

GREEN AND ETHICAL

checklist 

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(THIS IS NOT A SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

The **Green and Ethical Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of *The Times*.

The Times readers have an average family income of £55,885. This wealthy readership believes it is worth paying extra for quality products and services. The **Green and Ethical Checklist** will therefore serve as an essential guide so that readers can lead a more ecologically aware lifestyle.

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

The **Green and Ethical Checklist** is the perfect shop window for brands and organisations to benefit from the robust editorial environment in *The Times*, and a readership which is highly sympathetic to the cause.

PARTICULARLY CONSIDERING

- *Times* readers are 25% more likely to mention ads when they talk about brands
- 718,000 *Times* readers are interested in topics on the environment, natural world and countryside
- *Times* readers have 24 conversations about food and drink daily, 20% more than the average
- *The Times* is read for an average of 76 minutes on a Saturday



GREEN AND ETHICAL checklist

To officiatu i piam volupatibus. Ut et atis satismet et fugit, coningquam rem ut andi rebusiam lab iuvella ptiact.

Wool, the green alternative to plastic packaging

Wool is a natural, biodegradable material that can be used to create a wide range of packaging solutions. It is a sustainable alternative to plastic, which is made from fossil fuels and takes centuries to decompose. Wool packaging is also lightweight and easy to handle, making it a practical choice for businesses looking to reduce their carbon footprint.

Grass-fed beef the natural way

Grass-fed beef is a healthier and more sustainable choice than grain-fed beef. It is raised on natural pastures, which allows the cows to graze on grass and other natural feed. This results in meat that is higher in omega-3 fatty acids and lower in saturated fat. It is also a more ethical choice, as the cows are not kept in cramped, unsanitary conditions.

Ethical and organic clothing for kids

Choosing ethical and organic clothing for your children is a way to support sustainable fashion. Organic cotton is grown without the use of pesticides, which is better for the environment and the health of the farmers. Ethical clothing is made in factories that pay fair wages and provide safe working conditions for their employees.

Sleep naturally with soft wool bedding

Wool is a natural insulator that keeps you warm in winter and cool in summer. It is also a hypoallergenic material that is gentle on your skin. Wool bedding is a sustainable choice, as it is made from a renewable resource and can be recycled at the end of its life.

Your choice when natural is not enough

When you want to go green, you need to choose wisely. Look for products that are certified organic, fair trade, or recycled. Avoid products that contain harmful chemicals or are made from non-renewable resources. Making informed choices can help you reduce your environmental impact.

A bank that cares about the issues you do

There are now many banks that offer ethical investment options. These banks invest in companies that are socially responsible and environmentally friendly. They avoid investing in industries like tobacco, alcohol, and gambling. This allows you to align your investments with your values.

Green, ethical insurance for the eco-friendly customer

Many insurance companies now offer green insurance policies. These policies provide coverage for eco-friendly homes and businesses. They also offer discounts for customers who use energy-efficient appliances and have green roofs or solar panels installed.

Power your home from the sun, at night

Solar power is a clean, renewable energy source that can help you reduce your electricity bills. With the right equipment, you can harness the power of the sun and store it for use at night. This is a sustainable way to power your home and reduce your carbon footprint.

Weddings that don't cost the Earth

There are many ways to have a beautiful wedding without harming the environment. Choose local, seasonal flowers and decorations. Opt for a vegetarian or vegan menu. Use recycled paper for invitations and programs. These small changes can make a big difference.

Bamboo tissue for sustainability

Bamboo is a fast-growing, renewable resource that can be used to create sustainable tissue products. Bamboo tissue is soft, strong, and biodegradable. It is a better choice than traditional wood-based tissue, which takes centuries to decompose.

Luxury, cruelty-free VELA LED handbags with the latest technology

VELA LED handbags are a luxurious and sustainable choice. They are made from high-quality materials and feature the latest LED technology. They are also cruelty-free, meaning they were not tested on animals. This makes them a perfect choice for anyone who wants to look good and do good.

1.3m
Saturday print readership
of *The Times*

34%
are likely to take action after
seeing adverts in this section

70%
believe it is worth paying
extra for quality products

39%
agree they tend to go for
premium brands

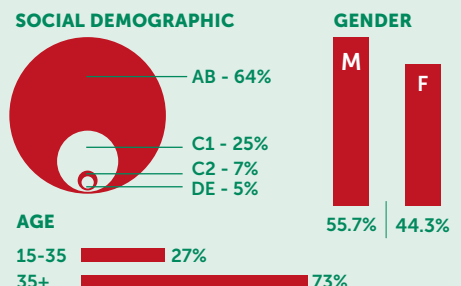
RATE CARD

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

DISTRIBUTION

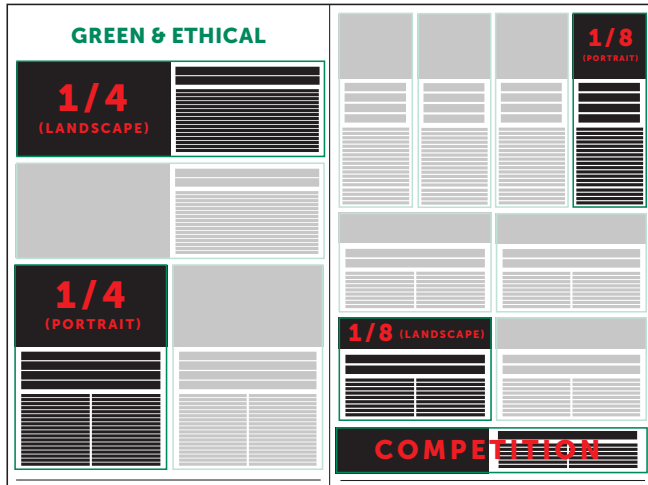
- 536,240 copies of *The Times* are published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

DEMOGRAPHICS



1/4 , 1/8 FEATURE REQUIREMENTS

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



1/3 , 1/6 FEATURE REQUIREMENTS

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



QUARTER PAGE

Landscape: 268 x 66.25 mm
Portrait: 132 x 136.6 mm

Headline	Written in-house
Main body copy	200-250 words
Contact	Website, phone number
Images	1-2 high resolution images*

EIGHTH PAGE

Landscape: 132 x 66.25 mm
Portrait: 64 x 136.6 mm

Headline	Written in-house
Main body copy	70-100 words
Contact	Website, phone number
Images	1 high resolution image*

THIRD PAGE

Landscape: 268 x 89.7 mm
Portrait: 183.6 x 132 mm

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

SIXTH PAGE

Landscape: 132 x 89.7 mm
Portrait: 183.6 x 64 mm

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

COMPETITION: 268 x 42.5 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%
- Please supply images at their original size and aspect ratio. We will crop images to an appropriate size when laying out your advertorial.
- Please do not supply images with any copy i.e. slogans on top
- We recommend supplying lifestyle images depicting your target audience, service or general message; or product shots.

We cannot guarantee the quality of the final print for images supplied outside of these specifications.

COPY SPECIFICATIONS

- All copy content provided in word processor file (avoid supplying in PDF format)
- Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style

* Image use subject to editorial discretion and may vary depending quality, size and layout.
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

FILE TRANSFER

Files less than 8mb can be emailed to production@hurstmediacompany.co.uk. For larger files please send to production@hurstmediacompany.co.uk via wettransfer.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** within the house style of the publication
- Layouts may vary depending on images and/or text supplied

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.

CONTACT DETAILS

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