

checklist ☒



PUBLISHED WITH The Guardian SATURDAY 4 JANUARY 2020

(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 EARTH checklist

Companies that are environmentally balanced businesses are made with strong intentions, aiming to be good for the world and the people in it.

Help to tackle climate change and make a return

At THERM FIBER, one type of investment that doesn't just look good on paper, but also makes sense for the bottom line is investing in green technologies. The company's commitment to sustainable development is reflected in its products, which are designed to be energy-efficient and reduce carbon footprint. The company's products are made from recycled materials, and the production process is designed to be as green as possible. The company's products are made from recycled materials, and the production process is designed to be as green as possible.



Exacompta - the eco-friendly stationery company

Exacompta is a company that has been making eco-friendly stationery products for over 40 years. The company's products are made from recycled materials, and the production process is designed to be as green as possible. The company's products are made from recycled materials, and the production process is designed to be as green as possible.



The boiler with ultra-energy-efficiency built-in

At THERM FIBER, one type of investment that doesn't just look good on paper, but also makes sense for the bottom line is investing in green technologies. The company's commitment to sustainable development is reflected in its products, which are designed to be energy-efficient and reduce carbon footprint. The company's products are made from recycled materials, and the production process is designed to be as green as possible.



Beauty, hair and skincare naturally

At THERM FIBER, one type of investment that doesn't just look good on paper, but also makes sense for the bottom line is investing in green technologies. The company's commitment to sustainable development is reflected in its products, which are designed to be energy-efficient and reduce carbon footprint. The company's products are made from recycled materials, and the production process is designed to be as green as possible.



Power your home from the net, at night

At THERM FIBER, one type of investment that doesn't just look good on paper, but also makes sense for the bottom line is investing in green technologies. The company's commitment to sustainable development is reflected in its products, which are designed to be energy-efficient and reduce carbon footprint. The company's products are made from recycled materials, and the production process is designed to be as green as possible.



PERCOL - the London-based company cleaning up the coffee industry

PERCOL is a company that has been making eco-friendly coffee products for over 40 years. The company's products are made from recycled materials, and the production process is designed to be as green as possible. The company's products are made from recycled materials, and the production process is designed to be as green as possible.



Woolcool insulated packaging - flying the flag for natural materials

Woolcool is a company that has been making eco-friendly packaging products for over 40 years. The company's products are made from recycled materials, and the production process is designed to be as green as possible. The company's products are made from recycled materials, and the production process is designed to be as green as possible.



Are we really just 12 years from climate catastrophe?

At THERM FIBER, one type of investment that doesn't just look good on paper, but also makes sense for the bottom line is investing in green technologies. The company's commitment to sustainable development is reflected in its products, which are designed to be energy-efficient and reduce carbon footprint. The company's products are made from recycled materials, and the production process is designed to be as green as possible.



The Eco-friendly laundry solution

At THERM FIBER, one type of investment that doesn't just look good on paper, but also makes sense for the bottom line is investing in green technologies. The company's commitment to sustainable development is reflected in its products, which are designed to be energy-efficient and reduce carbon footprint. The company's products are made from recycled materials, and the production process is designed to be as green as possible.



PERCOL - the London-based company cleaning up the coffee industry

PERCOL is a company that has been making eco-friendly coffee products for over 40 years. The company's products are made from recycled materials, and the production process is designed to be as green as possible. The company's products are made from recycled materials, and the production process is designed to be as green as possible.



Reduce food waste in the kitchen with perfectly pre-portioned meal kits

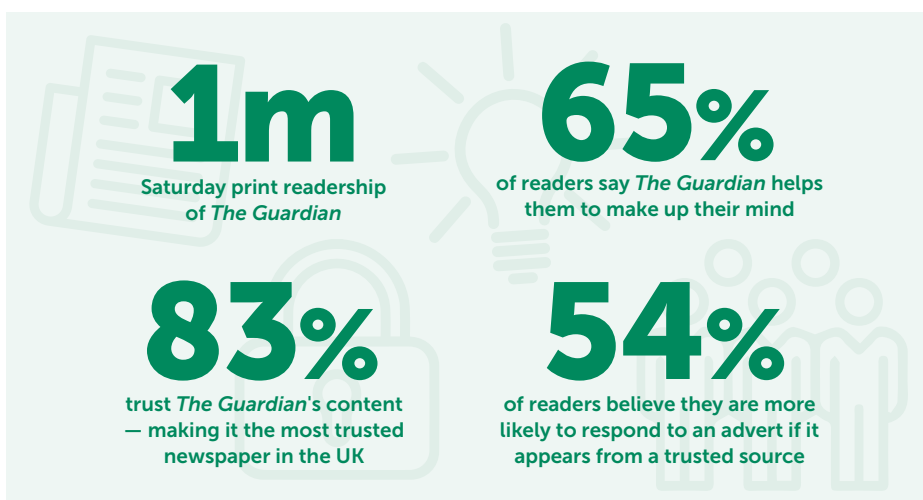
At THERM FIBER, one type of investment that doesn't just look good on paper, but also makes sense for the bottom line is investing in green technologies. The company's commitment to sustainable development is reflected in its products, which are designed to be energy-efficient and reduce carbon footprint. The company's products are made from recycled materials, and the production process is designed to be as green as possible.



ecotricity

At THERM FIBER, one type of investment that doesn't just look good on paper, but also makes sense for the bottom line is investing in green technologies. The company's commitment to sustainable development is reflected in its products, which are designed to be energy-efficient and reduce carbon footprint. The company's products are made from recycled materials, and the production process is designed to be as green as possible.





RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition Partnership (Advertorial or Advert)	P.O.A

DISTRIBUTION

- 254,223 copies of *The Guardian* are published on a Saturday
- 1,006,000 average Saturday readership
- Distributed UK wide

DEMOGRAPHICS

GENDER

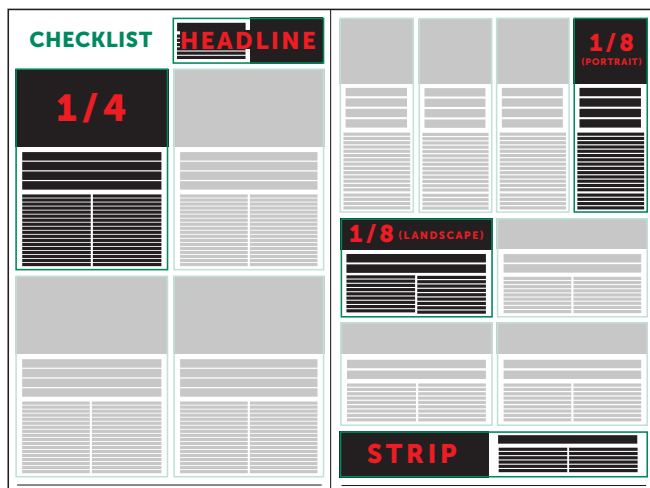
Gender	Percentage
Female	57%
Male	43%

AGE

Age Group	Percentage
18-34	19%
35+	81%

1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Portrait: 129.5 x 135.7 mm

EIGHTH PAGE

Landscape: 129.5 x 66 mm
Portrait: 62.8 x 135.7 mm

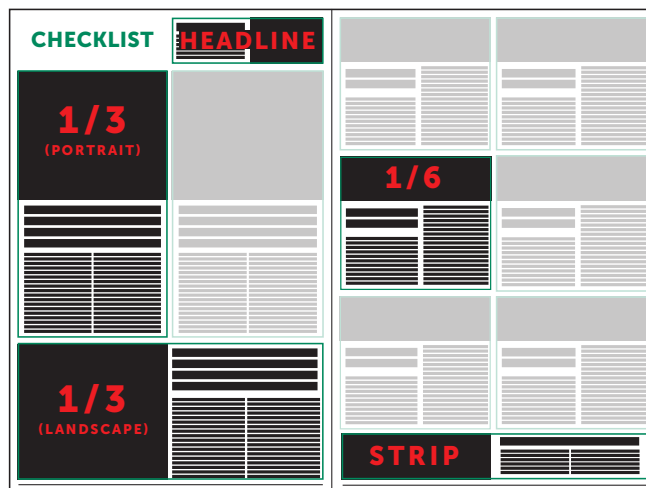
Total word count	200-250 words	Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	1 image + logo

STRIP Landscape: 263 x 42.5 mm

Main body copy	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape: 263 x 89 mm
Portrait: 192.5 x 182.4 mm

SIXTH PAGE

Landscape: 129.5 x 89 mm

Total word count	200-300 words	Total word count	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2-3 images + logo	Images	1-2 image + logo

HEADLINE Landscape: 129.5 x 42.5 mm

Main body copy	60-80 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format.
- All images are high resolution (at least 300dpi).
- 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.

COPY SPECIFICATIONS

- Total word count includes max. 10 words for headline and max. 20 words for a call to action.
- 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. Larger files can be sent to production@hurstmediacompany.co.uk via [wetransfer.com](https://www.wetransfer.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 will layout your advertorial** within the pre-approved house style of the publication.
- Supplied copy will be subedited by Hurst Media's editorial team. Spelling, grammar and punctuation will also be corrected to the house style.
- Layouts may vary depending on style of images and/or text supplied.

APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required.
- Please ensure any amendments are clear and concise.
- Approval is required within 48 hours.
- Please note that the newspaper must also approve all advertorials and they reserve the right to make changes or corrections to ensure copy passes their compliance standards.

* Image use subject to editorial discretion and may vary depending quality, size and layout. We cannot guarantee the quality of the final print for images supplied outside of these specifications.

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.
† 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](https://www.hurstmediacompany.co.uk)
Company number: 08357910
VAT number: 161866882

MEDIA SALES

Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPT.

Tel: 0203 478 6016
production@hurstmediacompany.co.uk



HURST MEDIA

The UK's trusted media partner