

Your free food magazine
Feast: a student special
 100 pot recipes | 11 meals | 30 special adverts

The Guardian

Saudi Arabia
 pays UK firms
 millions to
 boost image

Interview
Viola Davis
 is 'lost soul'
 at the height
 of her career
 opportunity
by Lisa Schwarzbaum

The 50 best
 new TV
 series and
 movies

Plus
 the best
 new
 books

Free food magazine
Feast
 100 recipes
 11 meals
 30 adverts

The Guardian

**This is the face of climate
 change, say scientists**

Climate change
 Scientists
 say the world
 is heading
 for a
 'catastrophic'
 future

Big screens
 The new
 cinema is
 a click to
 go
*by David
 Karger*

TV
 The new
 TV series
 are a
 click to
 go
*by David
 Karger*

Books
 The new
 books
 are a
 click to
 go
*by David
 Karger*

Music
 The new
 music
 is a
 click to
 go
*by David
 Karger*

Art
 The new
 art
 is a
 click to
 go
*by David
 Karger*

Science
 The new
 science
 is a
 click to
 go
*by David
 Karger*

Environment
 The new
 environment
 is a
 click to
 go
*by David
 Karger*

Health
 The new
 health
 is a
 click to
 go
*by David
 Karger*

Travel
 The new
 travel
 is a
 click to
 go
*by David
 Karger*

Food
 The new
 food
 is a
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*by David
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Style
 The new
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*by David
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Opinion
 The new
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 is a
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*by David
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Letters
 The new
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Index
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Subscription
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Advertising
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Classifieds
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*by David
 Karger*

Real Estate
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Jobs
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Legal
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Finance
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Technology
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(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

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.

GREEN AND ETHICAL checklist

Companies with a conscience – these environmentally balanced businesses are committed to making a difference for the good of the world and the planet too

Help to tackle climate change and make a return

ITW THERM is one of the world's largest manufacturers of heat exchangers and heat transfer equipment. The company has been a member of the Green Alliance since 2007 and has been awarded the ISO 14001 certification. The company has a commitment to reducing its carbon footprint and has implemented a number of measures to achieve this, including the use of renewable energy and the implementation of a water conservation programme. The company has also been awarded the Green Alliance award for its commitment to the environment.

2017 Green Alliance award for its commitment to the environment.

2017 Green Alliance award for its commitment to the environment.

2017 Green Alliance award for its commitment to the environment.

Power your home from the sun, at night

Moixa is a company that has been awarded the Green Alliance award for its commitment to the environment. The company has been awarded the ISO 14001 certification and has implemented a number of measures to reduce its carbon footprint, including the use of renewable energy and the implementation of a water conservation programme. The company has also been awarded the Green Alliance award for its commitment to the environment.

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The eco-friendly laundry solution

The ECOLOGICAL DYE is a company that has been awarded the Green Alliance award for its commitment to the environment. The company has been awarded the ISO 14001 certification and has implemented a number of measures to reduce its carbon footprint, including the use of renewable energy and the implementation of a water conservation programme. The company has also been awarded the Green Alliance award for its commitment to the environment.

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2017 Green Alliance award for its commitment to the environment.

Exacompta – the eco-friendly stationery company

FOR OVER 50 YEARS, Exacompta has been a leading manufacturer of stationery and office equipment. The company has been a member of the Green Alliance since 2007 and has been awarded the ISO 14001 certification. The company has a commitment to reducing its carbon footprint and has implemented a number of measures to achieve this, including the use of renewable energy and the implementation of a water conservation programme. The company has also been awarded the Green Alliance award for its commitment to the environment.

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Exacompta

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The London-based company cleaning up the coffee industry

PERCOL is a company that has been awarded the Green Alliance award for its commitment to the environment. The company has been awarded the ISO 14001 certification and has implemented a number of measures to reduce its carbon footprint, including the use of renewable energy and the implementation of a water conservation programme. The company has also been awarded the Green Alliance award for its commitment to the environment.

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PERCOL

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2017 Green Alliance award for its commitment to the environment.

2017 Green Alliance award for its commitment to the environment.

The boiler with ultra-energy efficiency built-in

AS THE LOWEST CARBON-EMISSIONS boiler on the market, the Eco-Boiler is the most efficient boiler available. The boiler is designed to be used with a condensing gas boiler, which means it can be used in a wide range of applications. The boiler is also designed to be used with a condensing gas boiler, which means it can be used in a wide range of applications. The boiler is also designed to be used with a condensing gas boiler, which means it can be used in a wide range of applications.

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2017 Green Alliance award for its commitment to the environment.

Intergas

2017 Green Alliance award for its commitment to the environment.

2017 Green Alliance award for its commitment to the environment.

2017 Green Alliance award for its commitment to the environment.

Woolcool insulated packaging – flying the flag for natural materials

Woolcool is a company that has been awarded the Green Alliance award for its commitment to the environment. The company has been awarded the ISO 14001 certification and has implemented a number of measures to reduce its carbon footprint, including the use of renewable energy and the implementation of a water conservation programme. The company has also been awarded the Green Alliance award for its commitment to the environment.

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Woolcool

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2017 Green Alliance award for its commitment to the environment.

Ever wondered what your pension is doing for the planet?

THE GREEN ALLIANCE has been awarded the ISO 14001 certification and has implemented a number of measures to reduce its carbon footprint, including the use of renewable energy and the implementation of a water conservation programme. The company has also been awarded the Green Alliance award for its commitment to the environment.

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nutmeg

2017 Green Alliance award for its commitment to the environment.

2017 Green Alliance award for its commitment to the environment.

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Are we really just 12 years from climate catastrophe?

ecoticity is a company that has been awarded the Green Alliance award for its commitment to the environment. The company has been awarded the ISO 14001 certification and has implemented a number of measures to reduce its carbon footprint, including the use of renewable energy and the implementation of a water conservation programme. The company has also been awarded the Green Alliance award for its commitment to the environment.

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ecoticity

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2017 Green Alliance award for its commitment to the environment.

- 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
- *The Guardian* reaches 894,200 readers within the affluent ABC1 demographic
- 53% of readers say *The Guardian* is impartial and unbiased

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

57% 35+ 18-34 19% 81% 43%

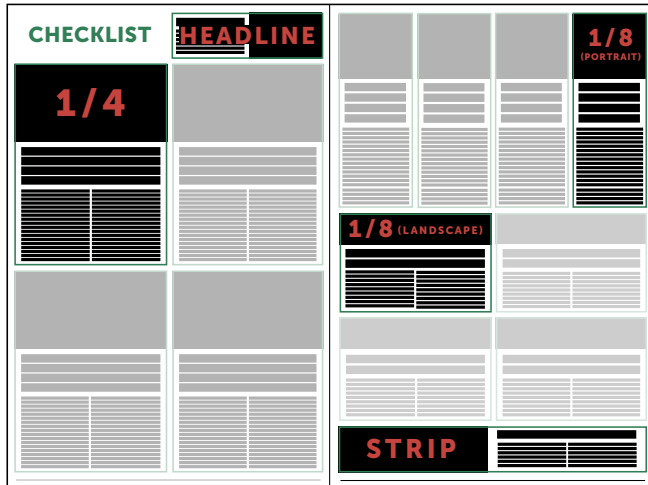
- 220,240 copies of *The Guardian* are published on a Saturday
- 867,492 average Saturday readership
- Distributed UK wide

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: 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

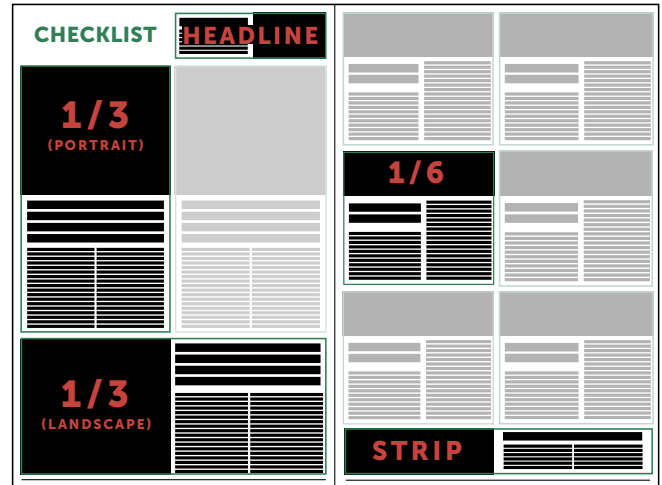
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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 Guardian*
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



HURST MEDIA
The UK's trusted media partner