

Wrappers Delight

225 Christmas gift ideas

From jewellery to jumpers, from toys to trainers

+ Agyness Deyn models the best party frocks **→** weekend



Cracking Books

Chosen by Julian Barnes, Hilary Mantel, Lena Dunham, Mary Beard, Naomi Klein

→ review

TRAIL

This panel helps to market the paper by tempting readers inside. It tells readers about stories in other parts of the paper.



Win! tickets to the best Christmas shows

→ family

£2.50

Saturday 29.11.14
Published in London and Manchester
theguardian.com

Newspaper of the year
Winner of the Pulitzer prize

PRICE AND DATE

The Guardian costs £1.60p on weekdays and £2.50p on Saturdays. The price covers 60% of the cost of the newsprint. The rest comes from adverts.

the guardian

Christmas, a time for giving - and grabbing



Customers tussle for cut-price televisions at the Asda superstore in Wembley, west London, in scenes repeated across the country yesterday Photograph: Ray Tang/Rex

MASTHEAD

The masthead is a specially designed logo that shows the name of the newspaper.

Our appeal Please help us take on mental illness

Alan Rusbridger

The theme of this year's Guardian Christmas charity appeal is one of our most common and under-acknowledged health issues: mental illness.

One in four of us will experience mental ill-health at some point in our lives. For most, it will be a mix of anxiety and depression; for a small number it will be a more critical illness, such as schizophrenia.

It can affect anyone, from MPs and business executives to top sports stars, from teenagers to new parents, prisoners to pensioners. Many of us will know someone with mental illness.

But it carries a taboo; unlike physical illness, it carries stigma. Yet, as the *Time* to Change campaign says: "The effects are as real as a broken arm, even though there isn't a sling to show for it."

STANDALONE

A picture that is unrelated to the main stories on the front page, such as this, is called a standalone. It will have its own headline or strap, and a longer caption than other photos. Often the story connected to the picture will be further inside the paper.

CAPTION

Captions give a description of a photograph or graphic. Often they include the photographer's name.

Our appeal will raise money for nine superb UK-based charities. Each offers innovative services, but all have a common mission, which is one we as a media organisation share: to challenge stigma and create more positive societal attitudes towards mental illness.

Combating myths and stereotypes, and people with schizophrenia, bipolar disorder and personality disorder is the aim of Rethink Mental Illness, which also does brilliant work in advocacy, advice and carer support.

Myriad local and national Mind charity projects remind us that the people who know best about mental health services are the people who use them, and that often the wisest sources of advice - from staying well, to navigating the NHS or the social security benefits system - are people who have been mentally ill themselves.

Star Wards is a charity that enthusiastically uses patient insight to improve

Merkel forces Cameron retreat

PM softens message on EU migrants after German intervention

Patrick Wintour and Ian Traynor

Downing Street has stepped back from a bolder plan for an annual quota or an emergency brake apparently only in the last week following Merkel's intervention. She said yesterday after Cameron's speech: "The German government has in the past again and again underlined the significance of the principle of the free movement as it is anchored in the EU treaties."

Confident Cameron's plan to deny EU migrants access to all in-work benefits for four years is negotiable and would deter tens of thousands from moving to Britain. In the speech in Staffordshire yesterday, the prime minister also announced he would deprive EU migrants in work from accessing social housing for four years, and would not allow unemployed migrants to stay for more than six weeks. Cameron stepped back from a bolder plan for an annual quota or an emergency brake apparently only in the last week following Merkel's intervention. She said yesterday after Cameron's speech: "The German government has in the past again and again underlined the significance of the principle of the free movement as it is anchored in the EU treaties."

STANDFIRST

A standfirst is used to add detail that was not included in the headline.

He advised that he would set the agenda away from the EU, and setting a deal with Merkel on at the top of the Ukip. He emphasised the benefits of UK membership of the EU, Cameron nevertheless tried also to emphasise his determination to secure his negotiating goal. Asked if the plans would require treaty change, he replied: "The answer to the question is yes ... there's no doubt this package as a whole will require some treaty change and I'm confident that we can negotiate that."

But opening the treaties up to negotiation is a nightmare for most EU governments and there will be strong resentment if they are reduced to a mere footnote. This is a serious story so no jokes are made in the headline. EU social security rules underpinning the freedom of labour make citizens equal wherever they reside and work within the EU. European commission vice-president Valdis Dombrovskis, a former Latvian PM, said: "A Latvian in the UK is entitled to social benefits if he is working." The Polish prime minister, Ewa Kopacz, one of the European leaders to whom Cameron spoke ahead of his speech, said: "The status quo should not be changed." Immigrants from the Baltic states and Poland would be particularly affected by the policy shift outlined by Cameron. Dombrovskis

HEADLINE

The biggest headline on the page is called the "main splash". This is a serious story so no jokes are made in the headline.

Tasty, upmarket and very well travelled: the £5 lobster

Sarah Butler

Lobster, once associated with only the swankiest restaurants, is now on the frontline of the supermarket price war. Discount stores fighting to lure Christmas shoppers are importing hundreds of thousands of £5 crustaceans from Canada. The advantage of lobster is that it has more years, while the Canadian lobster has more years. The advantage of lobster is that it has more years, while the Canadian lobster has more years. The advantage of lobster is that it has more years, while the Canadian lobster has more years.

including oysters, fine wine, whole legs of *jamón serrano* and champagne on the shelves of bargain-driven grocers, with Asda and Iceland offering whole cooked frozen lobster for £5, and Lidl for £5.99. Malcolm Walker, the founder and boss of Iceland, said: "It's just like [competing on] milk or bread prices. But now we are squabbling over the price of lobster. It's an unusual product to sell at that price and it captures people's imagination. A lot of



Bumper catches by Canadian fishermen have put cheap lobsters on the frontline of price wars between discount supermarkets

people who have never had one before can now pick it up and try it." The UK imported 2,600 tonnes of lobster from around the world last year, up from 1,900 tonnes in 2009. "There are lots of reasons for the catches," said Geoff Irvine of the Council of Canada. "The water temperature is up." He also pointed to bigger boats which are more able to fish in bad weather. The lobster boom is also helping to revive fishing communities in places away from your local Lidl, such as Nova Scotia, where other forms of fishing have been hit by falling stocks. Bernie Berry, a Nova Scotia fisherman, says he has increased the amount of lobster he lands in the winter by as much as

30%, and spring catches have also risen. "I've never seen catches as good as now. It's a bit of a phenomenon that's happening on the American seaboard." catches are up and prices are down. Most go to the continent, where British and French turn up to buy North American lobster. In Padstow, a fisherman from Padstow, said he was surprised to find he did not buy local lobster. "I could get it fresh off the boat but the frozen Canadian lobster doesn't seem such a special deal. They are small lobsters. We are not allowed to keep them at that size. "It would be great if we had more markets in this country, instead of sending them to the continent for peanuts."

BODYTEXT

The main "body" of a news story. Often the only part written by the reporter. This text is the Guardian's standard body text. The font is eight point Guardian Egyptian.

TURN

Often front page stories continue elsewhere in paper.

Winter SALE SAVE 45% PLUS UP TO £250 AIR CREDIT



*T&Cs apply Sandals Halcyon Beach, Saint Lucia Call 0800 742 742 | Visit sandals.co.uk | See your local Travel Agent