

GREEN AND ETHICAL

checklist



The
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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 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.

Published on a Saturday, **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 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 officinarum ipsam voluptatem. Uchi et atis tantum et fugit, omniisquam rem ut andit restituum lab inuolu ptatec.

Wool, the green alternative to plastic packaging

Wool is a natural, renewable material that is biodegradable and can be recycled. It is a great alternative to plastic packaging, which is non-renewable and takes centuries to decompose. Wool packaging is also lightweight and easy to handle, making it a great 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 grass, which is better for the environment and the animals. Grass-fed beef is also higher in omega-3 fatty acids and lower in saturated fat.

Ethical and organic clothing for kids

Choosing ethical and organic clothing for your kids is a great way to support sustainable fashion. Look for brands that use organic cotton and ethical manufacturing practices. This helps to reduce the environmental impact of clothing and supports fair labor practices.

Sleep naturally with soft wool bedding

Wool bedding is a natural and sustainable choice for your bedroom. It is soft, comfortable, and regulates temperature, making it a great choice for all seasons. Wool is also naturally fire-resistant and resistant to moths and other pests.

Your choice when natural is not enough

When natural products aren't 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, from the source to the finished product.

A bank that cares about the issues you do

There are now many banks that offer ethical and sustainable investment options. These banks allow you to invest your money in companies that are committed to environmental and social issues, helping you to align your values with your finances.

Green, ethical insurance for the eco-friendly customer

Many insurance companies now offer green and ethical insurance policies. These policies ensure that your money is not invested in companies that are harmful to the environment or involved in unethical practices.

Power your home from the sun, at night

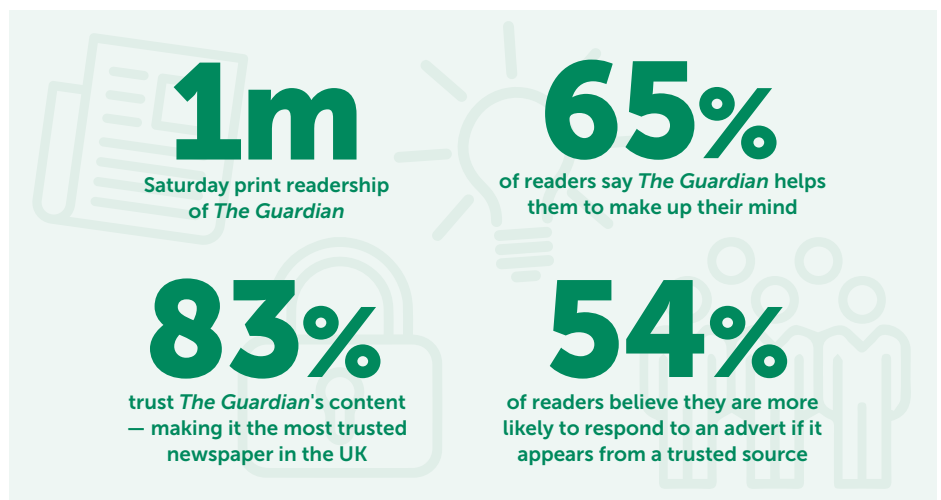
Using solar power to charge your devices and power your home is a sustainable and cost-effective way to reduce your energy consumption. Solar-powered chargers and home energy storage systems are becoming increasingly available and affordable.







Weddings that don't cost the Earth

Having an eco-friendly wedding is possible and can be just as beautiful as a traditional wedding. Consider using local and seasonal flowers, opting for a vegetarian menu, and choosing a sustainable venue to reduce the environmental impact of your special day.

Luxury, cruelty-free VELA LED

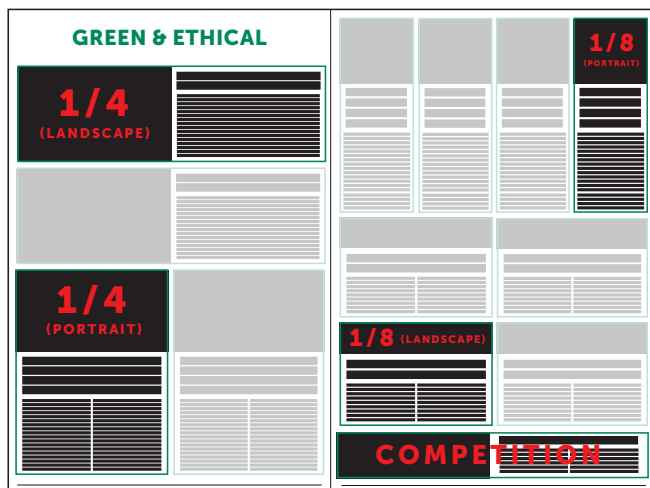
VELA LED is a luxury, cruelty-free LED light bulb that is energy-efficient and long-lasting. It is a great choice for anyone looking to reduce their energy consumption and support ethical products.



RATE CARD		DISTRIBUTION		DEMOGRAPHICS	
Third page	£6,000	<ul style="list-style-type: none"> 254,223 copies of <i>The Guardian</i> are published on a Saturday 1,006,000 average Saturday readership Distributed UK wide 		<p>GENDER</p> <p>57% </p> <p>43% </p>	<p>AGE</p> <p>35+ </p> <p>18-34 </p> <p>19% </p> <p>81% </p>
Quarter page	£4,500				
Sixth page	£3,250				
Competition Partnership (Advertorial or Advert)	P.O.A				

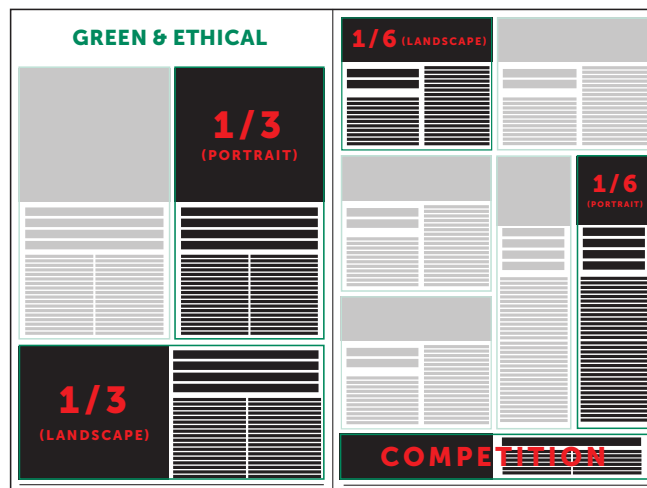
1/4 , 1/8 FEATURE REQUIREMENTS

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

Headline	Written in-house
Main body copy	200-250 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	70-100 words
Contact	Website, phone number
Images	1 high resolution image*

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*

COMPETITION: 263 x 42.5 mm

Headline	Written in-house	Main body copy	50-70 words	Contact	Website, phone number	Images	2-3 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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