

# VEGAN

## checklist



**The Guardian**  
**PUBLISHED WITH SATURDAY 18 JANUARY 2020**  
 (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 during Veganuary, 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 voluptatibus. Uchis ex asinus sintamut et fugit, consequitur rem ut andis rebuscum labi-toribus praefect.

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

It's summer, it's hot, it's time to enjoy some ice cream. But what if you're not a dairy lover? Or you're just looking for a cruelty-free option? Well, there's a solution. We've found the best vegan ice cream brands that taste just like the real thing. From chocolate to vanilla, these brands have it all. And they're all cruelty-free. So you can enjoy your ice cream without any guilt. Visit [veganicecream.co.uk](#) for more information.

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

APRIL 15th 2020. It's time to get your five-a-day. But what if you're not a fan of fruit and veg? Well, there's a solution. We've found the best ways to get your five-a-day. From smoothies to snacks, these ideas will help you get your five-a-day without any hassle. Visit [fiveaday.co.uk](#) for more information.

#### Your choice when natural is not enough

It's time to choose. But what if you're not sure? Well, there's a solution. We've found the best ways to choose. From natural to organic, these options will help you choose without any hassle. Visit [choose.co.uk](#) for more information.

#### Ethically-sourced products with fair-trade credentials

It's time to choose ethically. But what if you're not sure? Well, there's a solution. We've found the best ways to choose ethically. From fair-trade to organic, these options will help you choose ethically without any hassle. Visit [ethically.co.uk](#) for more information.

#### Summer salad delights for al fresco dining

It's summer, it's hot, it's time to enjoy some al fresco dining. But what if you're not a fan of salad? Well, there's a solution. We've found the best ways to enjoy al fresco dining. From smoothies to snacks, these ideas will help you enjoy al fresco dining without any hassle. Visit [al fresco.co.uk](#) for more information.

#### Beautiful fabrics from hemp and cotton

It's time to choose beautiful fabrics. But what if you're not sure? Well, there's a solution. We've found the best ways to choose beautiful fabrics. From hemp to cotton, these options will help you choose beautiful fabrics without any hassle. Visit [beautiful.co.uk](#) for more information.

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

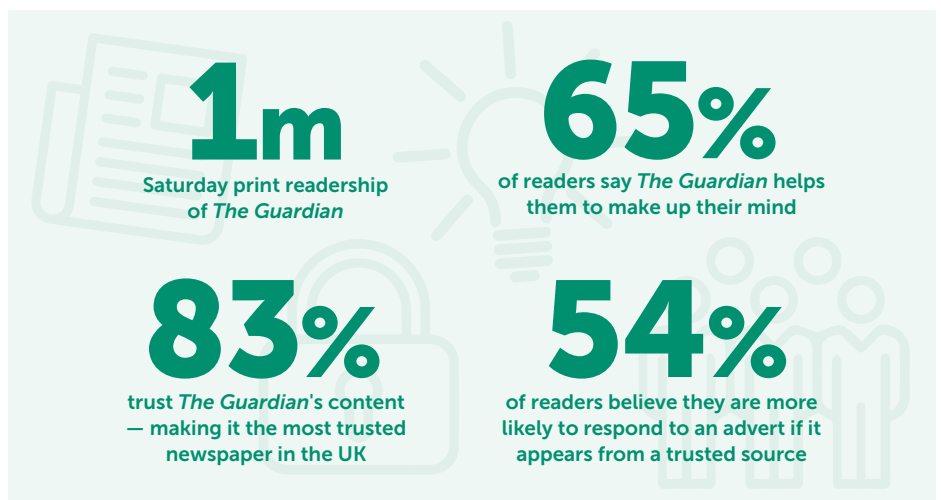
It's time to choose a little zest. But what if you're not sure? Well, there's a solution. We've found the best ways to choose a little zest. From smoothies to snacks, these ideas will help you choose a little zest without any hassle. Visit [zest.co.uk](#) for more information.

#### Bamboo tissue for sustainability

It's time to choose bamboo tissue. But what if you're not sure? Well, there's a solution. We've found the best ways to choose bamboo tissue. From sustainable to organic, these options will help you choose bamboo tissue without any hassle. Visit [bamboo.co.uk](#) for more information.

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

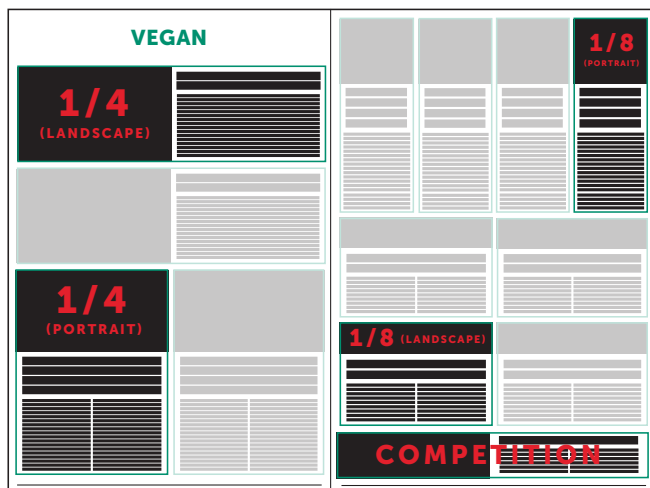
It's time to choose luxury. But what if you're not sure? Well, there's a solution. We've found the best ways to choose luxury. From cruelty-free to VELA, these options will help you choose luxury without any hassle. Visit [luxury.co.uk](#) for more information.



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

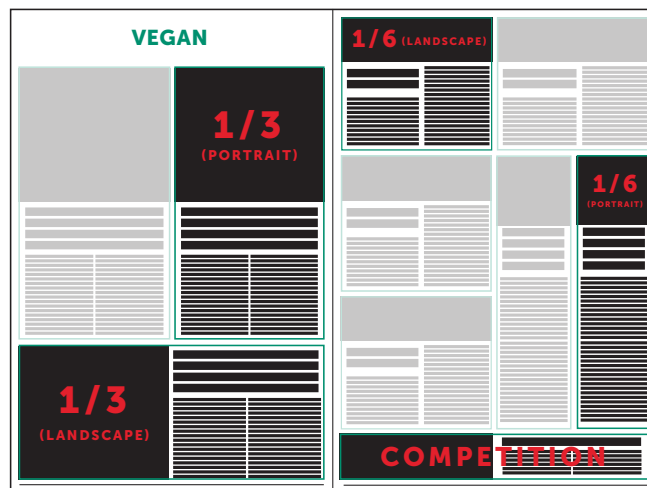
## 1/4 , 1/8 FEATURE REQUIREMENTS

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

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  
Fax: 0203 478 6018  
[sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPT.

Tel: 0203 478 6016  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

