

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

Commerce 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 Eggs 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 of fabrics, the Laundry Eggs is a hypoallergenic and biodegradable. (Allergy-friendly product award)

Available in Fresh Linen, Spring Blossom and Fragrance Free, the Laundry Eggs is refillable, allowing you to say goodbye to single-use plastic detergent and fabric softener bottles. In fact, if you normally put one wash on a day, you will save around 407 bottles of detergent and softener each year! You'll also be helping to save tonnes of harsh chemicals from going down our drains and polluting our water systems each year.

ecologic

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

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

For more information on how to win one of five eco-friendly office stationary bundles worth £50 each, visit ecologic.com

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) 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 lives on it.

Supplier takes only a few minutes, and in just a few years, you could prevent over a tonne of CO2 from entering the atmosphere – that's the equivalent of taking a car off the road for 5,000 miles. It would take over 500 trees one year to absorb that much CO2. We need your help to make the next 12 years count.

ecotricity

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've heard it – but have it your pension helping the environment in the past? The investment industry did not always make it so easy to know where your money went. However, many socially 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 data provided by NGOs, 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 verifiable data on its board.

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

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

As with all investing, you need to go in with the idea of your portfolio with Natmeg can make a difference to your pension. The performance is not a guarantee of future performance. The Natmeg team.

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 vegan thing. The Vegans Society's 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

You won't find painkillers, parabens, sulphates, isotonic or preservatives in any Friendly Soap products, all they add is a huge good factor. Everything is supplied in plastic-free boxes that are recycled and recyclable. Friendly Soap is registered with The Vegan Society. Friendly Soap International and have earned a 'best' rating with Ethical Consumer, so you can enjoy a spotlessly clean conscience.

Get 20% off with the code SOAPATfriendlysoap.co.uk

Lathered with love! Nourishing antibacterial soap

THE DELICIOUS DOUBLES ACT packs a very powerful punch. Friendly Soap's two key ingredients combine to produce a low pH, antibacterial, anti-fungal and good for your wellbeing. Handmade with coconut oil, shea butter, olive oil, tea tree essential oil and natural powder. All this in a soap that's also smooth, always fragrancing and priced at £2.25.

Friendly Soap

Effortless savings on your energy bills, forever

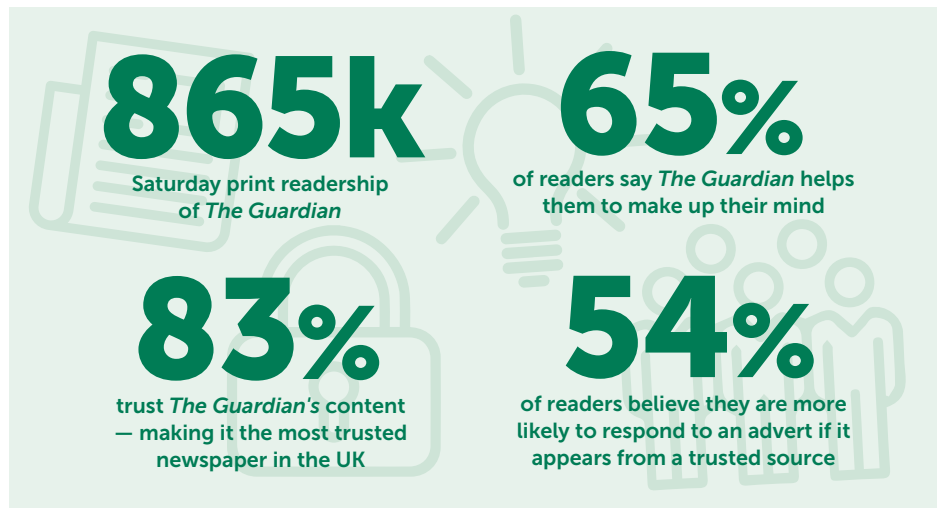
MEET US ON SHOW that **Flippa** is your energy solution. Not only can it help, but it won't bother because we think it's going to be a hassle or confusing. Well, now you can get **Flippa** for as little as £10. Their fully automated and intelligent switching service means you can save considerably while never needing to compare your energy bills again. **Flippa** searches the energy market for you and once a better deal is found they'll Top up to £10, managing the whole process for you. They compare and let you know more, more often to save you more money. From the get-go, **Flippa** uses the information unique to you to help you save money. This personalised service is unique to **Flippa** instead of usage estimates, we use the actual data from your bills to calculate a highly accurate.

You are only required to sign up to **Flippa** for a 30-day trial, which will save you £20. After 30 days, **Flippa** members save an average of £120 per annum on their energy bills when **Flippa** is the first to sign up. **Flippa** is so sure that they can save you a bundle, you only pay their £10 annual membership fee when they've guaranteed you a saving of at least £50. So put energy bills off your mind once and for all with **Flippa** community.

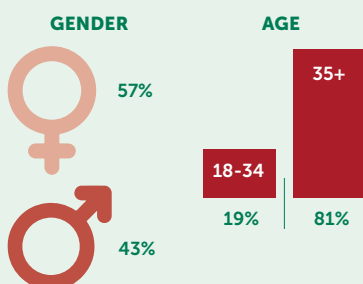
Reduce food waste in the kitchen with perfectly pre-portioned meal kits

Let's be honest, we're all guilty of it. We've got a lot of food in our fridges, but don't bother because we think it's going to be a hassle or confusing. Well, now you can get **Flippa** for as little as £10. Their fully automated and intelligent switching service means you can save considerably while never needing to compare your energy bills again. **Flippa** searches the energy market for you and once a better deal is found they'll Top up to £10, managing the whole process for you. They compare and let you know more, more often to save you more money. From the get-go, **Flippa** uses the information unique to you to help you save money. This personalised service is unique to **Flippa** instead of usage estimates, we use the actual data from your bills to calculate a highly accurate.

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



DEMOGRAPHICS



DISTRIBUTION

- 223,038 copies of *Guardian Weekend Magazine* are published on a Saturday
- 865,584 average Saturday readership
- Distributed UK wide

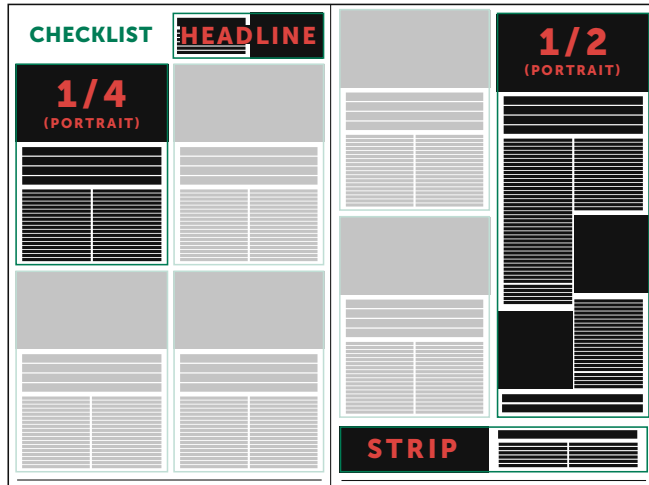
RATE CARD

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

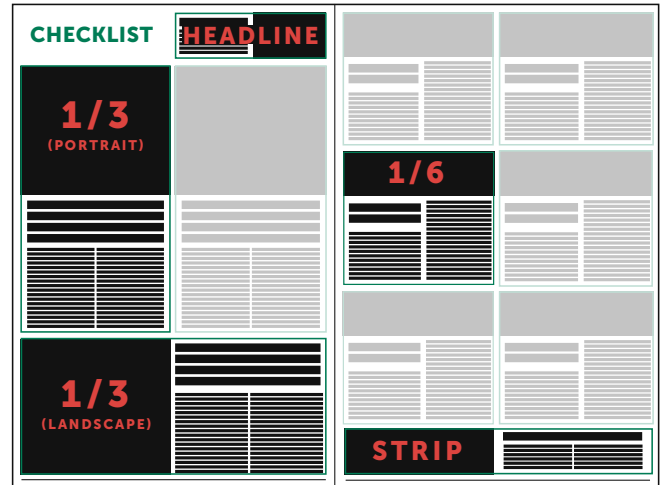
Total word count	130-150 words (includes call to action)	Total word count	250-300 words (includes call to action)
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	3 images + logo

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

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