

# Green, Ethical & Sustainable Solutions

Published with **The Guardian** Saturday 21<sup>st</sup> July 2018



**Green, Ethical & Sustainable Solutions** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of the *Guardian* Newspaper.

*The Guardian* has always been regarded as a green newspaper committed to progressing environmental issues. *Green, Ethical & Sustainable Solutions* will serve as an essential guide so that readers can lead a more ecologically aware lifestyle.

It will showcase a high-quality selection of environmentally friendly products and services ranging from fashion, food & drink, technology, charities and travel.

*Green, Ethical & Sustainable Solutions* is the perfect shop window for brands and organisations to benefit from the robust editorial environment, and a readership which is highly sympathetic to the cause.

## Particularly Considering

- *The Guardian* beats other quality newsbrand competition such as *The Times* and *The Telegraph* by reaching 15.5% of the under 35 age group
- *The Guardian* reaches 726,000 readers within the affluent ABC1 demographic
- Boasting 24.8m readers per month across print and digital platforms, *The Guardian* has a higher national average than *The Telegraph*, *The Independent* and *The Times*
- *Guardian* readers are 21% more likely to pay more for environmentally friendly products than the national average

### Green, Ethical & Sustainable Solutions

**Stock your kitchen with eco-friendly foods**

At the heart of a healthy diet is a variety of fresh, seasonal produce. Choosing locally sourced, organic food can help reduce your carbon footprint while supporting local farmers. Look for the 'Organic' logo on packaging or visit your local farmers' market.

**Protect the environment for future generations**

Plastic is everywhere, but it's not always obvious where it's hiding. From food packaging to household cleaning products, plastic is often the most visible part of our daily lives. To reduce your plastic footprint, look for reusable alternatives like glass jars and metal containers.

**Go green with eco-friendly technology**

As technology advances, so do the ways we can protect the environment. From smart home energy systems to eco-friendly smartphones, there are many ways to reduce your carbon footprint. Look for products with energy-efficient ratings and recycled materials.

**The home of sustainable, ethical fashion**

When it comes to fashion, sustainability is no longer just a buzzword. It's a movement. From ethical sourcing to eco-friendly fabrics, there are many ways to look good while doing good. Look for brands that are transparent about their supply chains and use sustainable materials.

### Real, environmentally-friendly food

At the heart of a healthy diet is a variety of fresh, seasonal produce. Choosing locally sourced, organic food can help reduce your carbon footprint while supporting local farmers. Look for the 'Organic' logo on packaging or visit your local farmers' market.

**The green fashion label to know**

At the heart of a healthy diet is a variety of fresh, seasonal produce. Choosing locally sourced, organic food can help reduce your carbon footprint while supporting local farmers. Look for the 'Organic' logo on packaging or visit your local farmers' market.

**Eco-friendly technologies for the home**

As technology advances, so do the ways we can protect the environment. From smart home energy systems to eco-friendly smartphones, there are many ways to reduce your carbon footprint. Look for products with energy-efficient ratings and recycled materials.

**Fighting global climate change**

At the heart of a healthy diet is a variety of fresh, seasonal produce. Choosing locally sourced, organic food can help reduce your carbon footprint while supporting local farmers. Look for the 'Organic' logo on packaging or visit your local farmers' market.

**Go green when you travel this summer**

At the heart of a healthy diet is a variety of fresh, seasonal produce. Choosing locally sourced, organic food can help reduce your carbon footprint while supporting local farmers. Look for the 'Organic' logo on packaging or visit your local farmers' market.

**1 in 8**

brand mentions in the UK each day are from *The Guardian's* audience\*

**83%**

trust *The Guardian's* content - the most trusted in the UK

**65%**

of readers say *The Guardian* helps them to make up their mind

**1m+**  
Daily print readership of *The Guardian*

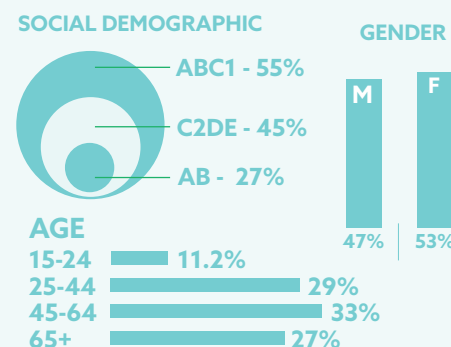
## RATE CARD

|                                                   |        |
|---------------------------------------------------|--------|
| • Third page                                      | £6,000 |
| • Quarter page                                    | £4,500 |
| • Sixth Page                                      | £3,250 |
| • Eighth page                                     | £2,500 |
| • Competition Partnership (Advertorial or Advert) | P.O.A  |

## DISTRIBUTION

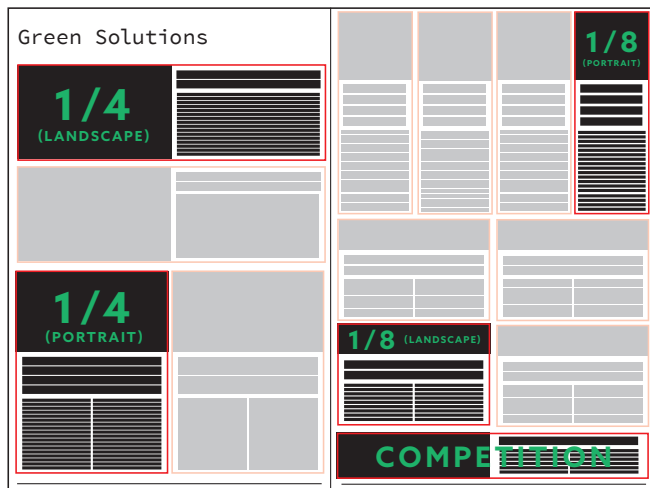
- 264,000 copies of *The Guardian* published on a Saturday
- 1,226,000 average issue readership
- Distributed UK wide

## DEMOGRAPHICS



## 1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY.  
EXACT LAYOUT SUBJECT TO CHANGE



### QUARTER PAGE

Landscape - 263x66mm  
Portrait - 130x136mm

### EIGHTH PAGE

Landscape - 130x66mm  
Portrait - 63x136mm

|                       |                                             |                       |                                            |
|-----------------------|---------------------------------------------|-----------------------|--------------------------------------------|
| <b>Headline</b>       | Written in house                            | <b>Headline</b>       | Written in house                           |
| <b>Main body copy</b> | 160 - 250 words supplied in a word document | <b>Main body copy</b> | 80 - 120 words supplied in a word document |
| <b>Contact</b>        | Website, Phone number                       | <b>Contact</b>        | Website, Phone number                      |
| <b>Images</b>         | 1 - 2 high resolution images*               | <b>Images</b>         | 1 high resolution image*                   |

## SUPPLYING CONTENT

### NAMING FILES

Content should be supplied clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg. GES20718\_YOURCLIENTNAME.pdf

### IMAGE SPECIFICATIONS\*

- All images are high resolution (at least 300dpi) & CMYK colour.
- CMYK JPEGs
- We can not use images from a client website as these are too low resolution to print

We cannot guarantee the quality of the final print for images supplied outside of these specifications. Colours variations will occur if your files do not utilise the colour profile and respect the ink density limit outlined above.

### COPY SPECIFICATIONS

- All copy content provided in word processor file
- Avoid supplying in PDF format.

### FILE TRANSFER

Files less than 8Mb can be emailed directly to:  
[jennifer@hurstmediacompany.co.uk](mailto:jennifer@hurstmediacompany.co.uk)

For larger files please call the Production Department on:  
**+44 (0) 20 478 6016**

### CONTACT DETAILS

Hurst Media Company  
United House  
N7 9DP  
Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

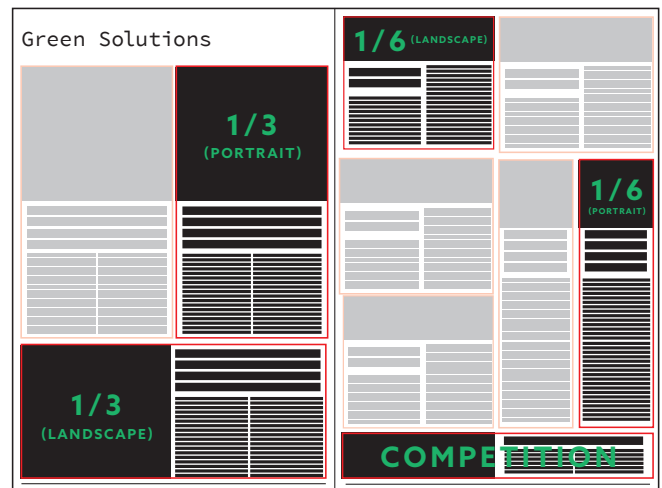
Tel: 0203 478 6017  
Fax: 0203 478 6018  
[sales@hurstmediacompany.com](mailto:sales@hurstmediacompany.com)

### PRODUCTION DEPT.

Tel: 0203 478 6016  
[jennifer@hurstmediacompany.co.uk](mailto:jennifer@hurstmediacompany.co.uk)

## 1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY.  
EXACT LAYOUT SUBJECT TO CHANGE



### THIRD PAGE

Landscape - 263x90mm  
Portrait - 130x182mm

### SIXTH PAGE

Landscape - 130x90mm  
Portrait - 63x182mm

|                       |                                             |                       |                                             |
|-----------------------|---------------------------------------------|-----------------------|---------------------------------------------|
| <b>Headline</b>       | Written in house                            | <b>Headline</b>       | Written in house                            |
| <b>Main body copy</b> | 200 - 300 words supplied in a word document | <b>Main body copy</b> | 120 - 150 words supplied in a word document |
| <b>Contact</b>        | Website, Phone number                       | <b>Contact</b>        | Website, Phone number                       |
| <b>Images</b>         | 1 - 3 high resolution images*               | <b>Images</b>         | 1 high resolution image*                    |

### COMPETION (BOTH SPREADS) 263x45mm

|                       |                  |                |                               |
|-----------------------|------------------|----------------|-------------------------------|
| <b>Headline</b>       | Written in house | <b>Contact</b> | Website, Phone number         |
| <b>Prize</b>          | Prize and value  | <b>Images</b>  | 1 - 3 high resolution images* |
| <b>Main body copy</b> | 50 - 70 words    |                |                               |

## SUPPLYING CONTENT

### DESIGN PROCESS

Once all material is submitted according to specification, Hurst Media Company will layout/design your advertorial slot within the house style of the publication. Layouts may vary depending on images and/or text supplied.

Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style.

### APPROVALS & AMENDMENTS

- Hurst Media Company 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/approval/records only.
- As such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

Bespoke advertorials (in which Hurst Media Company supplies the copy ONLY, and all images / logos provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.

\* Image use subject to editorial discretion and may vary depending quality, size and layout.  
Full pages: 2-5 used; half pages and smaller, may use just one image.

† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour

