

# GREEN AND ETHICAL

## checklist



**The**  
**PUBLISHED WITH Guardian SATURDAY 9 NOVEMBER 2019**

(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 Saturday edition of *The Guardian* newspaper.

*The Guardian* has always been regarded as a green newspaper committed to progressing environmental issues. **Green and Ethical Checklist** will 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, and a readership which is highly sympathetic to the cause.

### PARTICULARLY CONSIDERING

- 80% of readers say *The Guardian* is accurate and reliable
- 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 894,200 readers within the affluent ABC1 demographic
- 53% of readers say *The Guardian* is impartial and unbiased

### GREEN AND ETHICAL checklist

To officiatu ipean voluptatem. Uscit et attis saminet et frugit, conitqueque rem ut andit vestibulum lab iurella praetec.

#### Wool, the green alternative to plastic packaging

Ecocentricity

#### Grass-fed beef the natural way

SKIN & BLISS

#### Ethical and organic clothing for kids

ecocentricity

#### Sleep naturally with soft wool bedding

ecocentricity

#### Your choice when natural is not enough

ecocentricity

#### A bank that cares about the issues you do

ecocentricity

#### Power your home from the sun, at night

ecocentricity

#### Green, ethical insurance for the eco-friendly customer

ecocentricity

#### Weddings that don't cost the Earth

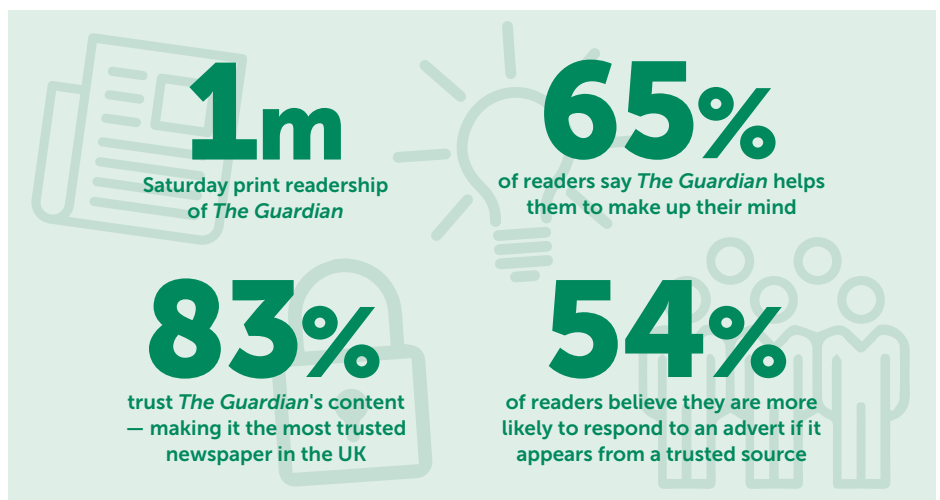
ecocentricity

#### Bamboo tissue for sustainability

ecocentricity

#### Luxury, cruelty-free VELA LED

ecocentricity



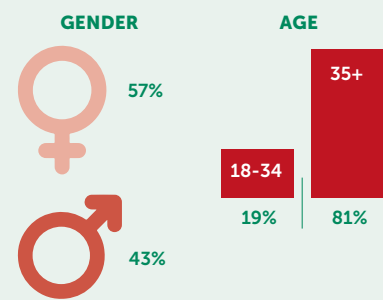
### RATE CARD

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

### DISTRIBUTION

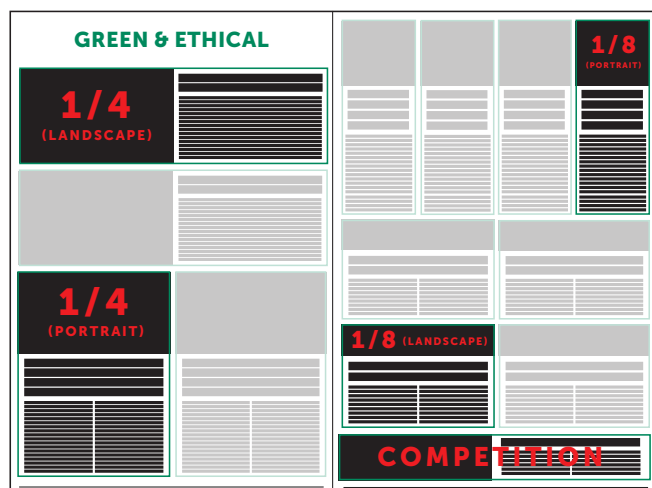
- 254,223 copies of *The Guardian* are published on a Saturday
- 1,006,000 average Saturday readership
- Distributed UK wide

### DEMOGRAPHICS



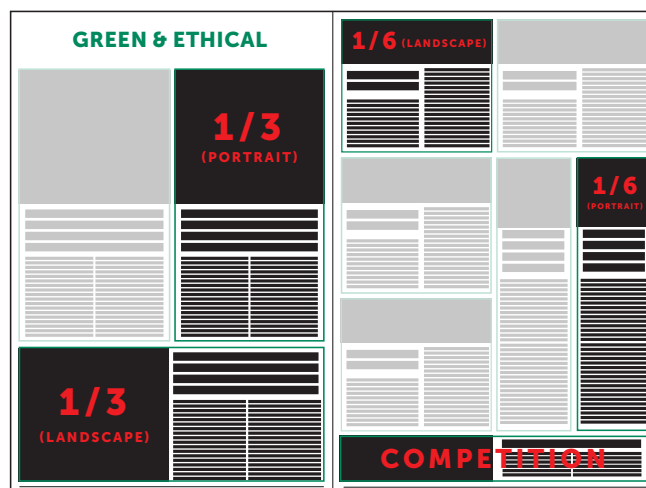
## 1/4 , 1/8 FEATURE REQUIREMENTS

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: 263 x 66 mm  
Portrait: 129.5 x 135.7 mm

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

### EIGHTH PAGE

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

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

### THIRD PAGE

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

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

### SIXTH PAGE

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

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

### COMPETITION: 263 x 42.5 mm

|                 |                  |                       |             |                |                       |               |                             |
|-----------------|------------------|-----------------------|-------------|----------------|-----------------------|---------------|-----------------------------|
| <b>Headline</b> | Written in-house | <b>Main body copy</b> | 50-70 words | <b>Contact</b> | Website, phone number | <b>Images</b> | 2-3 high resolution images* |
| <b>Prize</b>    | 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%
- 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](mailto:production@hurstmediacompany.co.uk). For larger files please send to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wettransfer.com](http://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

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

### MEDIA SALES

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)

