

# Green and Ethical Checklist



## The Green and Ethical Checklist

**PUBLISHED WITH THE GUARDIAN 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 and Ethical Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Guardian* newspaper.

*The Guardian* has always been regarded as a green newspaper committed to progressing environmental issues. 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.

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.

### PARTICULARLY CONSIDERING

- 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
- 53% of readers say *The Guardian* is impartial and unbiased.

#### Green and Ethical checklist of

**Exocepts - the eco-friendly stationary company**

As the UK's leading stationary company, Exocepts has been committed to environmental responsibility since its inception in 2007. Our products are made from 100% recycled paper and are fully recyclable. We also offer a range of eco-friendly services, including digital printing and online ordering. Visit us at [www.exocepts.co.uk](http://www.exocepts.co.uk)

**Help to tackle climate change and make a return**

Join the Green and Ethical Checklist and help to tackle climate change while making a return. We offer a range of eco-friendly products and services, including digital printing and online ordering. Visit us at [www.exocepts.co.uk](http://www.exocepts.co.uk)

**Win a set of two designer CO<sub>2</sub> neutral planters Worth £150!**

Designers from the CO<sub>2</sub> neutral planters are now available. Visit us at [www.cop2.com](http://www.cop2.com)

**The eco-friendly laundry solution**

Our eco-friendly laundry solution is made from 100% natural ingredients and is completely biodegradable. Visit us at [www.ecoegg.com](http://www.ecoegg.com)

**The London-based company cleaning up the coffee industry**

PERCOL is a London-based company that is cleaning up the coffee industry. Visit us at [www.percol.co.uk](http://www.percol.co.uk)

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

PERCOL offers perfectly pre-portioned meal kits that help to reduce food waste in the kitchen. Visit us at [www.percol.co.uk](http://www.percol.co.uk)

#### Ever wondered what your pension is doing for the planet?

Ever wondered what your pension is doing for the planet? Visit us at [www.nutmeg.com](http://www.nutmeg.com)

**Woolcool insulated packaging - flying the flag for natural materials**

Woolcool insulated packaging is made from natural materials and is completely biodegradable. Visit us at [www.woolcool.com](http://www.woolcool.com)

**Are we really just 12 years from climate catastrophe?**

Are we really just 12 years from climate catastrophe? Visit us at [www.ecotricity.com](http://www.ecotricity.com)

# 867k

Saturday print readership of *The Guardian*

# 65%

of readers say *The Guardian* helps them to make up their mind

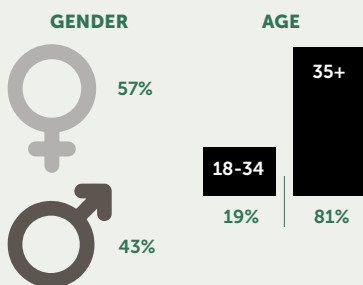
# 83%

trust *The Guardian's* content — making it the most trusted newspaper in the UK

# 54%

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

### DEMOGRAPHICS



### DISTRIBUTION

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

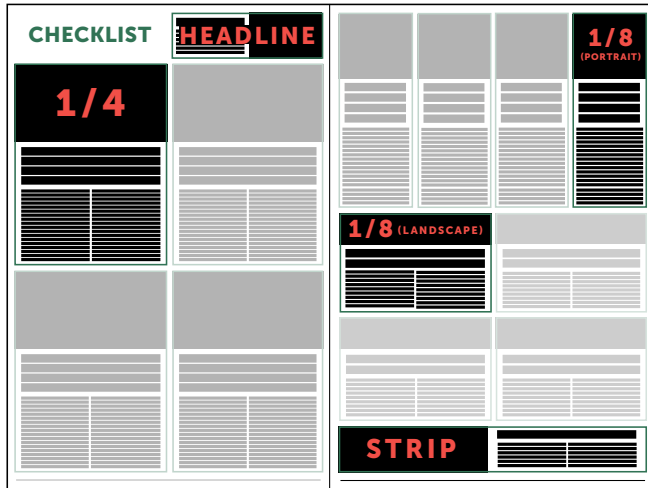
### RATE CARD

Third page	£7,500
Quarter page	£5,625
Sixth page	£3,750
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

<b>Total word count</b>	200-250 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2 images + logo

### EIGHTH PAGE

Landscape: 129.5 x 66 mm  
Portrait: 62.8 x 135.7 mm

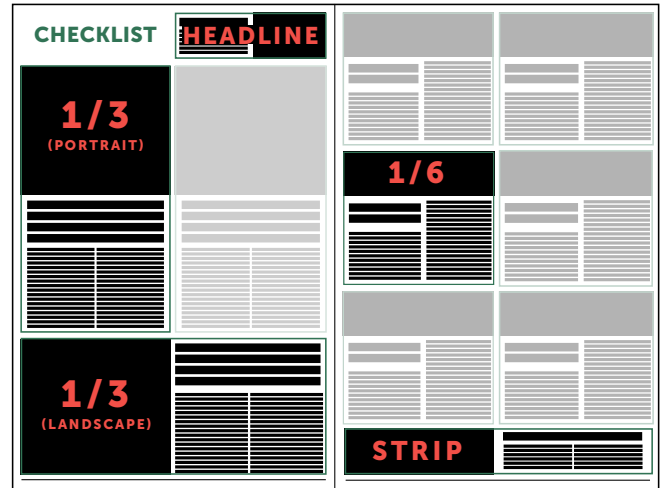
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### STRIP Landscape: 263 x 42.5 mm

<b>Total word count</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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

<b>Total word count</b>	200-300 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2-3 images + logo

### SIXTH PAGE

Landscape: 129.5 x 89 mm

<b>Total word count</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 image + logo

### HEADLINE Landscape: 129.5 x 42.5 mm

<b>Total word count</b>	60-80 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto: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

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](https://www.hurstmediacompany.co.uk/hurst-media-advertising-terms)

### MEDIA SALES

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**HURST MEDIA**  
The UK's trusted media partner