

Green, Ethical & Sustainable Solutions

The PUBLISHED WITH **Guardian** ON SATURDAY 5TH JANUARY 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



Green, Ethical & Sustainable Solutions

Find out how you can lead a greener lifestyle with our selection of eco-friendly styling options, fashion brands, homeware and fair trade food

Green courses for eco-friendly students

SUSTAINABILITY is a word that is becoming more and more important in the world of education. At *Green, Ethical & Sustainable Solutions*, we offer a range of courses for students who want to learn more about the environment and how they can make a difference.

Green motoring with the planet in mind

MORE THAN JUST A CAR is a new concept in motoring. It's not just about the car, but about the way you drive it. *Green, Ethical & Sustainable Solutions* offers a range of eco-friendly cars and accessories to help you drive more sustainably.

Sun setting on Government solar subsidy

DEAR MR T is a new concept in solar energy. It's not just about the solar panels, but about the way you use them. *Green, Ethical & Sustainable Solutions* offers a range of solar energy products and services to help you make the most of the sun.

From recycled plastic bottles to woven textiles

MADE WITH LOVE is a new concept in fashion. It's not just about the clothes, but about the way they are made. *Green, Ethical & Sustainable Solutions* offers a range of eco-friendly fashion brands and accessories to help you look good and feel good.

Eco-friendly ways to furnish your home

YOUR HOME IS YOUR CASTLE is a new concept in home furnishings. It's not just about the furniture, but about the way you use it. *Green, Ethical & Sustainable Solutions* offers a range of eco-friendly home furnishings and accessories to help you make your home a greener place.

Breathable bamboo for active women

HERE AT NO. 10 is a new concept in activewear. It's not just about the clothes, but about the way they are made. *Green, Ethical & Sustainable Solutions* offers a range of eco-friendly activewear brands and accessories to help you stay active and sustainable.

Wool, the green alternative to plastic packaging

WITH THE WIND is a new concept in packaging. It's not just about the packaging, but about the way it is made. *Green, Ethical & Sustainable Solutions* offers a range of eco-friendly packaging brands and accessories to help you keep your products safe and sustainable.

High-tech gardening for the eco-friendly

THE ORGANIC BEDDING MAKING A DIFFERENCE is a new concept in gardening. It's not just about the plants, but about the way they are grown. *Green, Ethical & Sustainable Solutions* offers a range of eco-friendly gardening products and services to help you grow your own food sustainably.

Artisan made, cruelty-free

THE ORGANIC BEDDING MAKING A DIFFERENCE is a new concept in bedding. It's not just about the bedding, but about the way it is made. *Green, Ethical & Sustainable Solutions* offers a range of eco-friendly bedding brands and accessories to help you sleep better and more sustainably.

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

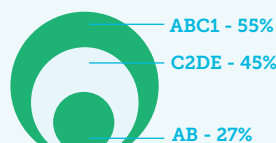
Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A

DISTRIBUTION

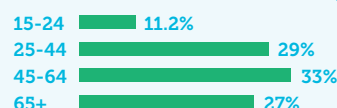
- 264,000 copies of *The Guardian* published on a Saturday
- 1,226,000 average issue readership
- Distributed UK wide

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE

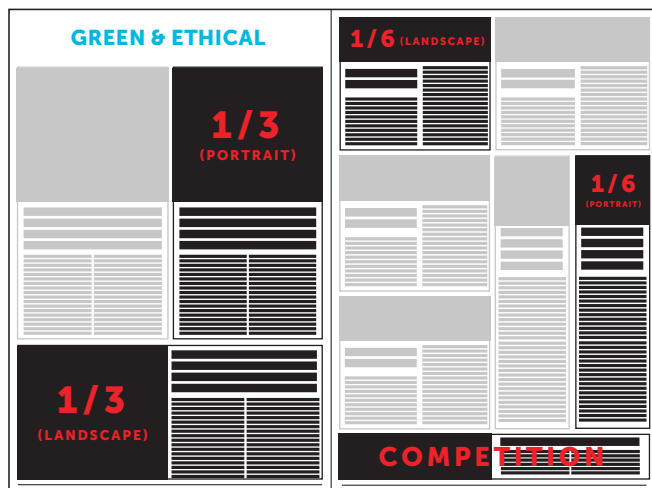


GENDER



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
Main body copy	200-300 words
Contact	Website, phone number
Images	1-3 high resolution images*

SIXTH PAGE

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

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

QUARTER PAGE

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

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

EIGHTH PAGE

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

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

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*
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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.

CONTACT DETAILS

Hurst Media Company
United House
N7 9DP
Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPT.

Tel: 0203 478 6016
production@hurstmediacompany.co.uk



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