

Green and Ethical checklist



PUBLISHED WITH *i* 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 & Ethical Checklist** is a full-colour, tabloid sized, double-page spread of advertorial content published in the weekend section of *The i*.

Around 83% of *The i* readers are of an ABC1 demographic and are known to welcome new information. *The i* is renowned for its expert commentary, which is why **Green & Ethical Checklist** will serve as an essential guide for anyone interested in leading a more environmentally aware lifestyle.

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

Green & Ethical Checklist is the perfect shop window for brands and organisations to benefit from an engaged audience, who are committed to reducing their carbon footprint.

PARTICULARLY CONSIDERING

- 92% of *i* readers think it is important to continue to learn new things throughout life
- 55% like to be surrounded by different people, cultures, ideas, lifestyles
- Responsive readers are 2.6 times more likely to find newspaper ads useful for purchase decisions
- A tech savvy 51% want to keep up-to-date with new technology.

The grid contains 12 small advertisements, each with a headline and a small image. The ads include:

- Green and Ethical checklist of** (introductory ad)
- Exacompta - the eco-friendly stationery company**
- The boiler with ultra-energy-efficiency built-in**
- Ever wondered what your pension is doing for the planet?**
- Help to tackle climate change and make a return**
- Win a set of two designer CO₂ neutral planters worth £150!**
- Woolool insulated packaging - flying the flag for natural materials**
- Are we really just 12 years from climate catastrophe?**
- The London-based company cleaning up the coffee industry**
- The eco-friendly laundry solution**
- Reduce food waste in the kitchen with perfectly pre-portioned meal kits**
- ecoticity**

800k

Average print readership of *The i*

85%

do not read another newspaper

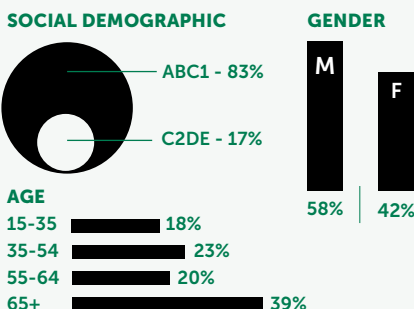
92%

of readers think it is important to continue to learn new things throughout life

2.4x

more likely to pay attention to newspapers ads

DEMOGRAPHICS



DISTRIBUTION

- 140,000 copies of *The i* published on a Saturday
- 800,000 average print readership
- Distributed UK wide

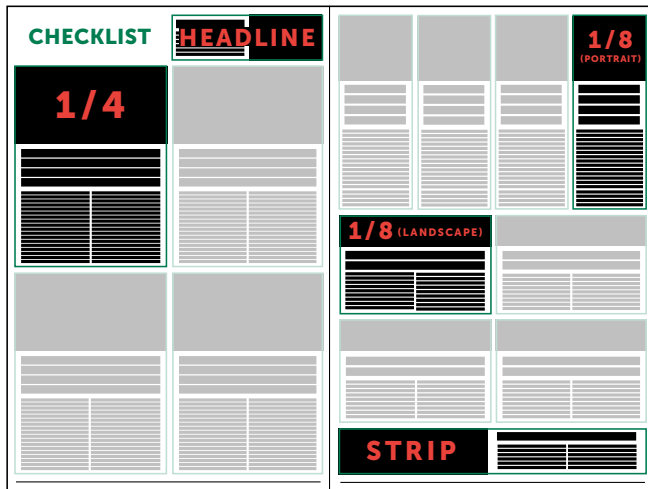
RATE CARD

Third page	£5,400
Quarter page	£4,050
Sixth page	£2,700
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: 130 x 137.7 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: 130 x 67 mm
Portrait: 63 x 137.7 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: 264 x 42.5 mm

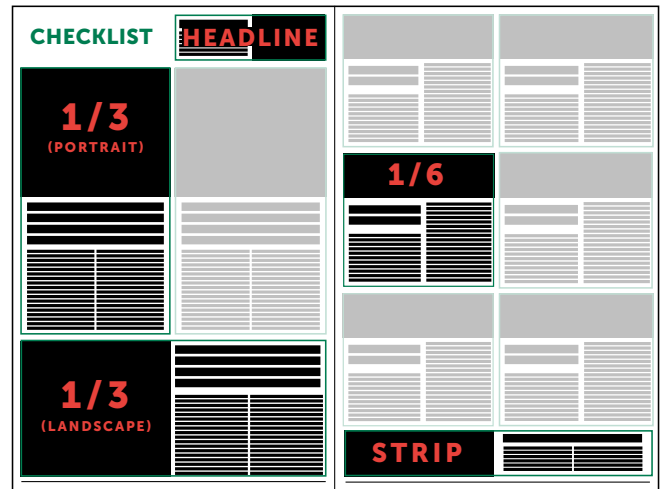
Total word count 120-150 words

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: 264 x 90.4 mm
Portrait: 130 x 185 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: 130 x 90.4 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: 130 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 & Ethical Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The i*

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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