

The **Green & Ethical Checklist** is a full-colour, tabloid-sized 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.

- 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

Committee with a conscience – these environmentally friendly businesses are run with ethics principles, aiming to be good for the world and the planet too

Win one of five eco-friendly office stationary bundles worth \$150 each

to win see the full details and how to enter at www.ecochoice.co.uk

no standstill entries on a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/z/0/1/2/3/4/5/6/7/8/9

The eco-friendly laundry solution

The Laundry Eggs are an innovative laundry solution for busy households. Perfect for use in the most delicate of fabrics, the Laundry Eggs (Hypoallergenic and holds 800g of Laundry Product) ensure that you get the most out of each wash cycle without the use of harsh chemicals that stain and irritate. Features 10 mineral pellets that dissolve under the water and naturally lift any fibres without leaving colour or residue on clothes. Perfect for use in the most delicate of fabrics, the Laundry Eggs (Hypoallergenic and holds 800g of Laundry Product) ensure that you get the most out of each wash cycle without the use of harsh chemicals that stain and irritate. Features 10 mineral pellets that dissolve under the water and naturally lift any fibres without leaving colour or residue on clothes.

Available in Fresh Linen, Spring Blossom and Eucalyptus. Free delivery in the UK. Perfect for use in the most delicate of fabrics, the Laundry Eggs (Hypoallergenic and holds 800g of Laundry Product) ensure that you get the most out of each wash cycle without the use of harsh chemicals that stain and irritate. Features 10 mineral pellets that dissolve under the water and naturally lift any fibres without leaving colour or residue on clothes.

Shop at ecoeegg.com or call 02022 539300 to find out more.

We are really just 12 years from climate catastrophe!

UNEP COMMUNITIES THAT'S the leading think tank on climate change, the UNEP Intergovernmental Panel on Climate Change (IPCC) has just published a report that sets out how we need to change our ways of life to avoid a climate catastrophe. The report is a stark warning that unless we take action now, we will face a world of environmental disaster. The report is a stark warning that unless we take action now, we will face a world of environmental disaster.

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ecochoice

If you switch to Ecochoice for your energy, you receive a FREE £100 cash voucher to spend with John Lewis. Just quote CHECKLIST when you join at ecochoice.co.uk

A sustainable gift that grows

WITH TREEDAY, YOU CAN PLANT A TREE in the other end of the world. Gift it to loved one or friend to inspire them. There are a number of different species to choose from, from native British trees to exotic ones. You can also choose to plant a tree in a specific location, such as a school or a charity. You can also choose to plant a tree in a specific location, such as a school or a charity.

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freedom

Established in 1982, Freedom has been a leading name in the UK for over 30 years. We are a company that is committed to providing the best possible service to our customers. We are a company that is committed to providing the best possible service to our customers.

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Have wondered what your pension is doing for the planet?

YOU DECIDE, you decide – but how? A person helping the environment in the investment industry does not always make it clear to know when your money works. However, sustainability responsible companies are designed to be good for the planet and transport – so you can rest easy when investing your money. This is done by investing in companies that are socially responsible. This is done by investing in companies that are socially responsible.

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Thrivings

Thrivings is a company that is committed to providing the best possible service to our customers. We are a company that is committed to providing the best possible service to our customers.

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Friendli

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Effortless savings on your energy bills, forever

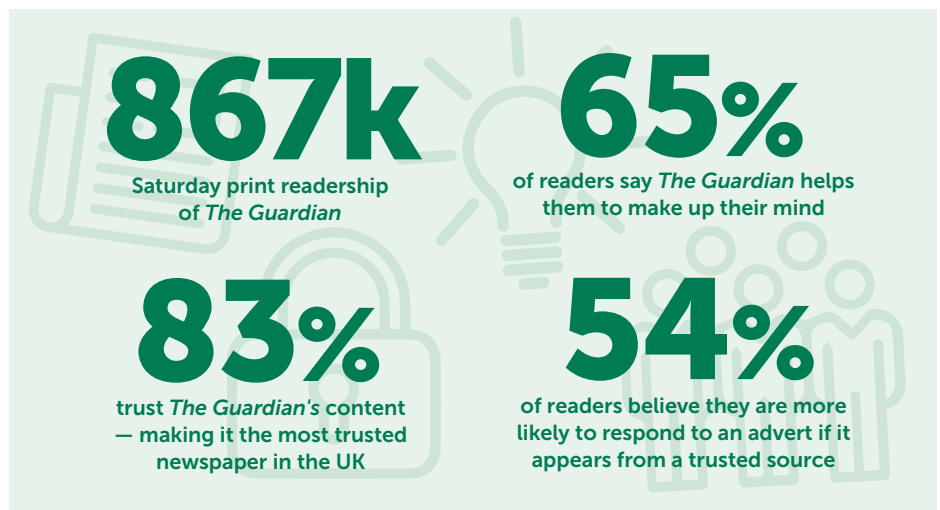
MOST OF US KNOW THAT SWITCHING our energy supply will save us money. But what better business reason to switch to a greener and cost saving deal than you can get from Ego? As a company that is committed to providing the best possible service to our customers, we are a company that is committed to providing the best possible service to our customers.

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

THE LEADING UK meat company, Hello Fresh, has launched a new range of meat kits. These kits are designed to help you reduce food waste in the kitchen. They are designed to help you reduce food waste in the kitchen.

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GENDER

- 57% Female
- 43% Male

AGE

- 18-34: 19%
- 35+: 81%

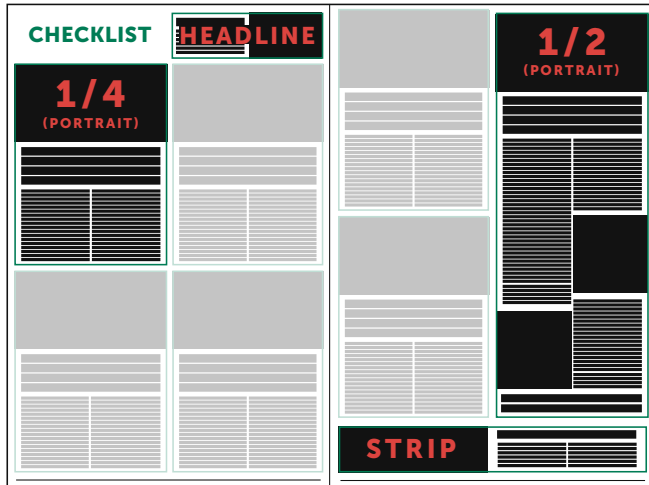
- 220,240 copies of *Guardian Weekend Magazine* are published on a Saturday
- 867,492 average Saturday readership
- Distributed UK wide

Third page	£7,500
Quarter page	£5,625
Sixth page	£3,750
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: 118 x 132 mm

EIGHTH PAGE

Landscape: 118 x 63 mm
Portrait: 57 x 118 mm

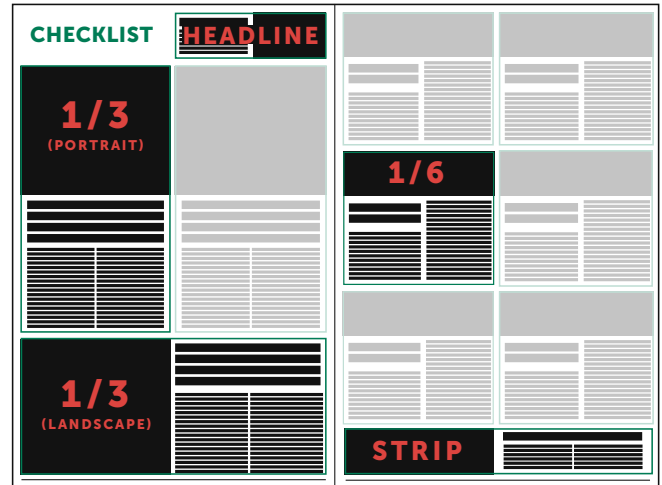
Total word count	200-250 words	Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 image + logo

STRIP Landscape: 240 x 42.5 mm

Total word count	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: 240 x 87 mm
Portrait: 118 x 178 mm

SIXTH PAGE

Landscape: 118 x 87 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: 118 x 42.5 mm

Total word count	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. 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

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

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

MEDIA SALES

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

PRODUCTION DEPARTMENT

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



HURST MEDIA
The UK's trusted media partner