

GREEN AND ETHICAL checklist



PUBLISHED WITH The Observer ON SUNDAYS

(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 Observer*.

The Observer readers have an average household income of £59,764. This wealthy readership believes it is worth paying extra for quality products and services. The **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.

The **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 highly sympathetic to the cause.

PARTICULARLY CONSIDERING

- 60% of *Observer* readers are considered to be forward-looking individuals, curious about change and learning new things
- 85% of *Observer* readers are ABC1
- Observer* readers are passionate about good quality food and spend around £81 a week on groceries
- Observer* readers take an average of 4 trips every year, more than the average GB adult who takes 3 trips per year

GREEN AND ETHICAL checklist

Concerns with a conscience – from environmentally friendly businesses are on with strong principles, aiming to be good for the world and the planet.

Help to tackle climate change and make a return

At the heart of the Green and Ethical Checklist is a selection of products and services that are designed to help you tackle climate change and make a return. From eco-friendly clothing to sustainable home appliances, there's something for everyone. The Green and Ethical Checklist is a guide to the best products and services that are designed to help you tackle climate change and make a return.

Power your home from the sun, at night

At the heart of the Green and Ethical Checklist is a selection of products and services that are designed to help you power your home from the sun, at night. From solar panels to smart home appliances, there's something for everyone. The Green and Ethical Checklist is a guide to the best products and services that are designed to help you power your home from the sun, at night.

The eco-friendly laundry solution

At the heart of the Green and Ethical Checklist is a selection of products and services that are designed to help you find the eco-friendly laundry solution. From eco-friendly detergents to sustainable laundry services, there's something for everyone. The Green and Ethical Checklist is a guide to the best products and services that are designed to help you find the eco-friendly laundry solution.

Excerpt – the eco-friendly stationery company

At the heart of the Green and Ethical Checklist is a selection of products and services that are designed to help you find the eco-friendly stationery company. From eco-friendly pens to sustainable stationery services, there's something for everyone. The Green and Ethical Checklist is a guide to the best products and services that are designed to help you find the eco-friendly stationery company.

The boiler with ultra-energy-efficiency built-in

At the heart of the Green and Ethical Checklist is a selection of products and services that are designed to help you find the boiler with ultra-energy-efficiency built-in. From eco-friendly boilers to sustainable boiler services, there's something for everyone. The Green and Ethical Checklist is a guide to the best products and services that are designed to help you find the boiler with ultra-energy-efficiency built-in.

Beauty, hair and skincare naturally

At the heart of the Green and Ethical Checklist is a selection of products and services that are designed to help you find the beauty, hair and skincare naturally. From eco-friendly beauty products to sustainable beauty services, there's something for everyone. The Green and Ethical Checklist is a guide to the best products and services that are designed to help you find the beauty, hair and skincare naturally.

Woolcool insulated packaging – flying the flag for natural materials

At the heart of the Green and Ethical Checklist is a selection of products and services that are designed to help you find the woolcool insulated packaging – flying the flag for natural materials. From eco-friendly packaging to sustainable packaging services, there's something for everyone. The Green and Ethical Checklist is a guide to the best products and services that are designed to help you find the woolcool insulated packaging – flying the flag for natural materials.

The London-based company cleaning up the coffee industry

At the heart of the Green and Ethical Checklist is a selection of products and services that are designed to help you find the London-based company cleaning up the coffee industry. From eco-friendly coffee products to sustainable coffee services, there's something for everyone. The Green and Ethical Checklist is a guide to the best products and services that are designed to help you find the London-based company cleaning up the coffee industry.

PERCOL

At the heart of the Green and Ethical Checklist is a selection of products and services that are designed to help you find the PERCOL. From eco-friendly PERCOL products to sustainable PERCOL services, there's something for everyone. The Green and Ethical Checklist is a guide to the best products and services that are designed to help you find the PERCOL.

ecoeegg

At the heart of the Green and Ethical Checklist is a selection of products and services that are designed to help you find the ecoegg. From eco-friendly ecoegg products to sustainable ecoegg services, there's something for everyone. The Green and Ethical Checklist is a guide to the best products and services that are designed to help you find the ecoegg.

ecotricity

At the heart of the Green and Ethical Checklist is a selection of products and services that are designed to help you find the ecotricity. From eco-friendly ecotricity products to sustainable ecotricity services, there's something for everyone. The Green and Ethical Checklist is a guide to the best products and services that are designed to help you find the ecotricity.

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

At the heart of the Green and Ethical Checklist is a selection of products and services that are designed to help you find the reduce food waste in the kitchen with perfectly pre-portioned meal kits. From eco-friendly meal kits to sustainable meal kit services, there's something for everyone. The Green and Ethical Checklist is a guide to the best products and services that are designed to help you find the reduce food waste in the kitchen with perfectly pre-portioned meal kits.

698k

Average readership of
The Observer on a Sunday

More likely to...

...be well connected,
information-hungry and vocal
media consumers

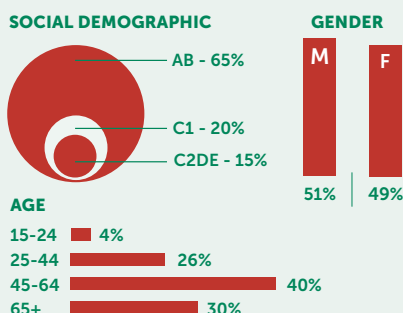
£400

is the average credit card spend per
month by Observer readers

85%

of Observer readers
are ABC1

DEMOGRAPHICS



DISTRIBUTION

- 161,984 copies of *The Observer* published on a Sunday
- 548,000 average readership
- Distributed UK wide

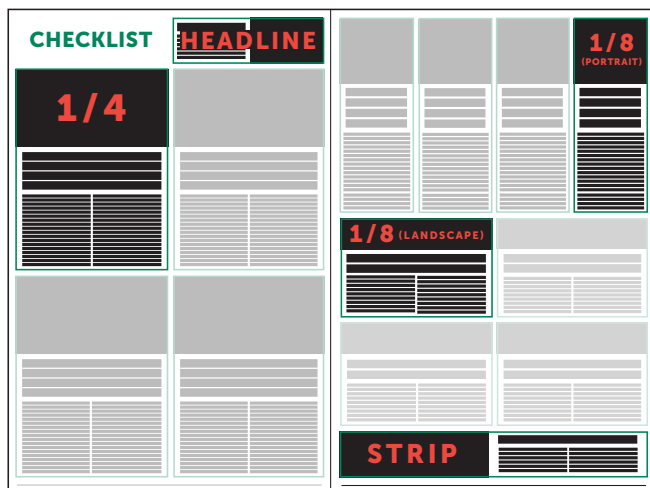
RATE CARD

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 , 1/8 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

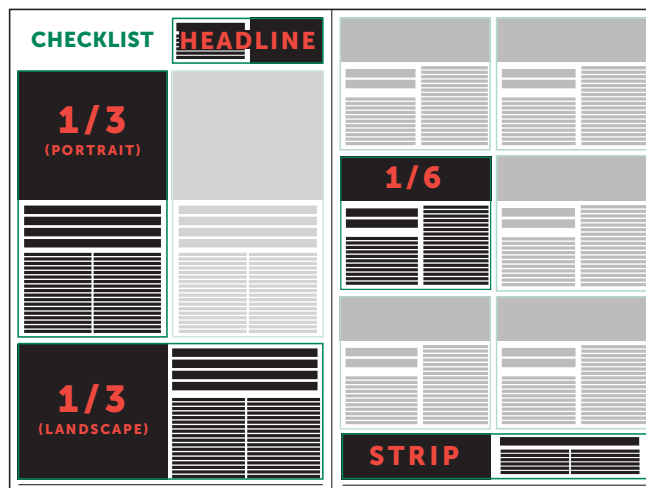
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

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

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 Observer*. 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 4020
production@hurstmediacompany.co.uk



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