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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.

ADVERTISING

ADVERTISEMENT

Green, Ethical & Sustainable Solutions

Find out how you can lead a greener lifestyle with our selection of eco-friendly products, services, and businesses that are both homegrown and fair trade focused.

Green courses for eco-friendly students

SUSTAINABILITY 101 is a free, self-paced online course that provides a comprehensive overview of sustainability. The course is designed for students and professionals alike, offering a wealth of information on environmental, social, and economic issues. It covers topics such as climate change, renewable energy, and sustainable development. The course is available at www.sustainability101.org.

Living Systems Course is a free, self-paced online course that provides a comprehensive overview of living systems. The course is designed for students and professionals alike, offering a wealth of information on the science of living systems and their applications. It covers topics such as ecology, evolution, and systems thinking. The course is available at www.living-systems.org.

Green Living 101 is a free, self-paced online course that provides a comprehensive overview of green living. The course is designed for students and professionals alike, offering a wealth of information on sustainable living practices and their benefits. It covers topics such as energy conservation, waste reduction, and sustainable consumption. The course is available at www.green-living101.org.

Sun setting on Government solar subsidy

THE U.S. GOVERNMENT is providing a significant financial incentive for homeowners to install solar panels. The federal solar investment tax credit (ITC) allows homeowners to deduct a percentage of the cost of their solar panels from their federal income taxes. The ITC is currently set at 30% and is scheduled to expire at the end of 2016. However, there is a strong possibility that the ITC will be extended beyond 2016.

The ITC is a powerful tool for encouraging the adoption of solar energy. It makes solar panels more affordable for homeowners and helps to offset the initial cost of installation. The ITC is available for both residential and commercial solar installations.

All-natural 'clean living' lifestyle range

THE CLEAN LIVING LIFESTYLE is a holistic approach to living that emphasizes the use of natural, non-toxic products and practices. This lifestyle range includes a variety of products and services that are designed to help you live a healthier, more sustainable life. The products and services in this range are made from natural ingredients and are free of harmful chemicals and toxins.

The Clean Living Lifestyle range includes a variety of products and services, including:

- Personal Care:** Soaps, shampoos, lotions, and deodorants made from natural ingredients.
- Home Care:** Cleaning products, air purifiers, and essential oils.
- Food & Beverage:** Organic, fair-trade products and locally sourced ingredients.
- Wellness:** Yoga, meditation, and other holistic practices.

High-tech gardening for the eco-friendly

THE ECO-FRIENDLY GARDENING is a new approach to gardening that combines traditional gardening techniques with modern technology. This approach uses a variety of high-tech tools and techniques to help you grow your plants more efficiently and sustainably. The Eco-Friendly Gardening approach is designed to be both environmentally friendly and cost-effective.

The Eco-Friendly Gardening approach includes a variety of tools and techniques, including:

- Smart Irrigation:** Systems that use sensors and timers to optimize water usage.
- Vertical Gardening:** Techniques for growing plants in vertical spaces.
- Composting:** Systems for recycling organic waste into nutrient-rich soil.
- Hydroponics:** Techniques for growing plants without soil.

Organic, sustainable, and delicious EVERY DAY

THE ORGANIC SUSTAINABLE is a new line of organic, sustainable, and delicious products. These products are made from high-quality organic ingredients and are designed to be both healthy and delicious. The Organic Sustainable line includes a variety of products, including:

- Snacks:** Organic, sustainable snacks that are both healthy and delicious.
- Beverages:** Organic, sustainable beverages that are both healthy and delicious.
- Condiments:** Organic, sustainable condiments that are both healthy and delicious.

Eco-friendly ways to furnish your home

THE ECO-FRIENDLY WAYS to furnish your home are a variety of sustainable and ethical practices that can help you create a more eco-friendly living space. These practices include:

- Buying Local:** Purchasing furniture and home decor from local artisans and businesses.
- Reusing and Recycling:** Finding ways to reuse and recycle old furniture and home decor.
- Choosing Sustainable Materials:** Opting for furniture and home decor made from sustainable materials.
- Supporting Fair Trade:** Purchasing furniture and home decor from fair-trade companies.

From recycled plastic bottles to woven textiles

THE RECYCLED PLASTIC BOTTLES and **WOVEN TEXTILES** are two innovative products that are made from recycled materials. These products are designed to be both sustainable and stylish. The Recycled Plastic Bottles are made from recycled plastic bottles and are used for a variety of purposes, including:

- Planters:** Recycled plastic bottles can be used as planters for indoor and outdoor plants.
- Storage Containers:** Recycled plastic bottles can be used as storage containers for a variety of items.
- Decorative Objects:** Recycled plastic bottles can be used as decorative objects in your home.

The Woven Textiles are made from recycled plastic bottles and are used for a variety of purposes, including:

- Textiles:** Recycled plastic bottles can be used to create a variety of textiles, including clothing and home decor.
- Accessories:** Recycled plastic bottles can be used to create a variety of accessories, including bags and shoes.
- Home Decor:** Recycled plastic bottles can be used to create a variety of home decor items, including lamps and vases.

Reserve

THE RESERVE is a new line of sustainable and ethical products. These products are made from high-quality sustainable and ethical ingredients and are designed to be both healthy and delicious. The Reserve line includes a variety of products, including:

- Snacks:** Sustainable and ethical snacks that are both healthy and delicious.
- Beverages:** Sustainable and ethical beverages that are both healthy and delicious.
- Condiments:** Sustainable and ethical condiments that are both healthy and delicious.

Breathable bamboo for active women

THE BREATHABLE BAMBOO is a new line of sustainable and ethical products. These products are made from high-quality sustainable and ethical ingredients and are designed to be both healthy and delicious. The Breathable Bamboo line includes a variety of products, including:

- Activewear:** Sustainable and ethical activewear that is both comfortable and stylish.
- Accessories:** Sustainable and ethical accessories that are both functional and stylish.
- Home Decor:** Sustainable and ethical home decor items that are both functional and stylish.

Wool, the green alternative to plastic packaging

THE WOOL, THE GREEN ALTERNATIVE to plastic packaging is a new line of sustainable and ethical products. These products are made from high-quality sustainable and ethical ingredients and are designed to be both healthy and delicious. The Wool, The Green Alternative line includes a variety of products, including:

- Food Packaging:** Sustainable and ethical food packaging that is both functional and stylish.
- Home Decor:** Sustainable and ethical home decor items that are both functional and stylish.
- Accessories:** Sustainable and ethical accessories that are both functional and stylish.

Artisan made, cruelty-free

THE ARTISAN MADE, CRUELTY-FREE is a new line of sustainable and ethical products. These products are made from high-quality sustainable and ethical ingredients and are designed to be both healthy and delicious. The Artisan Made, Cruelty-Free line includes a variety of products, including:

- Skincare:** Sustainable and ethical skincare products that are both effective and gentle.
- Beauty:** Sustainable and ethical beauty products that are both effective and gentle.
- Home Decor:** Sustainable and ethical home decor items that are both functional and stylish.

WIN

THE WIN is a new line of sustainable and ethical products. These products are made from high-quality sustainable and ethical ingredients and are designed to be both healthy and delicious. The Win line includes a variety of products, including:

- Snacks:** Sustainable and ethical snacks that are both healthy and delicious.
- Beverages:** Sustainable and ethical beverages that are both healthy and delicious.
- Condiments:** Sustainable and ethical condiments that are both healthy and delicious.

Support fair trade with a gift voucher to spend at ethicalaid.com

THE SUPPORT FAIR TRADE with a gift voucher to spend at ethicalaid.com is a new line of sustainable and ethical products. These products are made from high-quality sustainable and ethical ingredients and are designed to be both healthy and delicious. The Support Fair Trade with a gift voucher to spend at ethicalaid.com line includes a variety of products, including:

- Gift Vouchers:** Gift vouchers that can be used to purchase a variety of sustainable and ethical products.
- Products:** Sustainable and ethical products that are both functional and stylish.
- Accessories:** Sustainable and ethical accessories that are both functional and stylish.

Early on, before the world was a better place

THE EARLY ON, BEFORE THE WORLD WAS A BETTER PLACE is a new line of sustainable and ethical products. These products are made from high-quality sustainable and ethical ingredients and are designed to be both healthy and delicious. The Early On, Before the World Was a Better Place line includes a variety of products, including:

- Snacks:** Sustainable and ethical snacks that are both healthy and delicious.
- Beverages:** Sustainable and ethical beverages that are both healthy and delicious.
- Condiments:** Sustainable and ethical condiments that are both healthy and delicious.

antiquare

THE ANTIQUARE is a new line of sustainable and ethical products. These products are made from high-quality sustainable and ethical ingredients and are designed to be both healthy and delicious. The Antiquare line includes a variety of products, including:

- Snacks:** Sustainable and ethical snacks that are both healthy and delicious.
- Beverages:** Sustainable and ethical beverages that are both healthy and delicious.
- Condiments:** Sustainable and ethical condiments that are both healthy and delicious.

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- 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



Daily print readership of *The Guardian*



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



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



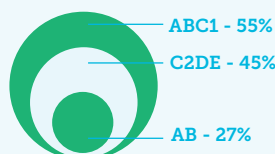
trust *The Guardian's*
content — the most
trusted in the UK

DEMOGRAPHICS

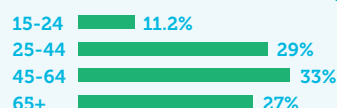
Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertisorial or Advert)	P.O.A

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

GENDER



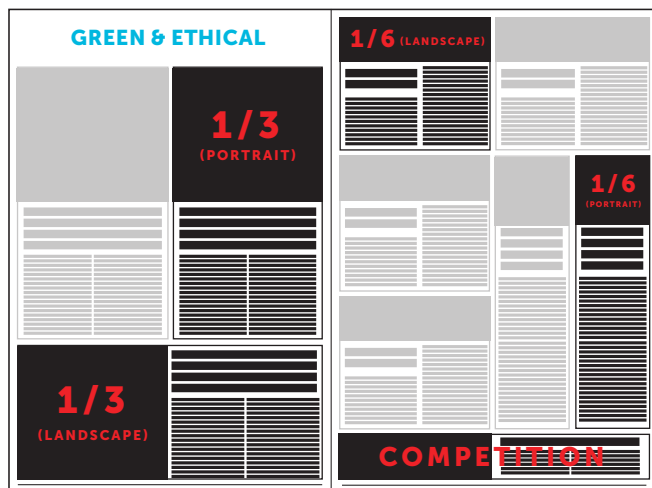
AGE



47%

1/3 , 1/6 FEATURE REQUIREMENTS

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



1/4 , 1/8 FEATURE REQUIREMENTS

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



THIRD PAGE

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

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

SIXTH PAGE

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

QUARTER PAGE

Landscape: 263 x 66 mm
Portrait: 129.5 x 135.7 mm

Headline	Written in-house	Headline	Written in-house
Main body copy	160-250 words	Main body copy	60-90 words
Contact	Website, phone number	Contact	Website, phone number
Images	1-2 high resolution images*	Images	1 high resolution image*

EIGHTH PAGE

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

COMPETITION: 263 x 42 mm

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

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 via 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.

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