

Best of Green & Ethical



The PUBLISHED WITH Guardian ON SATURDAYS

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

The Green and Ethical Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Guardian* newspaper.

The Guardian has always been regarded as a green newspaper 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 on a Saturday, **Green and 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

- 80% of readers say *The Guardian* is accurate and reliable
- 65% of readers say *The Guardian* helps them to make up their mind
- 83% of readers trust *The Guardian's* content, the most trusted publication in the UK
- 53% of readers say *The Guardian* is impartial and unbiased.

Best of Green & Ethical

Commence with a conscience - these environmentally balanced businesses are on the green side of the planet

Help to tackle climate change and make a return

Win a set of two designer CO₂ neutral planters Worth £50*

The eco-friendly laundry solution

ecoegg

Exacompta - the eco-friendly stationery company

Exacompta is a family-run business that has been producing eco-friendly stationery for over 40 years. Their products are made from recycled paper and are completely free of harmful chemicals. Exacompta is also a member of the Forest Stewardship Council (FSC), which ensures that their paper is sourced from responsibly managed forests.

The London-based company cleaning up the coffee industry

PERCOL

PERCOL is a London-based company that specialises in cleaning up the coffee industry. They offer a range of eco-friendly cleaning products for coffee machines, which are made from natural ingredients and are completely free of harmful chemicals.

The boiler with ultra-energy efficiency built in

INTERGAS

INTERGAS is a company that specialises in ultra-energy efficient boilers. Their boilers are designed to be highly efficient, which means they can save you a lot of money on your energy bills. INTERGAS also offers a range of other services, including gas safety checks and boiler repairs.

Woolcool insulated packaging - flying the flag for natural materials

WOOLCOOL

WOOLCOOL is a company that specialises in insulated packaging made from natural materials. Their packaging is made from wool, which is a natural insulator, and is completely free of harmful chemicals. WOOLCOOL also offers a range of other services, including packaging design and production.

Ever wondered what your pension is doing for the planet?

nutmeg

nutmeg is a company that specialises in ethical investment. They offer a range of ethical investment products, which are designed to help you grow your money while also supporting companies that are good for the planet. nutmeg also offers a range of other services, including financial advice and portfolio management.

Are we really just 12 years from climate catastrophe?

ecoticity

ecoticity is a company that specialises in eco-friendly technology. They offer a range of eco-friendly technology products, which are designed to help you reduce your carbon footprint. ecoticity also offers a range of other services, including eco-friendly design and production.

867k

Saturday print readership of *The Guardian*

65%

of readers say *The Guardian* helps them to make up their mind

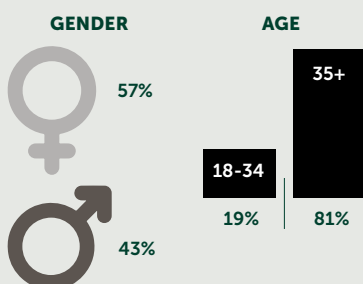
83%

trust *The Guardian's* content — making it the most trusted newspaper in the UK

54%

of readers believe they are more likely to respond to an advert if it appears from a trusted source

DEMOGRAPHICS



DISTRIBUTION

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

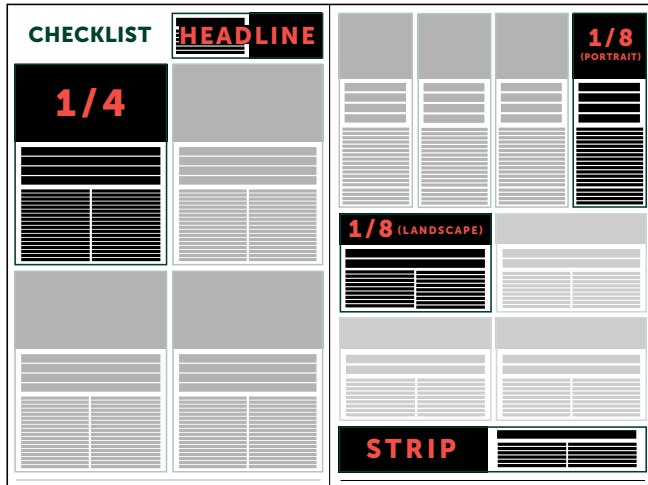
RATE CARD

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: 129.5 x 135.7 mm

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

EIGHTH PAGE

Landscape: 129.5 x 66 mm
Portrait: 62.8 x 135.7 mm

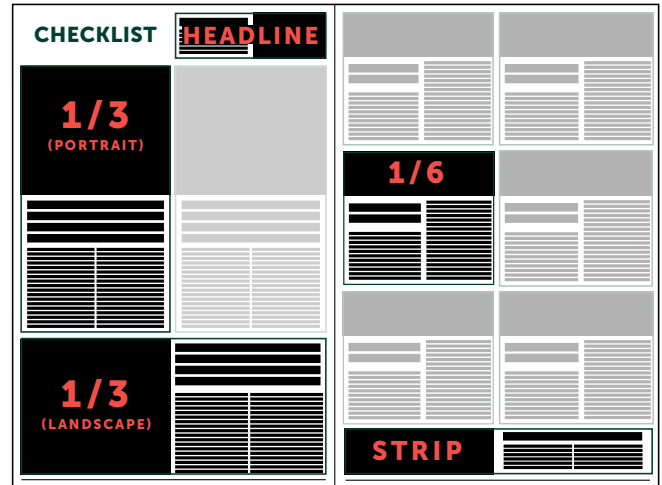
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 263 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: 263 x 89 mm
Portrait: 192.5 x 182.4 mm

Total word count	200-300 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	2-3 images + logo

SIXTH PAGE

Landscape: 129.5 x 89 mm

Total word count	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 image + logo

HEADLINE Landscape: 129.5 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. 20 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 and Ethical Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Guardian*
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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HURST MEDIA
The UK's trusted media partner