

GREEN AND ETHICAL checklist



PUBLISHED WITH NewScientist ON THURSDAYS

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE MAGAZINE AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

The **Green and Ethical Checklist** is a full-colour, A4-sized spread of advertorial content published in *New Scientist*. It covers everything from artificial intelligence and climate change, to innovations in health and mysteries of the human mind.

It reaches an educated audience interested in cutting-edge ideas that matter. With an average household income of £75,000, this wealthy readership believes it is worth paying extra for quality products and services. The **Green and Ethical Checklist** will therefore serve as an essential guide so that readers can lead a more ecologically aware lifestyle.

New Scientist showcases a high-quality selection of environmentally-friendly products and services ranging from fashion, food & drink, technology, charities, energy, home improvement and travel.

The **Green and Ethical Checklist** is the perfect shop window for brands and organisations to benefit from an affluent, educated audience, who when presented with information in an intelligent digest, are highly suggestible to purchasing products and services that are sympathetic to the cause.

PARTICULARLY CONSIDERING

- New Scientist* boasts an affluent readership with 88% of readers being ABC1
- 75% are educated to a degree level
- New Scientist* readers describe themselves as 'seekers of quality', 'globally aware', 'tech savvy' and 'inquisitive'.

GREEN AND ETHICAL checklist

Commerce with a conscience – these environmentally-balanced businesses are on a strong principle, aiming to be good for the soul and the planet too

The eco-friendly laundry solution

THE ECOLOG Laundry Egg is an environmentally friendly replacement for laundry detergent and fabric conditioner. It's made of natural plant matter that softens the water and naturally kills away dirt without leaving colours or leaving residue on clothing. Perfect for saving the most delicate of items, the eco-friendly Laundry Egg is 'hypoallergenic, ecobio-friendly' and a 'Vegan Friendly Product' award.

Available in Fresh Linen, Spring Blossom and Fragrance Free. The Laundry Egg is reusable, allowing you to go from single-use plastic detergent and fabric conditioner to a reusable egg that you can use for up to 40 washes. It's also helping to save tonnes of plastic bottles from going down the drain and reducing your water footprint each year.

ecoLOG

Shop at ecolog.co.uk or call 01622 835200 to find out more.

Win one of five eco-friendly office stationary bundles Worth £50 each!

hurrytoecolog.co.uk/officestation

Are we really just 12 years from climate catastrophe?

UNFORTUNATELY, THAT'S the timing of the report about climate change. The UN Intergovernmental Panel on Climate Change (IPCC) has said definitively that we now only have a dozen years to make a difference and prevent climate change from taking an irreversible grip on our planet and the life on it.

From an individual point of view, our own part of the solution is entirely straightforward. It's about changing how we heat our homes, how we get around, and what we eat. Energy, transport and food – these three areas account for around 80% of our personal carbon emissions.

Switching to a green energy

ecotricity

If you switch to Ecotricity for your energy, you'll receive a FREE £50 (25 p per kWh) voucher to spend with John Lewis. Just quote CHECKLIST when you join at ecotricity.co.uk

A sustainable gift that grows

With the **Freedom** You Can't Eat a Tree on the other side of the world, you'll be sending a gift to a friend who will be able to grow it. There are a number of different options to choose from, each with a number of different countries (including the UK) to choose from. Each tree is a real tree, not a plastic one. The tree is planted in a sustainable way, and the growing process is monitored. When you plant your tree, Freedom will send you the tree's exact coordinates, and a photograph, and then regular updates about the progress you have had on both the plant and the tree.

freedom

Plant your tree now at freedom.net and use the code EARTH10 at the checkout for 10% off your purchase.

Ever wondered what your pension is doing for the planet?

YOU RECYCLE, you buy local – but how is your pension helping the environment? In the past, the investment industry did not always make it easy to know where your money went. However, many socially responsible pension providers are designed to be both ethical and transparent – so you can see exactly where your money goes.

This is done by screening investments based on data provided by HIC, a leader in socially responsible research. If the investment is in a company, the team work to know the company's carbon footprint, how it treats its workers and whether it has a reputation for human rights.

Many investors have been 'boring' good with their money, means accepting a lower return but helping companies that are doing good. Socially responsible investments have often outperformed conventional ones in the long run.

nutmeg

THE DIGITAL WEALTH MANAGER

Why not open a socially responsible portfolio today at nutmeg.com or call 020 3696 1919 for more information.

Thriving joyfully with a vegan lifestyle choice

THE VEGAN MOVEMENT is thriving with more people choosing a healthy and sustainable lifestyle every day. The Vegan Society is a charity that has been around for over 60 years, promoting a plant-based diet that is good for the planet, good for your health, and good for the environment.

Vegan Society

For more information visit vegansociety.com/thriving

Lathered with love! Nourishing antibacterial soap

THIS DELICIOUS DOUBLE ACT packs as many powerful plant-based ingredients as any antibacterial soap. It's made with natural oils and essential oils, and is free from parabens, sulfates, and other harsh chemicals. It's also free from animal products, and is a good choice for those with sensitive skin.

Friendly Soap

Get 20% off with the code SOAP at friendlysoap.co.uk

Effortless savings on your energy bills, forever

Most of us know that energy is going to be a headache for a long time. But don't bother because we think it's going to be a headache for a long time. Our Fully Automated and Intelligent Savings Service means you can save on energy bills while making your energy bills disappear.

Flipper

So put energy bills out of your mind once and for all with **Flipper** community

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

Most of us know that food waste is a problem. But don't bother because we think it's going to be a headache for a long time. Our Fully Automated and Intelligent Savings Service means you can save on energy bills while making your energy bills disappear.

Hello Fresh

To find out more about Hello Fresh's approach to sustainability, visit hellofresh.co.uk/about/sustainability

308k

Average print readership of New Scientist

5.2m

people engage with New Scientist every week online and in print

69

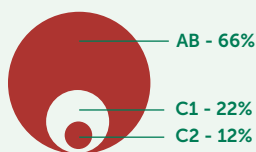
minutes is the average read time of New Scientist

40

The average age of a typical reader

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



GENDER



DISTRIBUTION

- 118,000 copies of *New Scientist* published weekly
- 308,330 average print readership
- 44,000 subscribers
- Distributed UK wide

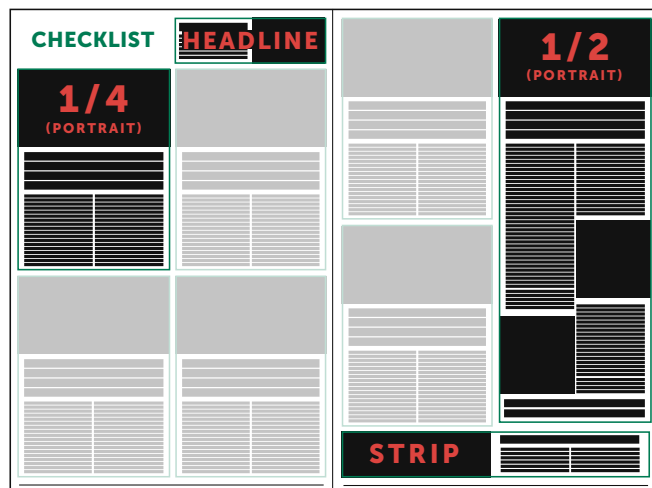
RATE CARD

Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition upgrade	£1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

1/4 , 1/2 FEATURE REQUIREMENTS

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



QUARTER PAGE

Portrait: 89.5 x 103.5 mm

HALF PAGE

Landscape: 89.5 x 211 mm

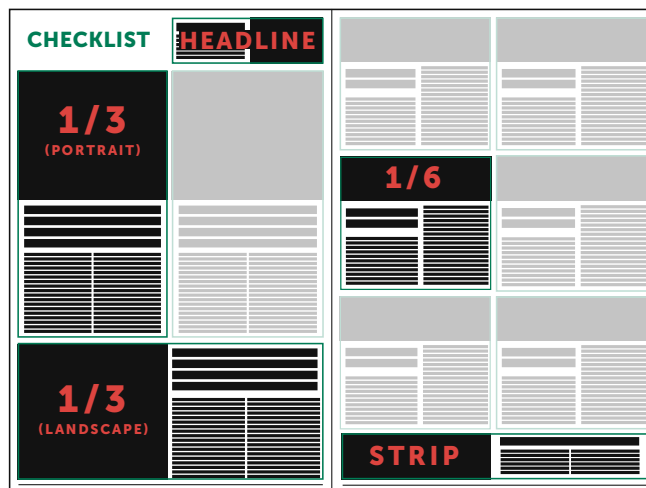
Total word count	130-150 words (includes call to action)	Total word count	250-300 words (includes call to action)
Call to action	i.e. Visit website, call, redeem discount code or follow on social, etc	Call to action	i.e. Visit website, call, redeem discount code or follow on social, etc
Images	1-2 images + logo	Images	2-3 image + logo

STRIP Landscape: 183 x 32 mm

Total word count	80-100 words (includes call to action)
Call to action	i.e. Visit website, call, redeem discount code or follow on social
Images	1 image + logo

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape: 183 x 67.5 mm

Portrait: 89.5 x 139 mm

SIXTH PAGE

Landscape: 89.5 x 67.5 mm

Total word count	160-200 words (includes call to action)	Total word count	80-100 words (includes call to action)
Call to action	i.e. Visit website, call, redeem discount code or follow on social, etc	Call to action	i.e. Visit website, call, redeem discount code or follow on social, etc
Images	2 images + logo	Images	1 image + logo

HEADLINE COMPETITION Landscape: 89.5 x 32 mm

Copy	What is the prize and its value.
Entry & URL	Hurst Media will create and include the competition link in the copy
Images	1 image

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG. TIFF or PSD can be accepted.
- 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. Word count is calculated based on the line length being filled, therefore, copy which includes short bullet points is likely to result in a lower word count capacity.
- Hurst Media reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER WARNING: 7mb EMAIL ATTACHMENT LIMIT

Files can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent via the free file sharing service [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 magazine 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 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.

Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.

CONTACT DETAILS

Hurst Media Company, United House, North Road, N7 9DP
Company number: 08357910 VAT number: 161866882

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MEDIA SALES

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

PRODUCTION DEPARTMENT

Tel: 0203 770 4024
production@hurstmediacompany.co.uk

