

VEGAN

checklist

The
PUBLISHED WITH Guardian WEDNESDAY 1 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 Wednesday 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 at the start of 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 officinar ipsum voluptatim. Uch et autis sintum et fugit, consequitur rem ut andis rebuscum lab iurevis praefect.

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

It's summer, it's hot, it's time for ice cream. But what if you're not a dairy lover? Or worse, you're allergic to dairy? No problem. There are plenty of dairy-free ice creams out there that taste just as good as the real thing. And they're all cruelty-free, too. So you can enjoy your ice cream without any guilt.

FAIRTRADE CEREALS is a new range of cereals that are made from organic grains and are free from any artificial additives. They're also free from any animal products, so they're perfect for vegans. And they're all made in the UK, so they're supporting local farmers.

Five benefits of your five-a-day regime

APRIL 15th 2019. It's time to get your five-a-day. But what if you're not a fan of fruit and veg? No problem. There are plenty of ways to get your five-a-day without eating fruit and veg. For example, you can drink fruit and veg smoothies, or you can eat fruit and veg in other ways. And there are plenty of benefits to getting your five-a-day, too. So you can enjoy your five-a-day without any guilt.

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Your choice when natural is not enough

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Ethically-sourced products with fair-trade credentials

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Summer salad delights for al fresco dining

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Beautiful fabrics from hemp and cotton

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Put a little zest in your daily smoothie!

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Bamboo tissue for sustainability

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

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667k
Weekday print readership
of *The Guardian*

65%
of readers say *The Guardian* helps
them to make up their mind

83%
trust *The Guardian's* content
— making it the most trusted
newspaper in the UK

54%
of readers believe they are more
likely to respond to an advert if it
appears from a trusted source

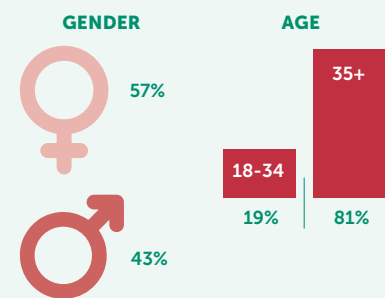
RATE CARD

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

DISTRIBUTION

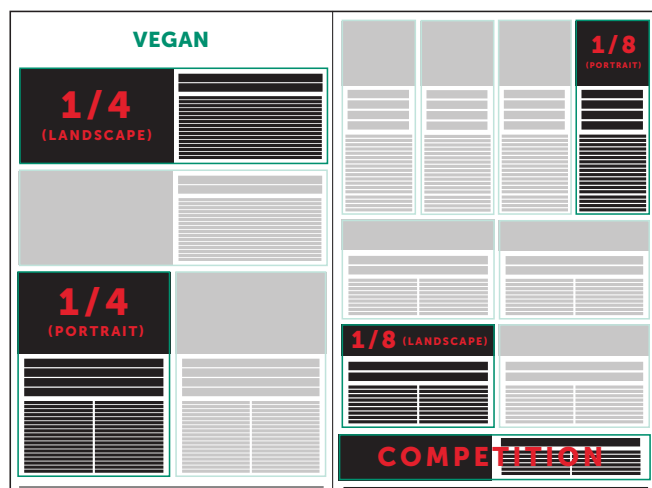
- 108,799 copies of *The Guardian* are published on a Saturday
- 667,000 average Saturday readership
- Distributed UK wide

DEMOGRAPHICS



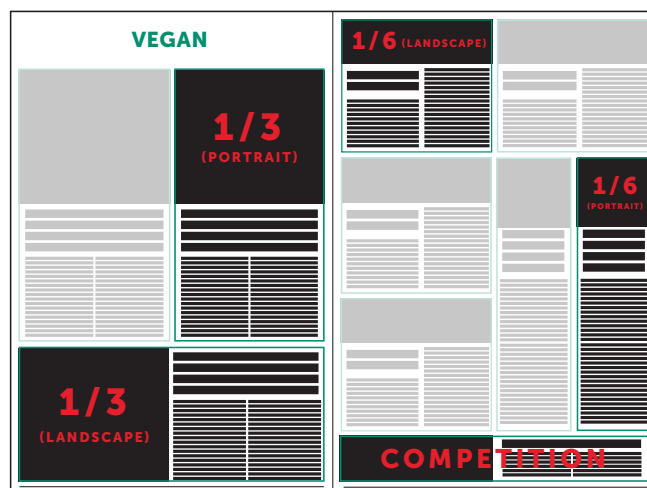
1/4 , 1/8 FEATURE REQUIREMENTS

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

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*
Prize	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. 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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