

# 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 volupatam. Ut elit atis animam et fugit, omniungam rem ut audit rebuscum lab invelit plect.

#### 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-biodegradable and can take hundreds of years 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 pastures, which allows the cows to graze on grass and other natural feed. This results in beef that is leaner and contains more omega-3 fatty acids. It is also a more sustainable choice as it requires less water and land than grain-fed beef.

#### Ethical and organic clothing for kids

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

#### Sleep naturally with soft wool bedding

Wool bedding is a natural and sustainable choice for your bedroom. It is made from wool, which is a renewable material. Wool bedding is also naturally fire-resistant and resistant to moths and other pests. It is a great choice for anyone looking for a comfortable and sustainable sleeping environment.

#### Your choice when natural is not enough

When natural is not enough, choose products that are made from sustainable materials. This could include bamboo, which is a fast-growing and renewable material, or recycled plastic, which is made from waste materials. Choosing sustainable products can help to reduce the environmental impact of your purchases.

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

There are now many banks that offer ethical and sustainable investment options. These banks invest in companies that are committed to sustainable practices and avoid investing in companies that are involved in controversial industries such as tobacco, alcohol, and gambling. This allows you to align your investments with your values.

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

There are now many insurance companies that offer green and ethical insurance policies. These policies are designed for environmentally-conscious customers and may include features such as discounts for eco-friendly homes or cars. This allows you to protect your assets while supporting sustainable business practices.

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

There are now many solar power companies that offer home solar panel installation services. This allows you to generate your own clean energy and reduce your reliance on the grid. Many companies also offer storage solutions so you can use the energy at night or on cloudy days.

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

There are now many wedding planners and venues that offer eco-friendly wedding options. This could include using local and seasonal flowers, opting for a vegetarian or vegan menu, and choosing a sustainable venue. This allows you to have a beautiful wedding while minimizing your environmental impact.

#### Bamboo tissue for sustainability

Bamboo tissue is a sustainable and eco-friendly choice for your household. Bamboo is a fast-growing and renewable material, making it a great alternative to wood-based paper products. Bamboo tissue is also soft and comfortable to use, making it a great choice for anyone looking for a sustainable and comfortable tissue option.

#### Luxury, cruelty-free VELA soap

VELA soap is a luxury, cruelty-free soap that is made from sustainable materials. It is made from natural oils and fragrances, and does not contain any animal products or animal-derived ingredients. VELA soap is a great choice for anyone looking for a high-quality, sustainable, and cruelty-free soap option.

**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

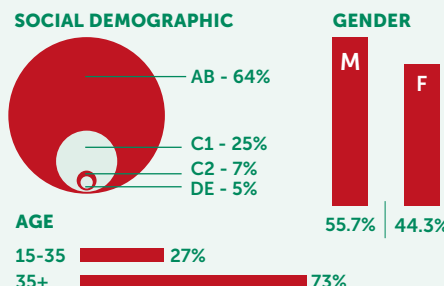
### RATE CARD

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

### DISTRIBUTION

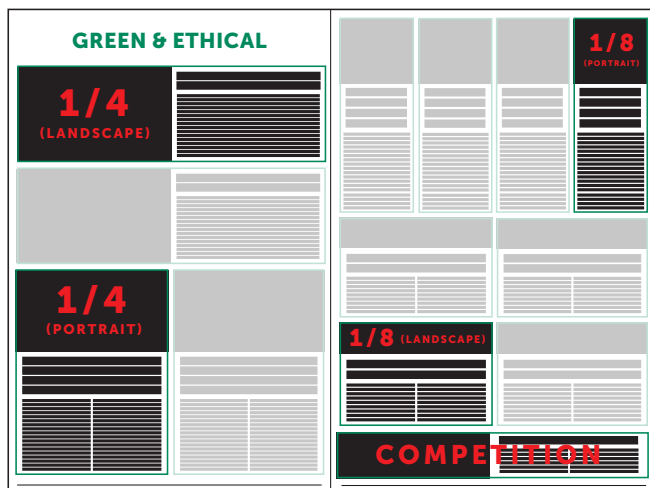
- 536,240 copies of *The Times* are published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

### 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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