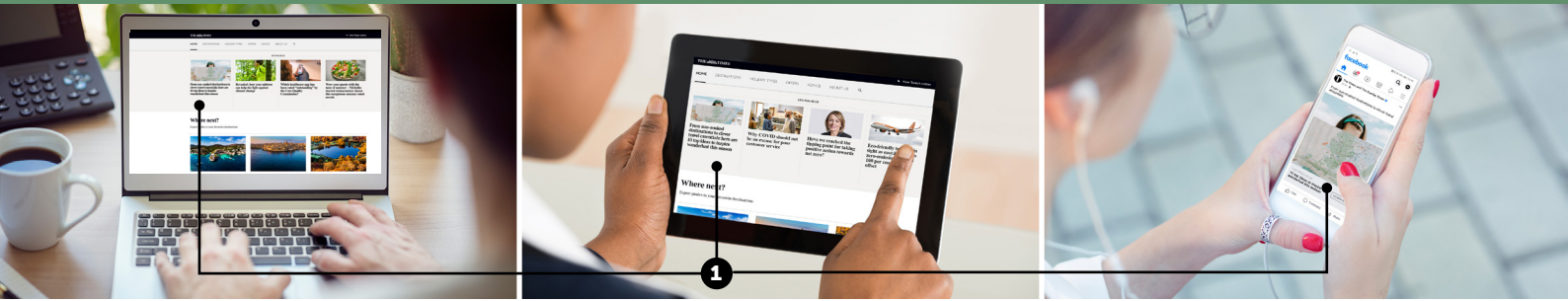


Green and Ethical *checklist*

10 TOP WAYS TO LEAD A MORE ENVIRONMENTALLY FRIENDLY LIFESTYLE

(Eventual title will be chosen by the Times Online on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH THE TIMES ONLINE ON WEDNESDAYS

Green & Ethical Checklist is a native feature of 10 sponsored articles published on *The Times Online*. It appears in content relevant areas of the website and is promoted by way of circa 10 million ad-site traffic drivers **1** – the advertorial content is hosted perpetually on *The Times Online* and includes individual links for the benefit of all 10 advertising partners.

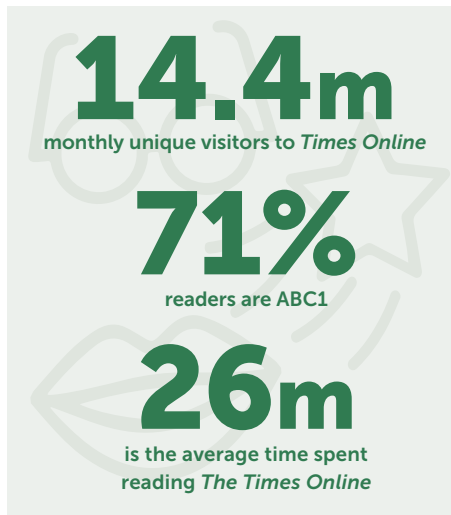
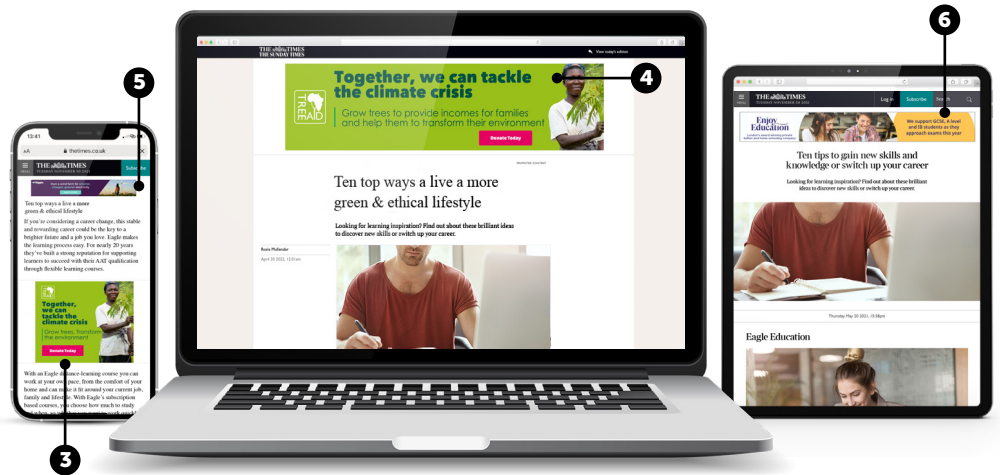
The Times readers have an average family income of £55,885. This wealthy readership believes it is worth paying extra for quality products and services. **Green & Ethical Checklist** serves as the essential guide to empower these readers to make positive changes in order to lead a more ecologically aware lifestyle.

It will showcase a high-quality selection of environmentally-friendly products and services ranging from food & drink, fashion, and technology, to charities and travel options.

Green & Ethical Checklist is the perfect shop window for brands and organisations to benefit from the robust editorial environment in *The Times*, and a readership which is highly sympathetic to the cause.


PARTICULARLY CONSIDERING

- *Times* readers have a mean family income of £55,885
- *Times* readers are 63% more likely to buy new products before most of their friends
- *The Times* readers are twice as likely to have a university degree or doctorate.



SPONSORED ARTICLE EXAMPLE

Home Cleaning Products With A Conscience



Standard cleaning products typically have an ingredient list packed with chemicals and irritants, harmful to the planet, as well as being potentially dangerous to our skin and respiratory systems.

Ecolzone: the responsible, chemical-and-cruelty-free cleaning brand which uses plant-based ingredients that are kinder to you, better for the planet yet still potent enough to kill germs, remove stains and leave every part of your house sparkling.

Each of Ecolzone's products - there are over 100 in the range across laundry, dishwashing and household cleaning - is made from eco-friendly ingredients, with many available in bulk sizes to minimise packaging and plastic. The brand also manufactures biodegradable bin bags, as well as enzymatic drain-cleaning sticks.

Ecolzone's reusable, hypoallergenic EcoBalls are cult favourites that eliminate the need for laundry detergent, saving on packaging waste and preventing unnecessary chemicals from ending up in the water system. EcoBalls are filled with mineral pellets to clean your clothes and boast the Allergy UK seal of approval for even the most sensitive skin types. They can be thrown in your washing machine for up to 1,000 cycles.

Ecolzone's newest release? A Multi Purpose Cleaning Paste, designed to clean a variety of surfaces from the bathroom sink to the barbecue.

[Click here to buy Ecolzone's products online or find your nearest stockist](#)

[CLICK HERE TO SEE A LIVE FEATURE](#)

RATE CARD

Sponsored article and banner package £15,000

Promoted by way of circa 10m ad-site traffic drivers:
1 sponsored article **2**, 1 MPU **3**, 1 billboard **4**,
1 mobile banner **5**, 1 leaderboard **6**

Video upgrade £1,000

Competition Upgrade £1,000

DISTRIBUTION

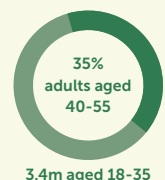
- Published on the *The Times Online* homepage and hosted on the website perpetually
- Promoted by way of circa 10m ad-site traffic drivers
- Available nationwide

DEMOGRAPHICS

GENDER

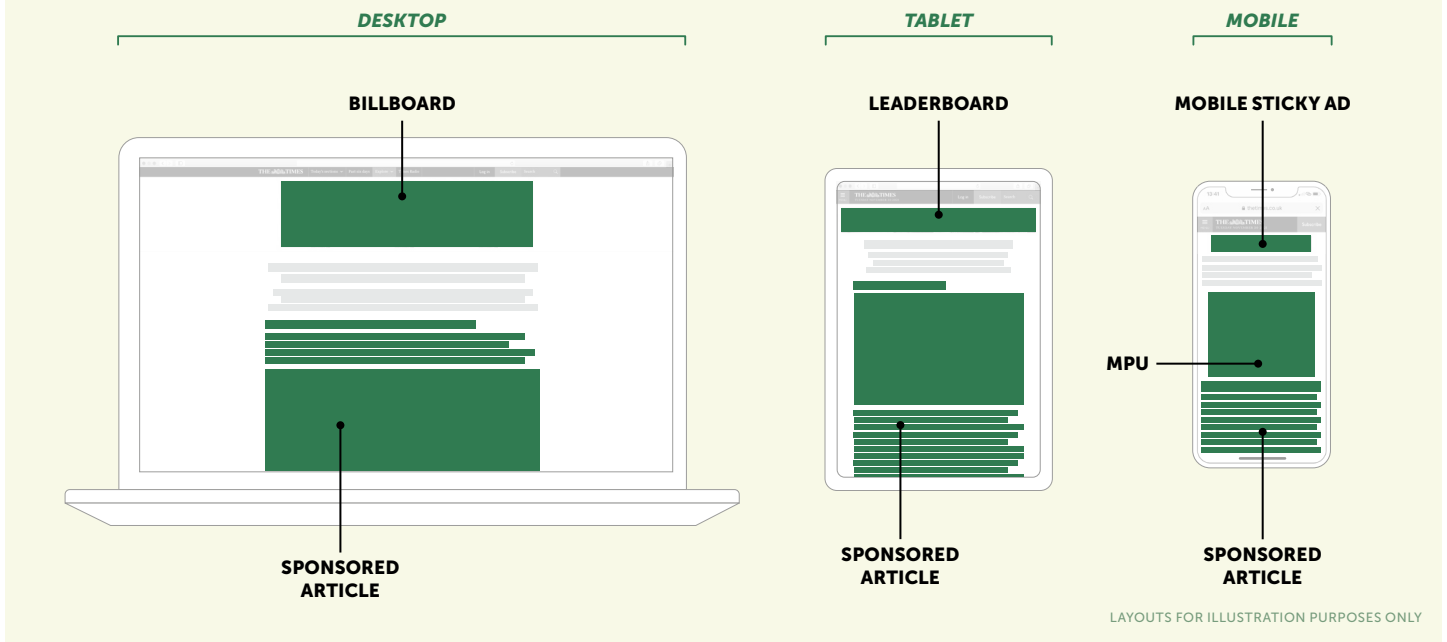


AGE



[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Word count:** 150 words
- **Headline:** Written by *Times Online*
- **Contact information:** Your website

IMAGE SPECIFICATION

- **Image size:** 1000px (w) x 667px (h)
- **Format:** RGB JPEG or PNG
- **Resolution:** 72 dpi

Images should be high quality lifestyle photographs promoting your product or service. In case of a video upgrade, that should be supplied as a *Vimeo* link or MP4 file.

DISPLAY AD SPECS

BILLBOARD

- Displays on desktop only
- **Size:** 970px (w) x 250px (h)

LEADERBOARD

- Displays on tablet only
- **Size:** 728px (w) x 90px (h)

MOBILE STICKY AD

- Displays on mobile only
- **Size:** 320px (w) x 50px (h)

MPU (MID PAGE UNIT)

- Displays on mobile only
- **Size:** 300px (w) x 250px (h)

SUPPLYING CONTENT

PLEASE NOTE: The full content specification and artwork deadline will be given after booking.
Your content can be emailed to production@hurstmediacompany.co.uk

CREATION, PROOFING & APPROVAL

CREATION PROCESS

- After receiving your content, Hurst Media Company will review and forward to *Times Online*.
- Copy for advertorial features will be subedited by *Times Online's* editorial team to meet their house style.

PROOFING & APPROVAL PROCESS

- Hurst Media Company will supply a proof to you.
- After sending a proof, we require either your approval to publish the article or any factual copy corrections.
- If you have any copy changes, you have the option of two rounds of corrections before final approval is required.
- Please ensure any amendments are clear and concise.
- Approval is required within 48 hours unless advised otherwise.

TERMS & CONDITIONS

- Checklist is advertorial content compiled by Checklist who takes sole responsibility for the content, but is published on *Times Online*.
- All bookings are made subject to our Terms & Conditions of advertising, which are available [here](#).
- We reserve the right to convert images to meet the technical specification if they are not supplied as such.
- Image use and copy are subject to *Times Online's* editorial discretion.
- Ads must adhere to the Advertising Standards Authority's (ASA) UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code), which can be read [here](#).

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