

VEGAN

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 **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 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

With awareness of the benefits of a vegan lifestyle on the rise, we've selected an array of food, drink and lifestyle products that are perfect for introducing the ethical and cruelty-free world. Choose to make a lifestyle change today - give some of these a try.

Vegan without compromising taste

Get the best of both worlds with our selection of plant-based products that are as delicious as they are ethical. From our range of plant-based burgers to our selection of plant-based desserts, we have everything you need to make your transition to a vegan lifestyle as easy as possible.

Vegan holidays with kindred spirits

Travel the world with a clear conscience. Our selection of plant-based travel products, including our range of plant-based toiletries and our selection of plant-based travel guides, will ensure you have everything you need to make your trip as comfortable as possible.

Plastic-free deodorant

Go green with our selection of plastic-free deodorant. Our range of plant-based deodorant is not only kind to the planet, but it's also kind to your skin. Choose from our range of plant-based deodorant in a variety of scents and styles.

Luxury, cruelty-free handbag

Look no further for your next luxury handbag. Our selection of cruelty-free handbags is as stylish as they are ethical. From our range of plant-based handbags to our selection of plant-based accessories, we have everything you need to make your transition to a vegan lifestyle as easy as possible.

Bamboo tissue for sustainability

Go green with our selection of bamboo tissue. Our range of plant-based tissue is not only kind to the planet, but it's also kind to your skin. Choose from our range of plant-based tissue in a variety of scents and styles.

Beauty, hair and skincare naturally

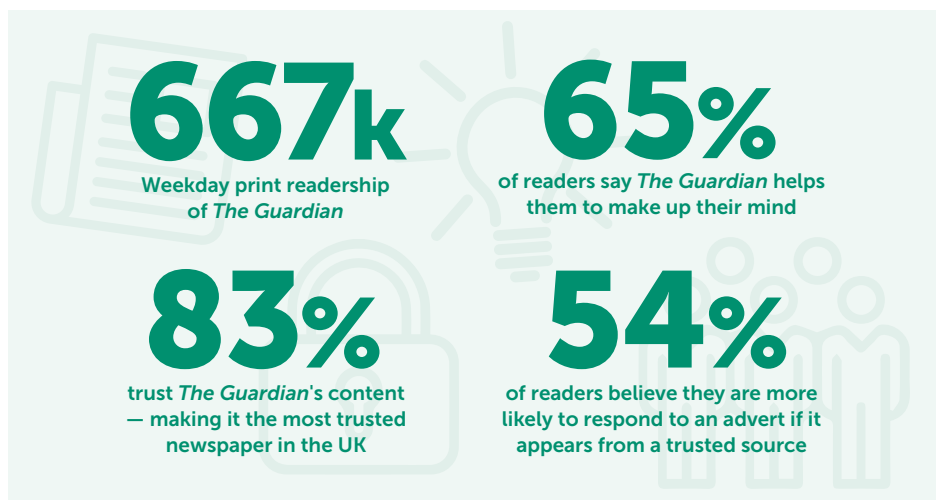
Look no further for your next beauty product. Our selection of natural beauty products is as beautiful as they are ethical. From our range of plant-based beauty products to our selection of plant-based skincare products, we have everything you need to make your transition to a vegan lifestyle as easy as possible.

STYLPRO Easy On The Eye makeup remover

Get the best of both worlds with our selection of plant-based makeup remover. Our range of plant-based makeup remover is not only kind to the planet, but it's also kind to your skin. Choose from our range of plant-based makeup remover in a variety of scents and styles.

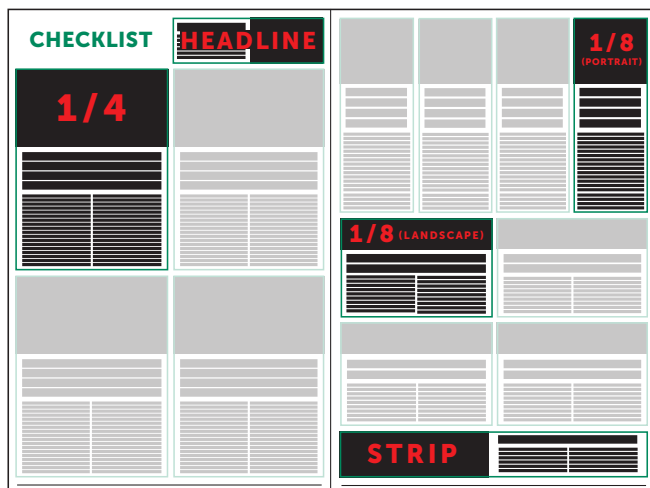
Swapping to plant-based, made easy

Get the best of both worlds with our selection of plant-based food products. Our range of plant-based food products is as delicious as they are ethical. From our range of plant-based food products to our selection of plant-based drink products, we have everything you need to make your transition to a vegan lifestyle as easy as possible.



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

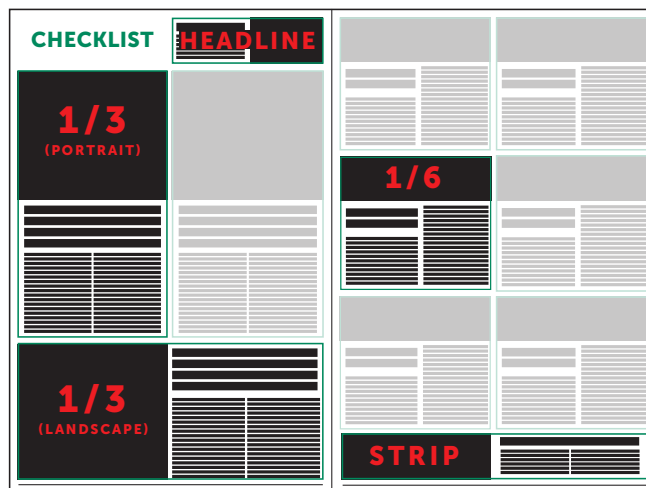
Total word count	200-250 words	Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	1 image + logo

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 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 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.

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HURST MEDIA

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