

# GREEN AND ETHICAL

## checklist

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(THIS IS NOT A THIRD-PARTY 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 officiant: Green and Ethical. To officiant: Green and Ethical. To officiant: Green and Ethical.

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

Wool is a natural, biodegradable material that can be used to replace plastic packaging. It is a sustainable alternative to plastic packaging that is both eco-friendly and cost-effective. Wool is a natural, biodegradable material that can be used to replace plastic packaging. It is a sustainable alternative to plastic packaging that is both eco-friendly and cost-effective.

#### Grass-fed beef the natural way

Grass-fed beef is a natural, sustainable source of protein. It is a healthy alternative to conventional beef that is both eco-friendly and cost-effective. Grass-fed beef is a natural, sustainable source of protein. It is a healthy alternative to conventional beef that is both eco-friendly and cost-effective.

#### Ethical and organic clothing for kids

Ethical and organic clothing for kids is a sustainable, eco-friendly alternative to conventional clothing. It is a healthy alternative to conventional clothing that is both eco-friendly and cost-effective. Ethical and organic clothing for kids is a sustainable, eco-friendly alternative to conventional clothing. It is a healthy alternative to conventional clothing that is both eco-friendly and cost-effective.

#### Sleep naturally with soft wool bedding

Soft wool bedding is a natural, sustainable source of comfort. It is a healthy alternative to conventional bedding that is both eco-friendly and cost-effective. Soft wool bedding is a natural, sustainable source of comfort. It is a healthy alternative to conventional bedding that is both eco-friendly and cost-effective.

#### Your choice when natural is not enough

When natural is not enough, you can choose a sustainable, eco-friendly alternative. It is a healthy alternative to conventional products that is both eco-friendly and cost-effective. When natural is not enough, you can choose a sustainable, eco-friendly alternative. It is a healthy alternative to conventional products that is both eco-friendly and cost-effective.

#### Bamboo tissue for sustainability

Bamboo tissue is a sustainable, eco-friendly alternative to conventional tissue. It is a healthy alternative to conventional tissue that is both eco-friendly and cost-effective. Bamboo tissue is a sustainable, eco-friendly alternative to conventional tissue. It is a healthy alternative to conventional tissue that is both eco-friendly and cost-effective.

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

A bank that cares about the issues you do is a sustainable, eco-friendly alternative to conventional banks. It is a healthy alternative to conventional banks that is both eco-friendly and cost-effective. A bank that cares about the issues you do is a sustainable, eco-friendly alternative to conventional banks. It is a healthy alternative to conventional banks that is both eco-friendly and cost-effective.

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

Green, ethical insurance for the eco-friendly customer is a sustainable, eco-friendly alternative to conventional insurance. It is a healthy alternative to conventional insurance that is both eco-friendly and cost-effective. Green, ethical insurance for the eco-friendly customer is a sustainable, eco-friendly alternative to conventional insurance. It is a healthy alternative to conventional insurance that is both eco-friendly and cost-effective.

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

Power your home from the sun, at night, with a sustainable, eco-friendly alternative. It is a healthy alternative to conventional power that is both eco-friendly and cost-effective. Power your home from the sun, at night, with a sustainable, eco-friendly alternative. It is a healthy alternative to conventional power that is both eco-friendly and cost-effective.

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

Weddings that don't cost the Earth are a sustainable, eco-friendly alternative to conventional weddings. It is a healthy alternative to conventional weddings that is both eco-friendly and cost-effective. Weddings that don't cost the Earth are a sustainable, eco-friendly alternative to conventional weddings. It is a healthy alternative to conventional weddings that is both eco-friendly and cost-effective.

#### Luxury, cruelty-free VELA LED

Luxury, cruelty-free VELA LED is a sustainable, eco-friendly alternative to conventional LED lights. It is a healthy alternative to conventional LED lights that is both eco-friendly and cost-effective. Luxury, cruelty-free VELA LED is a sustainable, eco-friendly alternative to conventional LED lights. It is a healthy alternative to conventional LED lights that is both eco-friendly and cost-effective.

**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

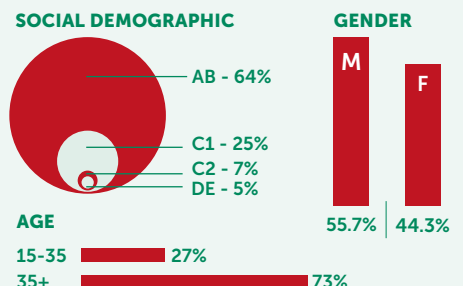
### RATE CARD

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

### DISTRIBUTION

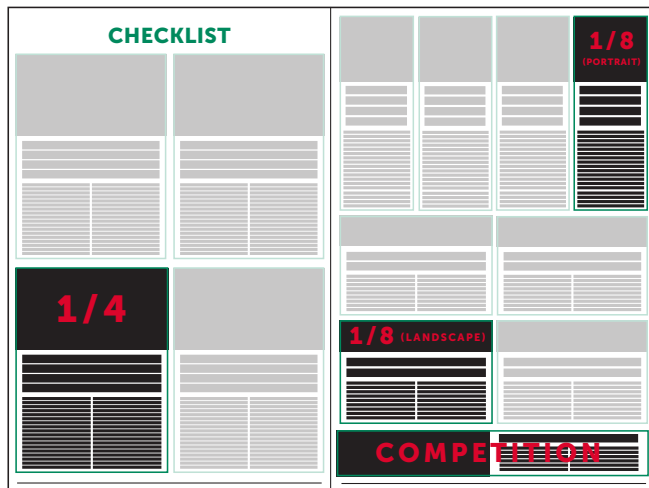
- 536,240 copies of *The Times* are published on a Saturday
- 1,320,000 average print Saturday readership
- Distributed UK wide

### DEMOGRAPHICS



## 1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



### QUARTER PAGE

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 images + logo

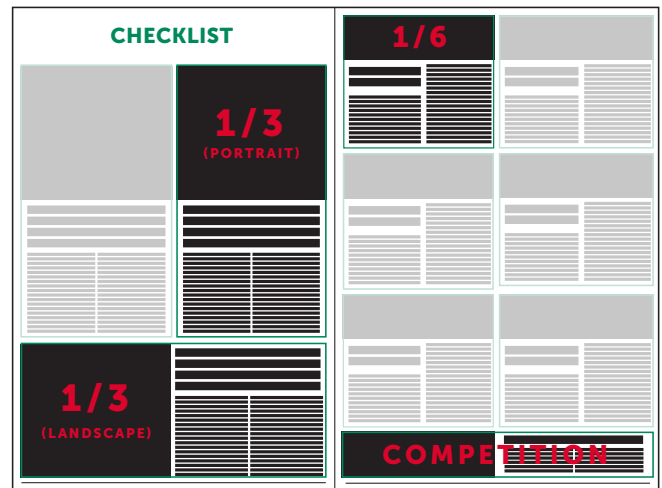
### EIGHTH PAGE

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 image + logo

## 1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



### 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>	2-3 images + logo

### SIXTH PAGE

Landscape: 132 x 89.7 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 image + logo

### 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>	2 images + logo
<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.

### FILE TRANSFER

Files less than 8mb (total attachment limit) can be emailed to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk). Larger files can be sent 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, theme 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.

\* 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.

### 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  
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### PRODUCTION DEPT.

Tel: 0203 478 6016  
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# HURST MEDIA

The UK's trusted media partner