

GREEN AND ETHICAL checklist



The Guardian Weekend on SATURDAYS

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

The **Green & Ethical Checklist** is a full-colour, oversized-A4 double-page spread of advertorial content published in *Guardian Weekend Magazine* issued with the weekly newspaper.

The *Guardian* has always been regarded as a green publisher 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 in the Saturday edition of *Guardian Weekend Magazine*, **Green & 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

- 65% of readers say *The Guardian* helps them to make up their mind
- 85% of *The Guardian* readers are ABC1, with an average household income of £59,764
- 53% of readers say *The Guardian* is impartial and unbiased

GREEN AND ETHICAL checklist

Commence with a conscience – these environmentally-balanced businesses are run with strong principles, aiming to be good for the soul and the planet too

The eco-friendly laundry solution

THE ECOLOG
Laundry Ego is an environmentally friendly replacement for laundry detergent and fabric conditioner. It cleans and softens clothes without the use of harsh chemicals thanks to two types of mineral particles that soften the water and naturally lift away dirt without leaving colour or leaving residue on clothing. Perfect for even the most delicate fabrics, the eco-friendly Laundry Ego is a biodegradable and biodegradable (Xylene Free) product. Awarded.

Available in Fresh Linen, Spring Blossom and Fragrance Free. The Laundry Ego is available in a variety of sizes to suit your needs. It's easy to use and you'll save around 40% on detergent and fabric conditioner each year. You'll also be helping to save tonnes of harsh chemicals from going down your drains and polluting our water systems each year.

Shop at ecolog.com or call 01622 536200 to find out more.

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

For every eco-friendly office stationery bundle, we'll donate £10 to the Green Foundation. The Green Foundation is a charity that supports environmental education and research. The Green Foundation is a charity that supports environmental education and research. The Green Foundation is a charity that supports environmental education and research.

Are we really just 12 years from climate catastrophe?

UNPRECEDENTED! THAT'S the finding from a new report by the Intergovernmental Panel on Climate Change (IPCC). The report says that we now only have a dozen years to make a difference and prevent climate change from having an irreversible grip on our planet and the life on it.

From an individual point of view, the report says that we are on the cusp of a tipping point. It's about changing how we live our lives. How we get around, and what we eat. Energy transport, and food – these are the areas that we need to focus on. We need to make the next 12 years count. We need to make the next 12 years count. We need to make the next 12 years count.

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

Ever wondered what your pension is doing for the planet?

Your pension, you know it's there – but how is your pension helping the environment in the long run? The investment industry did not know where your money went. Investment funds rarely disclose responsible portfolios are designed to be both ethical and transparent – so you can see exactly where your money goes. This is done by scoring investments based on based on data provided by NGOs. A leader in socially responsible research. If the investment is a company that has a carbon footprint, how it treats its workers and whether it has independent and female directors on its board.

Many investors fear that "going green" with their money means accepting a lower return but NatWest disagrees. Socially responsible strategies have often outperformed conventional ones on a risk-adjusted basis (Source: NatWest calculations, MSCI data on conventional and socially responsible MSCI indices).

Why not open a socially responsible portfolio today at natwest.co.uk or call 020 3598 1919 for more information.

Thriving joyfully with a vegan lifestyle choice

THE VEGAN MOVEMENT is thriving with more people choosing kind, healthy and sustainable lifestyle choices. The Vegans have a life less ordinary. A healthy life that we live for the future. A plant-based adventure that's about more happiness, more understanding, more peace and more connections to the planet. We enjoy good food that comes with a clear conscience. It's a way of life. It's a joy for life. It's a way of life. The Vegans' new campaign, *Vegan and Thriving*, will help you to be healthy and happy on a vegan diet with a host of nutritionally balanced recipes.

For more information visit vegansociety.com/thriving

Lathered with love! Nourishing antibacterial soap

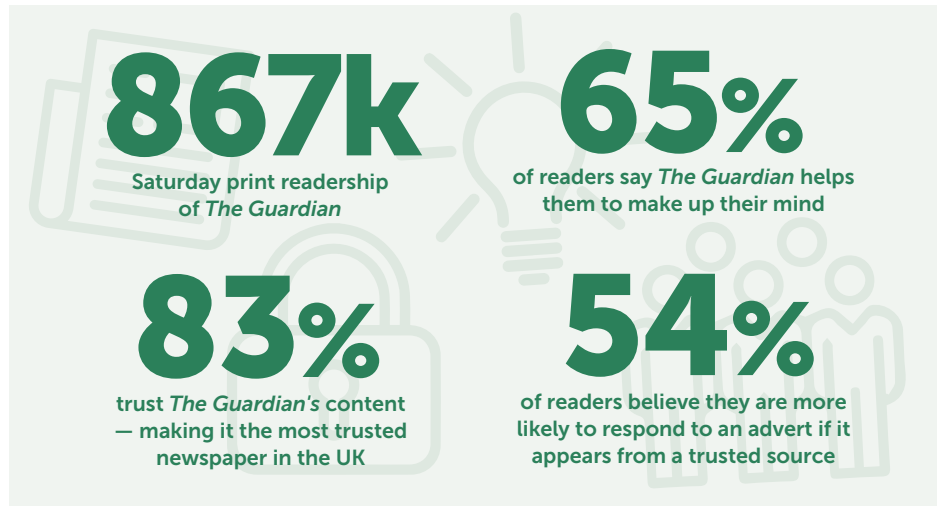
THE DELICIOUS DOUBLES soap is a new powerful product. It's made with two key ingredients: a natural antibacterial and a natural fragrance. It's made with two key ingredients: a natural antibacterial and a natural fragrance. It's made with two key ingredients: a natural antibacterial and a natural fragrance.

Effortless savings on your energy bills, forever

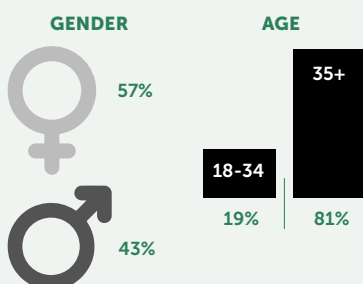
MEET our UK's first **Flipper** – an energy-saving device that won't let you turn off the lights. It's a device that won't let you turn off the lights. It's a device that won't let you turn off the lights. It's a device that won't let you turn off the lights.

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

It's focused on reducing food waste by delivering the exact pre-portioned ingredients needed to cook a dish. The idea is to reduce food waste by delivering the exact pre-portioned ingredients needed to cook a dish. The idea is to reduce food waste by delivering the exact pre-portioned ingredients needed to cook a dish.



DEMOGRAPHICS



DISTRIBUTION

- 220,240 copies of *Guardian Weekend Magazine* are published on a Saturday
- 867,492 average Saturday readership
- Distributed UK wide

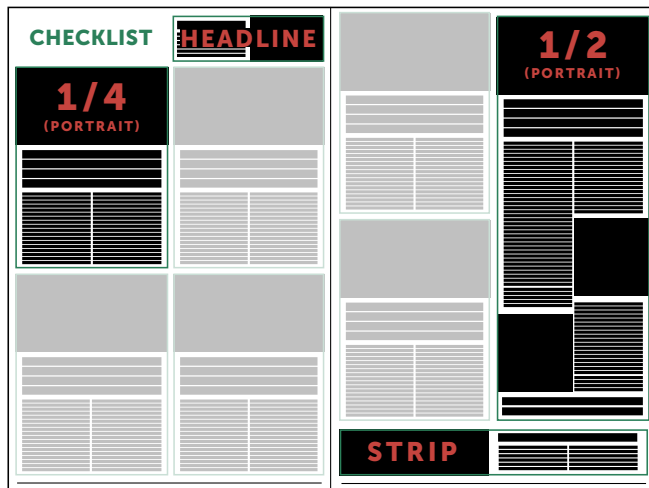
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition upgrade	£1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Portrait: 110 x 106.5 mm

HALF PAGE

Portrait: 224 x 106.5 mm

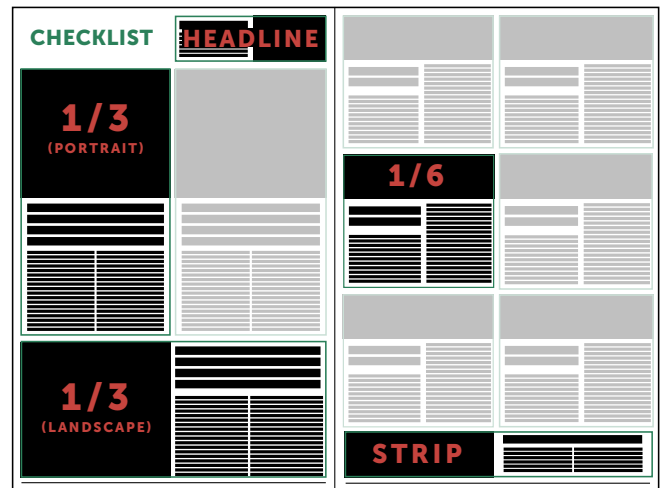
Total word count	130-150 words (includes call to action)	Total word count	250-300 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	3 images + logo

STRIP Landscape: 218 x 37 mm

Total word count	80-100 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape: 72 x 218 mm
Portrait: 148 x 106.5 mm

SIXTH PAGE

Landscape: 72 x 106.5 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. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 image + logo

HEADLINE COMPETITION Landscape: 37 x 106.5 mm

Copy	What is the prize and its value.
URL	Hurst Media will provide competition link
Images	1 image

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. 15 words for a call to action.
- Hurst Media reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

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 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 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 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

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Green & Ethical Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Guardian Weekend Magazine*. All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

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