

Green and Ethical checklist



PUBLISHED WITH LONDON METRO ON FRIDAYS

(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 Metro.

As the UK's highest circulation print newspaper, the Metro reaches a wide and varied audience, made up mainly of London commuters, 57% of whom are in the ABC1 social demographic. Green and Ethical Checklist will serve as an essential guide to help these readers to lead a more ecologically aware lifestyle.

It showcases a high-quality selection of environmentally friendly products and services ranging from fashion, food & drink, technology and gadgets to energy, home improvement, charities and travel.

Published on a Friday, Green and Ethical Checklist is the perfect shop window for brands and organisations to benefit from a large and aspirational readership who regularly engage with newspapers on their daily commute.

PARTICULARLY CONSIDERING

- The average age of a Metro reader is 45
- Metro reaches a varied audience, 38% of whom believe that it's important to continue learning new things
- The Metro readership is made up of 43% female and 57% male and readers
- Metro attracts a wide audience and reaches more 18- to 44-year-olds than any other national newspaper.

Green and Ethical checklist of

ADVERTISEMENT

Exacompta – the eco-friendly stationery company

To be more about our 'Paper' range and environment strategies visit [www.exacompta.co.uk](#)

Exacompta is a family-owned business, established in 1947, and has a long history of providing high-quality stationery products. Our commitment to sustainability is at the heart of everything we do. We use 100% recycled paper and have a range of eco-friendly products to help you reduce your carbon footprint.

Visit our website at [www.exacompta.co.uk](#) for more information.

The boiler with ultra-energy-efficiency built-in

ADVERTISEMENT

Intergas boilers are the most energy-efficient on the market. They have a built-in condenser that recycles heat from the exhaust gases, reducing energy consumption by up to 10%. This means lower running costs and a smaller carbon footprint.

Intergas boilers are also highly reliable and come with a 5-year warranty. Visit our website at [www.intergas.co.uk](#) for more information.

Help to tackle climate change and make a return

ADVERTISEMENT

At Ecoegg, we offer a range of eco-friendly products that help you reduce your carbon footprint. Our products are made from sustainable materials and are designed to be long-lasting and durable. Visit our website at [www.ecoegg.co.uk](#) for more information.

Ever wondered what your pension is doing for the planet?

ADVERTISEMENT

nutmeg

THE UK'S DIGITAL FINANCIAL PLATFORM

Why not open a socially responsible portfolio today? Get more information. Call 0300 2000 1010 for more information.

Win a set of two designer CO₂ neutral planters Worth £150!

ADVERTISEMENT

CPDI

CPDI is a leading manufacturer of high-quality planters. We are proud to offer a range of eco-friendly products that are both stylish and sustainable. Visit our website at [www.cpdi.co.uk](#) for more information.

The London-based company cleaning up the coffee industry

ADVERTISEMENT

PERCOL

PERCOL is a London-based company that specialises in cleaning up the coffee industry. We provide a range of eco-friendly cleaning products that are safe for the environment and your health. Visit our website at [www.percol.co.uk](#) for more information.

Woolcool insulated packaging - flying the flag for natural materials

ADVERTISEMENT

Woolcool

Woolcool is a leading manufacturer of insulated packaging. We use natural materials like wool to create high-quality, sustainable packaging solutions. Visit our website at [www.woolcool.co.uk](#) for more information.

Are we really just 12 years from climate catastrophe?

ADVERTISEMENT

ecoticity

ecoticity is a leading manufacturer of eco-friendly products. We provide a range of sustainable solutions for your business and home. Visit our website at [www.ecoticity.co.uk](#) for more information.

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

ADVERTISEMENT

ecoticity

ecoticity is a leading manufacturer of eco-friendly products. We provide a range of sustainable solutions for your business and home. Visit our website at [www.ecoticity.co.uk](#) for more information.

1.3m
Daily print readership of Metro

38%
of readers strongly agree "it's important to continue learning new things throughout your life"

75%
read Metro before 9am each day, with most on a train, tube or bus journey

30%
Adults are interested in the education pages of newspapers – more than any other national newspaper

DEMOGRAPHICS

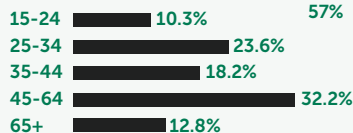
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 670,197 copies of Metro published daily
- 1,320,000 average issue readership
- London distribution

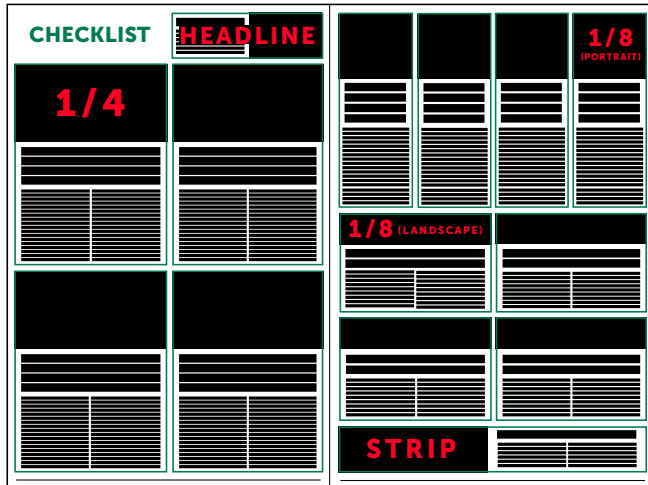
RATE CARD

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: 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

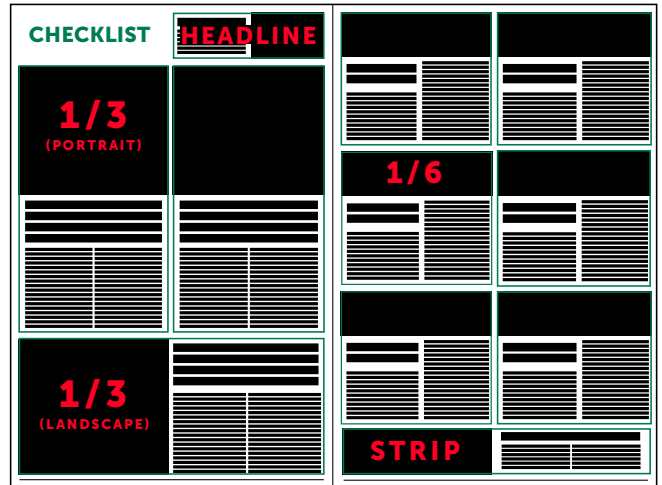
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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: 129.5 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, 1 Phipp Street, London, EC2A 4PS
Company number: 08375910 VAT number: 161866882

Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in Metro

All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](https://www.hurstmediacompany.co.uk/hurst-media-advertising-terms)

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