

checklist ☒



PUBLISHED WITH The Guardian WEDNESDAY 4 MARCH 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 Wednesday 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 Wednesday, **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 TECHNICAL checklist

Combine with our award-winning sustainability leadership business to save with strong principles, aiming to be good for the world while being good for you.

Help to tackle climate change and make a return

At ENEC FIBRE a new type of investment fund has been created to help you make a return on your investment while also helping to tackle climate change. The fund is made up of a portfolio of companies that are leading the way in sustainable technology. The fund is open to all investors and is a great way to diversify your portfolio while also making a positive impact on the environment.



Power your home from the sun, at night

At ENEC FIBRE we have a new way of generating power at night. Our solar panels are designed to generate power during the day and store it in a battery for use at night. This means you can power your home from the sun, even when the sun is not shining. Our solar panels are made from high-quality materials and are designed to last for many years. They are also easy to install and maintain.



The eco-friendly laundry solution

Our eco-friendly laundry solution is a game-changer for your laundry routine. It is made from natural ingredients and is safe for your clothes and the environment. It also has a pleasant scent and is easy to use. Our laundry solution is available in a variety of sizes and scents to suit your needs.



Exacompta - the eco-friendly stationery company

At EXCOMPTA, we combine our passion for the environment with our expertise in stationery to create eco-friendly products that are both functional and beautiful. Our products are made from recycled materials and are designed to last. We also offer a range of services to help you reduce your carbon footprint, including recycling and energy efficiency audits.



The London-based company cleaning up the coffee industry

At PERCOL, we are committed to cleaning up the coffee industry. Our products are made from 100% recycled materials and are designed to be used in a sustainable way. We also offer a range of services to help you reduce your carbon footprint, including recycling and energy efficiency audits.



The boiler with ultra-energy efficiency built-in

At THE ECOLOGICAL HEATING SYSTEMS, we have developed a new boiler that is ultra-energy efficient. Our boiler is made from high-quality materials and is designed to last. It also has a range of features that help to reduce your energy consumption, including a smart thermostat and a weather compensation system.



Woolcool insulated packaging - flying the flag for natural materials

At WOOLCOOL, we are flying the flag for natural materials. Our insulated packaging is made from wool, a natural material that is both sustainable and effective. Our packaging is designed to keep your products safe and secure during transport. We also offer a range of services to help you reduce your carbon footprint, including recycling and energy efficiency audits.



Beauty, hair and skincare naturally

At THE ECOLOGICAL BEAUTY SYSTEMS, we have developed a range of natural beauty products. Our products are made from natural ingredients and are designed to be used in a sustainable way. We also offer a range of services to help you reduce your carbon footprint, including recycling and energy efficiency audits.



Are we really just 12 years from climate catastrophe?

At ENEC FIBRE, we are committed to reducing our carbon footprint. Our products are made from recycled materials and are designed to be used in a sustainable way. We also offer a range of services to help you reduce your carbon footprint, including recycling and energy efficiency audits.



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

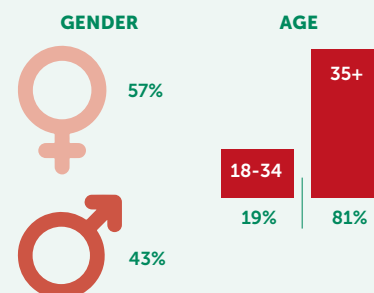
RATE CARD

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

DISTRIBUTION

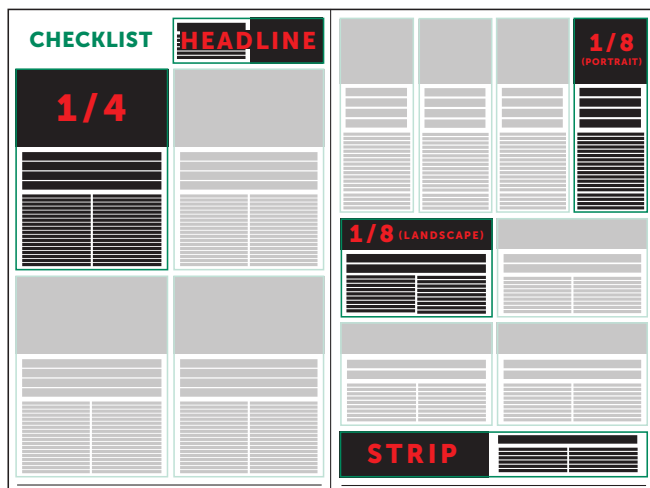
- 108,799 copies of *The Guardian* are published on a weekday
- 667,000 average Saturday readership
- Distributed UK wide

DEMOGRAPHICS



1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Portrait: 129.5 x 135.7 mm

EIGHTH PAGE

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

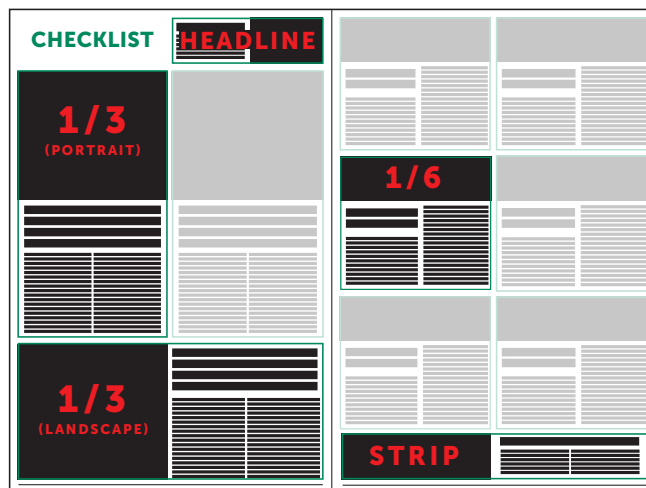
Total word count	200-250 words	Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	1 image + logo

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.

CONTACT DETAILS

Hurst Media Company
United House
N7 9DP
Tel: 020 3478 6017
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