

# VEGAN

## checklist



**The**  
**PUBLISHED WITH Guardian SATURDAY 2 NOVEMBER 2019**

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

The **Vegan 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. The **Vegan Checklist** serves as an essential guide for readers who are looking for ways to lead an ethical, cruelty-free lifestyle.

It showcases a high-quality selection of vegan-friendly products and services ranging from fashion, food & drink, homewares, beauty cosmetics & skincare, technology, charities and travel.

Published the Saturday after World Vegan Day, the **Vegan 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
- 14% of *Guardian* readers prefer to eat vegan food
- The Guardian* reaches 894,200 readers within the affluent ABC1 demographic
- 15% of *Guardian* readers regularly buy vegetarian/vegan food and drink
- 53% of readers say *The Guardian* is impartial and unbiased

### VEGAN checklist

To officinarum ipsum voluptatum. Uchis ex autis animam et fugit, consequitur rem ut andis rebuscum labi iurevis praefect.

#### Great ice cream taste - but totally dairy- and cruelty-free

It's summer, and it's time to enjoy the great outdoors. But what if you're not a fan of dairy or animal products? No problem. There are now a range of plant-based ice creams available, made from ingredients like almonds, cashews, and coconut. They're not only delicious, but they're also cruelty-free and environmentally friendly. Check out our list of the best plant-based ice creams available in the UK.

#### Five benefits of your five-a-day regime

APRIL 10, 2019. It's time to get your five-a-day. Eating a variety of fruits and vegetables can help you stay healthy and happy. Here are five benefits of your five-a-day regime:

1. They're good for your heart.
2. They can help you lose weight.
3. They're good for your skin.
4. They can help you sleep better.
5. They're good for your mood.

#### Your choice when natural is not enough

When it comes to skincare, there are a lot of choices. But what if you're looking for something that's natural, cruelty-free, and environmentally friendly? There are now a range of plant-based skincare products available, made from ingredients like aloe vera, coconut, and jojoba. They're not only effective, but they're also gentle on your skin. Check out our list of the best plant-based skincare products available in the UK.

#### Beautiful fabrics from hemp and cotton

When it comes to clothing, there are a lot of choices. But what if you're looking for something that's sustainable, cruelty-free, and environmentally friendly? There are now a range of plant-based fabrics available, made from ingredients like hemp and cotton. They're not only durable, but they're also soft and comfortable. Check out our list of the best plant-based fabrics available in the UK.

#### Put a little zest in your daily smoothie!

Smoothies are a great way to get your daily dose of fruits and vegetables. But what if you're looking for something that's a little more interesting? There are now a range of plant-based smoothies available, made from ingredients like mango, pineapple, and kiwi. They're not only delicious, but they're also healthy. Check out our list of the best plant-based smoothies available in the UK.

#### Bamboo tissue for sustainability

When it comes to tissues, there are a lot of choices. But what if you're looking for something that's sustainable, cruelty-free, and environmentally friendly? There are now a range of plant-based tissues available, made from bamboo. They're not only soft and comfortable, but they're also biodegradable. Check out our list of the best plant-based tissues available in the UK.

#### Luxury, cruelty-free VELA LED handbags with the latest tech materials inside

When it comes to handbags, there are a lot of choices. But what if you're looking for something that's luxury, cruelty-free, and environmentally friendly? There are now a range of plant-based handbags available, made from VELA LED materials. They're not only stylish, but they're also durable. Check out our list of the best plant-based handbags available in the UK.

1m

Saturday print readership  
of *The Guardian*

83%

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

65%

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

54%

of readers believe they are more  
likely to respond to an advert if it  
appears from a trusted source

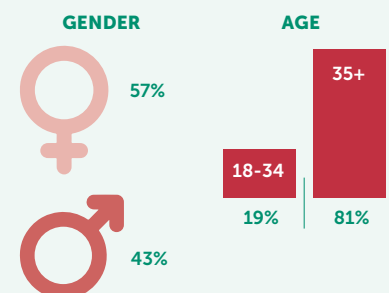
### RATE CARD

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

### DISTRIBUTION

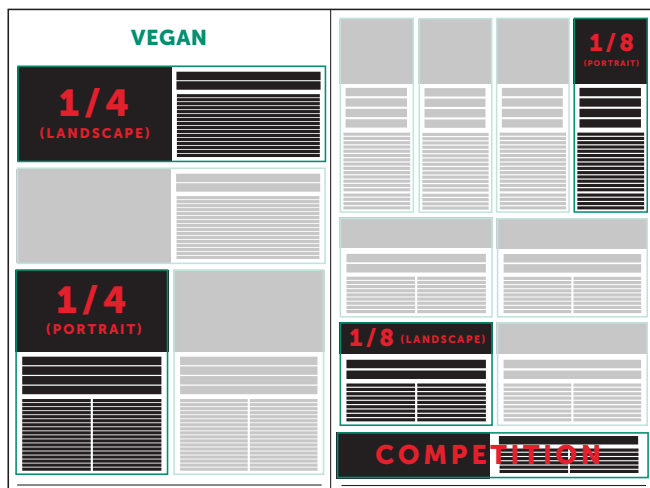
- 254,223 copies of *The Guardian* are published on a Saturday
- 1,006,000 average Saturday readership
- Distributed UK wide

### DEMOGRAPHICS



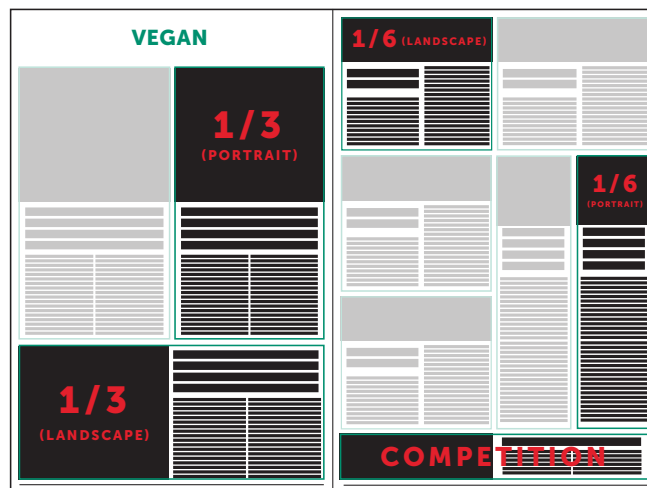
## 1/4 , 1/8 FEATURE REQUIREMENTS

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

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