Guardian can write and produce a sponsorship script of 30–90 seconds. Confirm the show, position and production in your quote.

Compare display prices | Explore sponsored content

GUARDIAN NEWSLETTER ADVERTISING

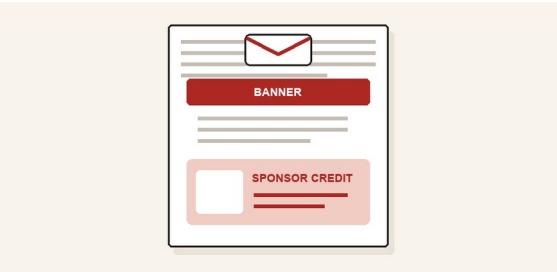
Reach readers in their inbox

A banner puts your ad in a selected email. A sponsorship can combine the banner with your logo, an image and a message within the email.



Newsletter display

A responsive banner within the email.



Newsletter sponsorship

Banner, sponsor credit and logo, and a branded copy panel with an image.

Newsletter	2026–2027 rate · monthly display	2026–2027 rate · monthly sponsorship
First Edition	$149,366.91	$157,359.41
Business Today	$35,615.73	$43,608.23
TechScape	$6,927.05	$14,919.55
The Guide	$10,176.74	$18,169.24
The Upside	$4,554.69	$12,547.19

Confirm the booking These monthly estimates show the difference between display and sponsorship. LARA confirms the active title, send dates, planned number of sends, expected delivery and the final quote. Other newsletters are available by quote.

Compare more newsletters | See booking details

GUARDIAN NEWSLETTER ADVERTISING

Compare more monthly placements

Pick a newsletter by the subject your customers already read about. These are US-dollar monthly planning rates.

Topic	Newsletter	2026–2027 rate · monthly display	2026–2027 rate · monthly sponsorship
Long reads	The Long Read	$38,421.15	$46,413.65
Film	Film Weekly	$9,508.28	$17,500.78
Music	Sleeve Notes	$5,902.67	$13,895.17
Books	Bookmarks	$28,764.00	$36,756.50
Podcasts	Hear Here	$6,145.96	$14,138.46
Gaming	Pushing Buttons	$1,977.30	$9,969.80
Fashion	Fashion Statement	$3,678.93	$11,671.43
Women’s football	Moving the Goalposts	$764.24	$8,756.74
Cricket	The Spin	$2,537.71	$10,530.21
Rugby union	The Breakdown	$2,599.43	$10,591.93
Sport	The Recap	$2,269.74	$10,262.24

Other newsletters by quote Ask LARA about Saturday Edition, Football Daily, The Long Wave, What’s On, Feast, Well Actually and The Traveller.

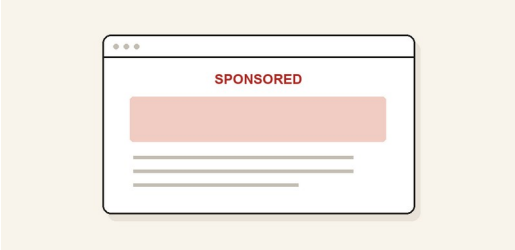
Choose a newsletter before making artwork LARA confirms the dimensions, send dates, position and total price for the title and campaign you select.

See banner and sponsorship examples | Explore other sponsorships

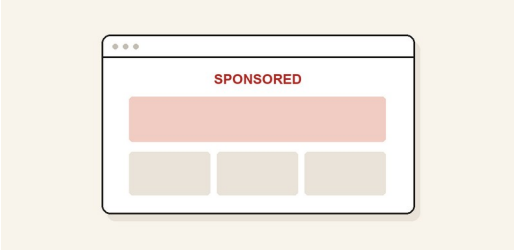
GUARDIAN LABS AND SPONSORSHIP

Commission or sponsor content

Choose who makes the content and how it will appear before agreeing the budget.



A hosted web story



A campaign with several pieces

Option	What you can book	2026–2027 rate
Hosted by	Original material you supply for an approved Guardian campaign	Quote · planning minimum $15,985.00
Paid for	Co-branded content produced by Guardian Labs, with client sign-off	Quote · branded content planning minimum $39,962.50
Supported by	Sponsor editorially independent Guardian journalism with an agreed credit	Quote required
Sponsorship packages	Bespoke support around a programme or an agreed theme	Quote required

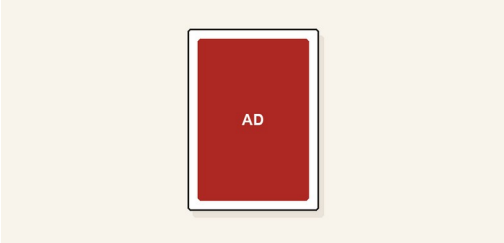
Scope the campaign LARA confirms whether web, print, social, audio or video are included, who creates each asset and how the campaign is labelled and promoted. Hosted stories are sold as part of a campaign.

See newsletter sponsorship | Plan a booking

NEWSPAPER INSERT DISTRIBUTED WITH THE GUARDIAN

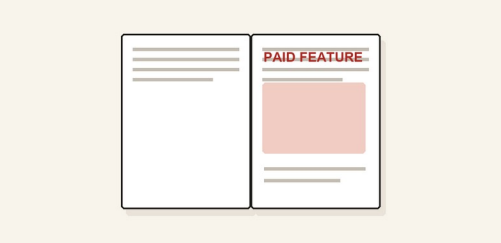
Advertise in The Travel Guide

The Travel Guide is a separately produced travel supplement. Choose a display ad or a paid feature about a destination, property, attraction or travel product.



Display ad

Supply your own finished ad.



Paid feature

Supply copy and photos for a laid-out feature.

Placement	2026–2027 rate · display estimate	2026–2027 rate · paid feature estimate
Double-page spread	$30,850.25	$35,477.79
Full colour page	$19,245.14	$22,131.91
Half page	$9,574.22	$11,010.35
Quarter page	$5,705.85	$6,561.72

Planning estimates for 2027 LARA confirms issue, position, availability and final rates. Ask about premium positions and optional production. Check whether a digital edition is included in your booking.

Past distribution A previous guide listed 175,000 printed copies in London, the South East, the Home Counties, Norfolk, Suffolk and the Welsh Borders. Confirm the circulation and geography for the planned issue.

Get Travel Guide file sizes | See Guardian newspaper rates

THE TRAVEL GUIDE

Prepare your ad or paid feature

Use these Travel Guide specifications and ask LARA for the current template once you have an issue and position.

Placement	Artwork · width × height	Paid-feature body copy	High-resolution images
Full page	265 × 338 mm	480–530 words	2–5
Half page	265 × 157 mm	160–350 words	1–2
Quarter page	131 × 157 mm	120–150 words	1–2
Quarter strip	265 × 77 mm	Confirm if offered	Confirm if offered
Double-page spread	Confirm spread template	Confirm the brief	Confirm the brief

Files ready for print

PDF/X-1a:2001 (PDF 1.3), using ISOnewspaper26v4. Supply CMYK images at 300 dpi or above, with total ink at 245% or below, and a colour proof.

Paid feature material

Send a 10–30 character headline, body copy in Word, a 10–30 word box for an offer or useful detail, and high-resolution CMYK JPEGs.

Proof and approval

The process includes two rounds of amendments, then a final factual check. The standard approval window is 48 hours. LARA confirms any additional production or revision charges.

For legible print Use lines at least 1 pt thick. Use at least 6 pt for solid single-colour text and 8 pt bold for coloured or white text on a coloured background.

Optional production If you need the publisher to create the material, the 2027 planning minimum is $1,160.51. Copywriting and image search are each estimated at $77.37 per hour. Additional approval rounds can incur charges. LARA confirms the production scope, rates and any image licensing in your quote.

Return to The Travel Guide prices | See booking details

BOOKING THROUGH LARA

Send us your campaign brief

Tell us who you want to reach, what you are promoting and when you want the campaign to run.

Audience and goal	Placement and timing	Materials and approvals
Target market, subject, audience or region and what you want readers to do.	Preferred format, publication or programme, dates, positions and working budget.	Send your current artwork or a summary of what needs to be created, plus your approval deadline.

Website assets A standard mid-page box is 300 × 250 px. The double-height format is 300 × 600 px. Confirm the leaderboard and billboard sizes for your devices. GIF, JPEG, secure third-party tags and HTML5 may be accepted. Tell LARA at booking if you intend to supply HTML5.

US-dollar planning prices Display planning minimums are $1,598.50 for UK and $3,197.00 for international campaigns. LARA confirms minimums, placement availability, artwork deadlines, exchange rates, taxes and final pricing in writing.

Other supplement subjects Ask LARA about related inserts on food and drink, home and garden, health, family, education, business, finance or beauty. Prices depend on the title and issue.

Source The Guardian. The Travel Guide is a separate publication distributed with The Guardian.

contact@laramediagroup.com | laramediagroup.com/advertising/

LARA Media Group operates through LARA MEDIA GROUP LTD in the United Kingdom (company number 13952247) and LARA MEDIA GROUP LLC in the United States, a New Mexico limited liability company (Business ID 0008062379). US mailing address: 8206 Louisiana Blvd NE, Ste A #11545, Albuquerque, NM 87113.

Print rates | **Website rates** | **Travel Guide**