

# Green, Ethical & Sustainable Solutions



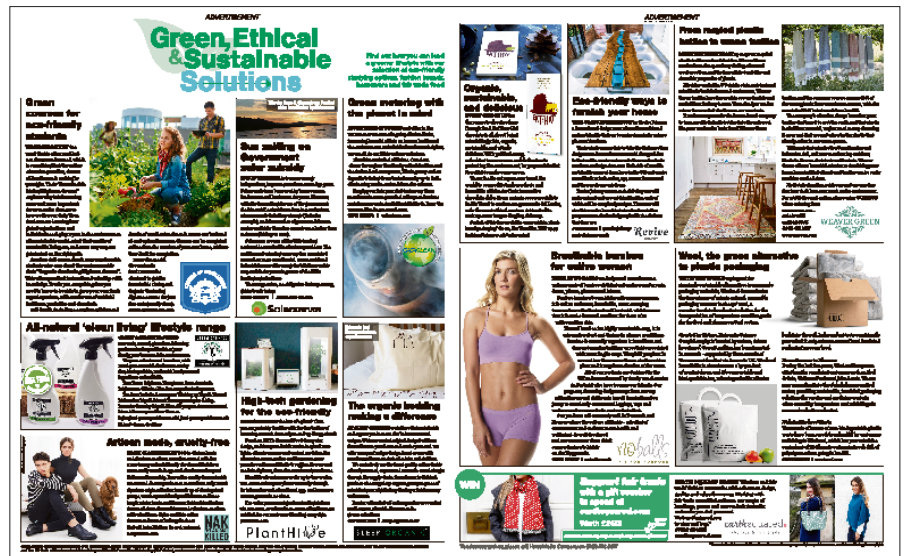
PUBLISHED WITH **the guardian** ON SATURDAY 23RD FEBRUARY 2019

*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

- Guardian readers are 21% more likely to pay more for environmentally friendly products than the national average
- 65% of readers say *The Guardian* helps them to make up their mind
- 83% of readers trust *The Guardian*'s content, the most trusted publication in the UK
- *The Guardian* reaches 726,000 readers within the affluent ABC1 demographic
- *The Guardian* beats other quality newsbrand competition such as *The Times* and *The Telegraph* by reaching 15.5% of the under 35 age group

**1.2m**

Daily print readership of *The Guardian*

**65%**

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

**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

## RATE CARD

Third page **£6,000**

Quarter page **£4,500**

Sixth page **£3,250**

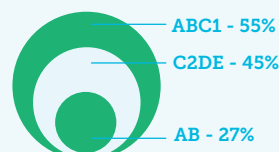
Competition Partnership **P.O.A**  
(Advertorial or Advert)

## DISTRIBUTION

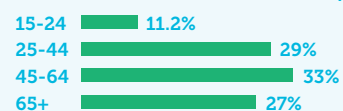
- 264,000 copies of *The Guardian* published on a Saturday
- 1,226,000 average issue readership
- Distributed UK wide

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC



### AGE

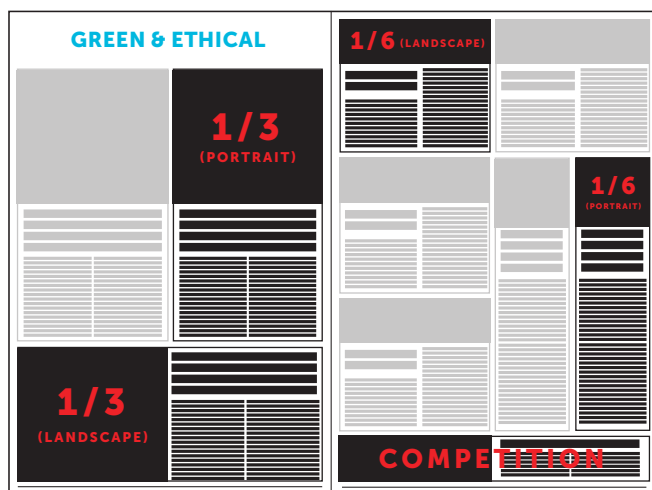


### GENDER



## 1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE	SIXTH PAGE
Landscape: 263 x 89 mm	Landscape: 129.5 x 89 mm
Portrait: 192.5 x 182.4 mm	Portrait: 62.8 x 182.4 mm

**Landscape:** 263 x 89 mm  
**Portrait:** 192.5 x 182.4 mm

**Landscape:** 129.5 x 89 mm  
**Portrait:** 62.8 x 182.4 mm

**SIXTH PAGE**  
Landscape: 129.5 x 89 mm  
Portrait: 62.8 x 182.4 mm

**Landscape:** 129.5 x 89 mm  
**Portrait:** 62.8 x 182.4 mm

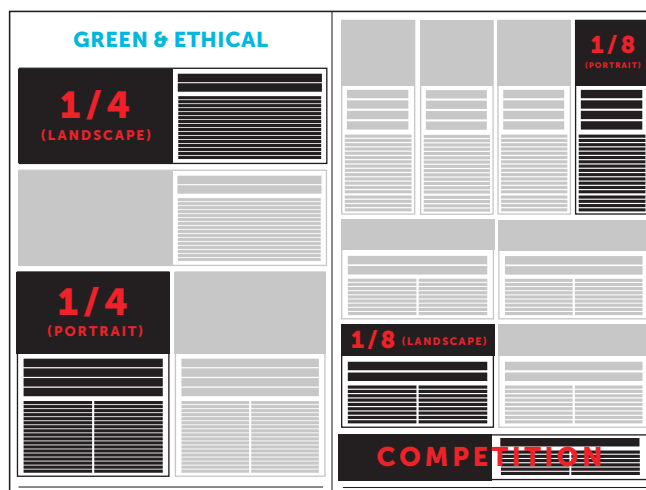
<b>Headline</b>	Written in-house	<b>Headline</b>	Written in-house
<b>Main body copy</b>	200-300 words	<b>Main body copy</b>	120-150 words
<b>Contact</b>	Website, phone number	<b>Contact</b>	Website, phone number
<b>Images</b>	1-3 high resolution images*	<b>Images</b>	1 high resolution image*

**COMPETITION:** 263 x 42 mm

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

## 1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE	EIGHTH PAGE
Landscape: 263 x 66 mm	Landscape: 129.5 x 66 mm
Portrait: 129.5 x 135.7 mm	Portrait: 62.8 x 135.7 mm

<b>Landscape:</b> 263 x 66 mm	<b>Landscape:</b> 129.5 x 66 mm
<b>Portrait:</b> 129.5 x 135.7 mm	<b>Portrait:</b> 62.8 x 135.7 mm

**EIGHTH PAGE**  
Landscape: 129.5 x 66 mm  
Portrait: 62.8 x 135.7 mm

**Landscape:** 129.5 x 66 mm  
**Portrait:** 62.8 x 135.7 mm

<b>Headline</b>	Written in-house	<b>Headline</b>	Written in-house
<b>Main body copy</b>	160-250 words	<b>Main body copy</b>	60-90 words
<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

### IMAGE SPECIFICATIONS\*

- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- Image ink density limit 240%
- 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. Colour 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  
***production@hurstmediacompany.co.uk***

For larger files please send to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wetransfer.com](https://wetransfer.com). Please clarify in your message your company name, publication and on sale date as per your booking.

## DESIGN PROCESS

Once all material is submitted according to specification, **Hurst Media Company** will layout 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 rounds of amendments before final approval is required
- 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 are 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** **MEDIA SALES**

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

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

**PRODUCTION DEPT.**  
Tel: 0203 478 6016  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

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

PRODUCTION DEPT.

Tel: 0203 478 6016  
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