

Green, Ethical & Sustainable Solutions

Published with **The Guardian** Saturday 7th 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

AS MORE OF US CONSIDER our food choices as an ethical statement, it's no surprise that the demand for eco-friendly products is growing. From locally sourced produce to plant-based alternatives, there's a wealth of options to choose from. This guide explores the benefits of eco-friendly foods and how to incorporate them into your diet.

Protect the environment for future generations

PROTECTING OUR ENVIRONMENT for future generations is a responsibility we all share. By making small changes to our daily lives, we can make a significant impact. This guide provides practical tips on how to reduce our carbon footprint and protect the planet for the future.

Go green with eco-friendly technology

FROM SMARTPHONES to smart homes, technology is becoming increasingly eco-friendly. From energy-efficient appliances to sustainable materials, there's a lot of green tech out there. This guide highlights the latest in eco-friendly technology and how it can help us live more sustainably.

The home of sustainable, ethical fashion

FROM CLOTHING to accessories, sustainable fashion is becoming a reality. From ethical sourcing to eco-friendly materials, there's a lot of great options out there. This guide explores the benefits of sustainable fashion and how to build a wardrobe that's both stylish and ethical.

Real, environmentally-friendly food

AS MORE OF US CONSIDER our food choices as an ethical statement, it's no surprise that the demand for eco-friendly products is growing. From locally sourced produce to plant-based alternatives, there's a wealth of options to choose from. This guide explores the benefits of eco-friendly foods and how to incorporate them into your diet.

The green fashion label to know

FROM CLOTHING to accessories, sustainable fashion is becoming a reality. From ethical sourcing to eco-friendly materials, there's a lot of great options out there. This guide explores the benefits of sustainable fashion and how to build a wardrobe that's both stylish and ethical.

Eco-friendly technologies for the home

FROM SMARTPHONES to smart homes, technology is becoming increasingly eco-friendly. From energy-efficient appliances to sustainable materials, there's a lot of green tech out there. This guide highlights the latest in eco-friendly technology and how it can help us live more sustainably.

Fighting global climate change

PROTECTING OUR ENVIRONMENT for future generations is a responsibility we all share. By making small changes to our daily lives, we can make a significant impact. This guide provides practical tips on how to reduce our carbon footprint and protect the planet for the future.

Go green when you travel this summer

FROM SMARTPHONES to smart homes, technology is becoming increasingly eco-friendly. From energy-efficient appliances to sustainable materials, there's a lot of green tech out there. This guide highlights the latest in eco-friendly technology and how it can help us live more sustainably.

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

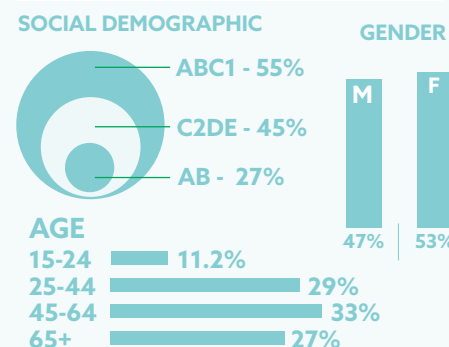
RATE CARD

- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**

DISTRIBUTION

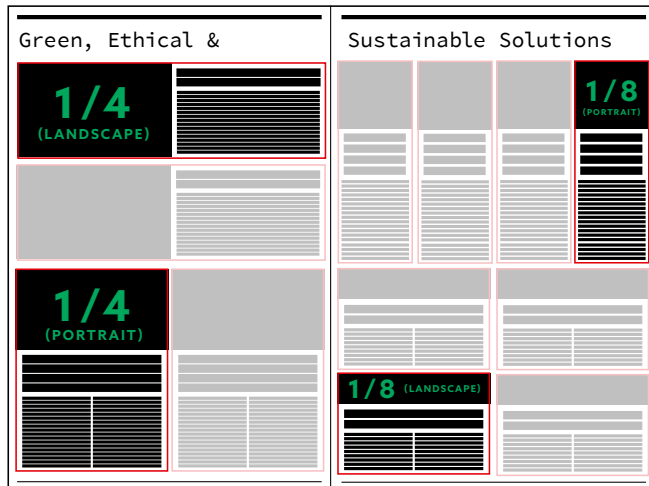
- 271,559 copies of *The Guardian* published on a Saturday
- 1,245,000 average issue readership
- Digital readership of 1,200,000
- Distributed UK wide

DEMOGRAPHICS



1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

125x141mm

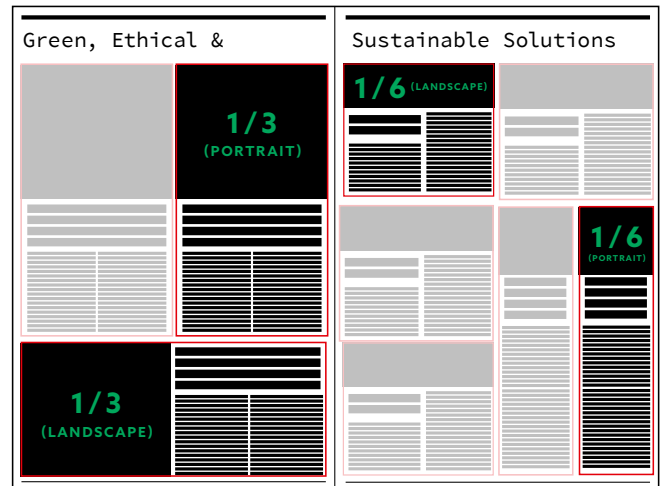
EIGHTH PAGE

Landscape - 125x68mm
Portrait - 61x141mm

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

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape - 254x93mm
Portrait - 125x90mm

SIXTH PAGE

Landscape - 125x93mm
Portrait - 61x120mm

Headline	Written in house	Headline	Written in house
Main body copy	200 - 300 words supplied in a word document	Main body copy	120 - 150 words supplied in a word document
Contact	Website, Phone number	Contact	Website, Phone number
Images	1 - 3 high resolution images*	Images	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. GES0718_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

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

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

CONTACT DETAILS

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