

GREEN AND ETHICAL *checklist*

COMMERCE WITH A CONSCIENCE: THESE ARE 10 BRANDS THAT ARE GOOD FOR THE SOUL AND PLANET



PUBLISHED WITH **HUFFPOST** ON FRIDAYS

Green & Ethical Checklist is a native feature of 10 sponsored articles published on the *Huffington Post*. It appears in in content relevant locations across the website and is promoted by way of over a million ad-site traffic drivers. The advertorial content is hosted perpetually on the popular *HuffPost LIFE* section and includes individual links for the benefit of all 10 advertising partners.

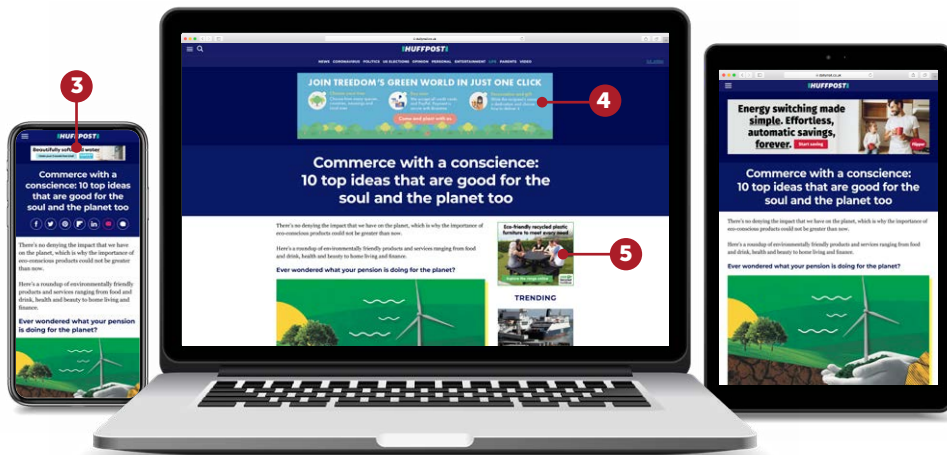
Huffington Post is regarded as a progressive news site, committed to ethical issues and promoting better life choices. **Green & Ethical Checklist** serves as the essential guide to empower readers to make positive changes in order to lead a more ecologically aware lifestyle.

Curated by an experienced team of Huffington Post copywriters, **Green & Ethical Checklist** showcases a high-quality selection of 10 products and services, ranging from fashion, food & drink, finance, health, technology, home living, beauty, travel and charities.

Green & Ethical Checklist is the perfect shop window for brands and organisations looking to benefit from *Huffington Post*'s robust editorial environment, a mass readership who are sympathetic to the cause and crucially the gravitas of being featured on one of the world's most visited websites.

PARTICULARLY CONSIDERING

- *LIFE* section readers are an upbeat bunch; they are more optimistic than those living in the UK in general and enjoy positive stories
- 61% are more likely to be planet protectors when it comes to sustainability
- Readers are engaged with the news and campaign for causes they care about
- 71% of *HuffPost LIFE*'s audience is ABC1.



SPONSORED ARTICLE EXAMPLE

Ever wondered what your pension is doing for the planet?



Nutmeg's socially responsible portfolios are designed to be both ethical and transparent – so you can see exactly where your money goes. Nutmeg scores investments based on data provided by MSCI, a leader in socially responsible research. If the investment is in a company, the team want to know the company's carbon footprint, how it treats its workers, and whether it has independent and female directors on its board.

Nutmeg's socially responsible pots never invest in firms that make nuclear bombs or controversial weapons. Tobacco, gambling and alcohol may also be grounds for exclusion.

As of 1 November 2019, Nutmeg have opened more than 8,000 socially responsible pots, including stocks and shares ISAs and pensions. These pots are designed to be easy to use, transparent and low-cost.

Why not open a socially responsible portfolio today? Click here or call 0800 3399 1515.

As with all investing, your capital is at risk. The value of your portfolio with Nutmeg can go down as well as up and you may get back less than you invest. Past performance is not a reliable indicator of future performance. Tax treatments apply.

[CLICK HERE TO SEE A LIVE FEATURE](#)

RATE CARD

Sponsored article and banner package

Promoted by way of over a million

ad-site traffic drivers: **1**

1 sponsored article **2**

1 mobile banner **3**

1 billboard **4**

1 MPU **5**

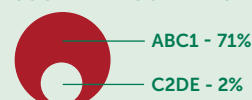
£19,950

DISTRIBUTION

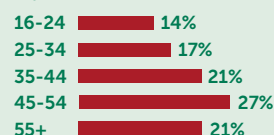
- Published on the *Huffpost* homepage and hosted on the *LIFE* page perpetually
- Promoted by way of over one million ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

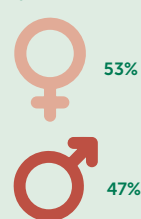
SOCIAL DEMOGRAPHIC



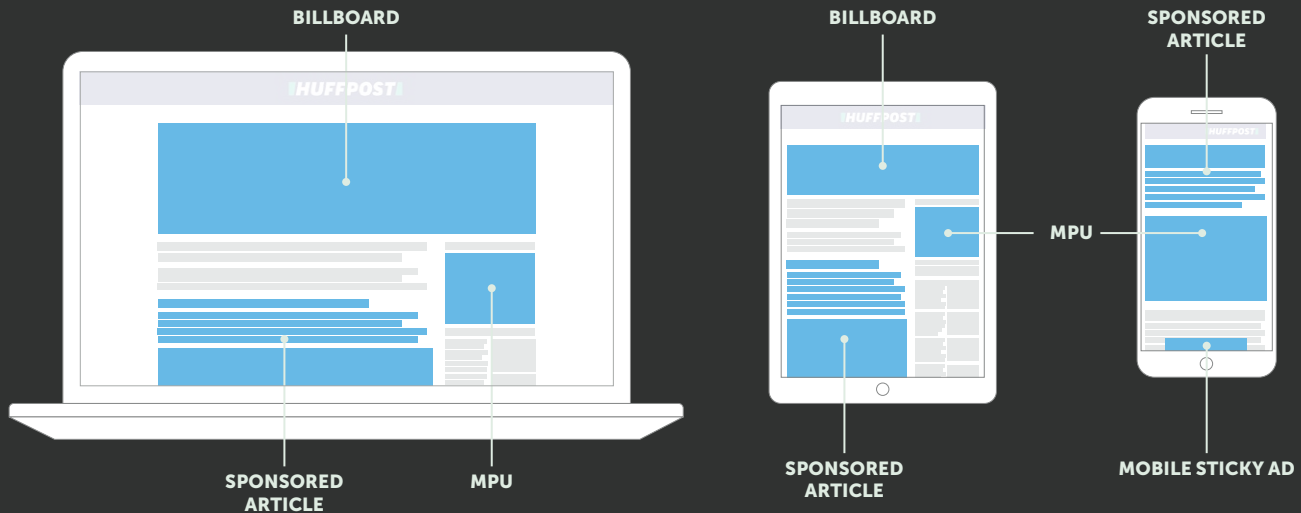
AGE



GENDER



ADVERTISING POSITIONS



LAYOUTS FOR ILLUSTRATION PURPOSES ONLY

SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Brief:** A brief will be supplied for the client to fill out
- **Headline of article:** Written by *HuffPost*
- **Article word count:** 150 words

IMAGE SPECIFICATION

- **Image size:** 634px (w) x 423px (h)
- **Image caption:** Written by *HuffPost*
- **Format:** RGB JPEG or PNG
- **Resolution:** 72 dpi

Images should be high quality lifestyle photographs promoting your product or service.

DISPLAY AD SPECS

BILLBOARD

- Displays on desktop and tablet
- **Size:** 970px (w) x 250px (h)

MPU (MID PAGE UNIT)

- Displays on desktop, tablet and mobile
- **Size:** 300px (w) x 250px (h)

MOBILE STICKY AD

- Displays on mobile only
- **Size:** 320px (w) x 50px (h)

SUPPLYING CONTENT

PLEASE NOTE: The full content specification and artwork deadline will be given after booking.
Your content can be emailed to production@hurstmediacompany.co.uk

CREATION, PROOFING & APPROVAL

CREATION PROCESS

- After receiving your content, Hurst Media Company will review and forward to *HuffPost*.
- Copy for advertorial features will be subedited by *HuffPost*'s editorial team to meet their house style.

PROOFING & APPROVAL PROCESS

- Hurst Media Company will supply a proof to you.
- After sending a proof, we require either your corrections or your approval to publish the feature.
- If you have any copy changes, you have the option of two rounds of corrections before final approval is required.
- Please ensure any amendments are clear and concise.
- Approval is required within 72 hours.

TERMS & CONDITIONS

- Green & Ethical Checklist is advertorial content compiled by Checklist (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on *HuffPost*.
- All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms.
- We reserve the right to convert images to meet the technical specification if they are not supplied as such.
- Image use and copy are subject to *HuffPost*'s editorial discretion.
- All copy, images, claims and promotions must adhere to the Advertising Standards Authority UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code).

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HURST MEDIA
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