

# 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 ispm voluptatem. Ut et atis animam et fugit, omniungam rem ut audit rebusnam lab invelit praetext.

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

LONG-TERM PLASTIC packaging is a major environmental problem. Wool is a natural, biodegradable material that can be used as a sustainable alternative to plastic. It is also a renewable resource, as wool can be recycled and reused.

**ecobricity**

#### Grass-fed beef the natural way

APPEALING TO THE natural way of life, grass-fed beef is a healthier and more sustainable choice. It is produced from animals that are raised on natural grass, without the use of antibiotics or growth hormones.

**SKIN & BLISS**

#### Ethical and organic clothing for kids

For parents looking for ethical and organic clothing for their children, there are many options. Look for brands that use sustainable materials and ethical production practices.

**SKIN & BLISS**

#### Sleep naturally with soft wool bedding

For a more natural and comfortable sleep, consider wool bedding. Wool is a natural insulator that keeps you warm in winter and cool in summer.

**SKIN & BLISS**

#### Your choice when natural is not enough

When natural products are not enough, look for products that are certified organic or fair trade. These certifications ensure that the products are produced in a sustainable and ethical way.

**SKIN & BLISS**

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

For those who want to support ethical and sustainable businesses, there are banks that offer ethical investment options. These banks allow you to invest your money in companies that are committed to social and environmental responsibility.

**SKIN & BLISS**

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

For eco-friendly customers, there are insurance companies that offer green and ethical insurance options. These companies ensure that your insurance policy is aligned with your values.

**SKIN & BLISS**

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

For those who want to reduce their carbon footprint, there are solar power options for homes. These options allow you to generate your own electricity from the sun, even at night.

**SKIN & BLISS**

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

For those who want to have a wedding that is both beautiful and sustainable, there are many options. Look for wedding planners and venues that offer eco-friendly options.

**SKIN & BLISS**

#### Bamboo tissue for sustainability

For those who want to be more sustainable, look for bamboo tissue. Bamboo is a fast-growing, renewable resource that is a more sustainable alternative to wood-based paper.

**SKIN & BLISS**

#### Luxury, cruelty-free VELA soap

For those who want to be more sustainable, look for luxury, cruelty-free VELA soap. VELA is a brand that is committed to sustainability and ethical production practices.

**SKIN & BLISS**

**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

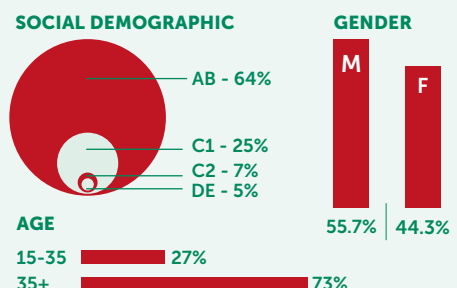
### RATE CARD

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

### DISTRIBUTION

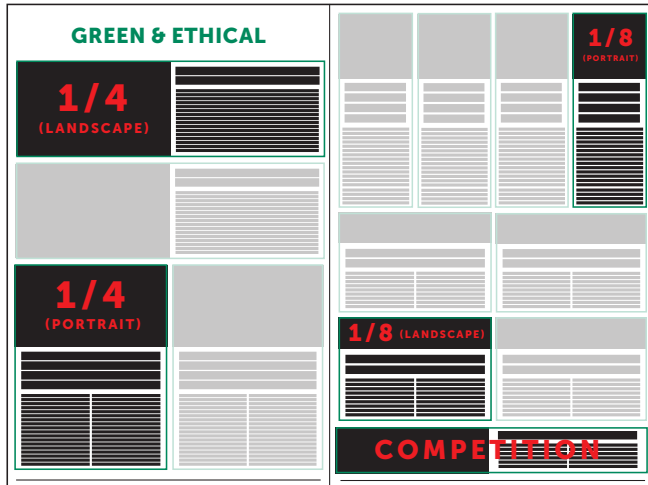
- 536,240 copies of *The Times* are published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

### 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

|                       |                             |
|-----------------------|-----------------------------|
| <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: 132 x 66.25 mm  
Portrait: 64 x 136.6 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: 268 x 89.7 mm  
Portrait: 183.6 x 132 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: 132 x 89.7 mm  
Portrait: 183.6 x 64 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: 268 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> | 1-3 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

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