

# THE GOOD SHOPPING GUIDE

OVER  
80,000  
COPIES IN PRINT

Certifying the UK's most ethical companies and brands



ARMAMENTS INVOLVEMENT

ANIMAL WELFARE

BOYCOTT CALLS

CARBON EMISSIONS

CHILD LABOUR

CORPORATE CORRUPTION

ENVIRONMENTAL IMPACT

ETHICAL ACCREDITATION

FAIR AND UN-FAIR TRADE

HUMAN RIGHTS ABUSE

GREENWASH BRANDS

NUCLEAR POWER

POLITICAL DONATIONS

POLLUTION

RAINFOREST TIMBER

THIRD WORLD DEBT

700 CONSUMER  
BRANDS RANKED  
AND COMPARED  
IN DETAIL

## MEDIA PACK – 2011

Expenditure on green goods and services grew 18 per cent over the past 2 years despite the economic downturn

Source: Ethical Consumerism Report from The Co-Operative Bank 2010

## Advertising & Sponsorship Opportunities In *The Good Shopping Guide*

Ethical consumers are still spending despite the recession! As the latest Ethical Consumerism report from The Co-op Bank shows, expenditure on green goods and services has **grown by 18%** in the last two years – despite a recession and a **2% fall in overall household expenditure** in the last year. *The Good Shopping Guide* is a crucial medium for reaching them. No other medium offers such a highly targeted audience of ethical shoppers and ethical business buyers and in a completely relevant editorial environment.

Unlike other media, only companies of good ethical standard are accepted into *The Good Shopping Guide* so an advertising presence therein provides the ultimate endorsement of a brand's overall Corporate Social Responsibility.

The 372 pages cover virtually every ethical consumer product available within the main sections of Good Home & Office, Good Food & Drink, Good Money, Good Travel, Good Health & Beauty and Good Fashion.

### Core Readership

- Opinion forming ethical shoppers, trade buyers, NGOs, ethical businesses, journalists, local and central government, campaigners
- Estimated annual readership of 100,000

### Distribution – 35, 000 copies

- Book chains eg Waterstones; Blackwells
- Independent bookshops, book catalogues, book clubs
- Fair trade shops like Shared Earth
- NGOs like Friends of the Earth
- Direct from Amazon.co.uk and Ethical-Company-Organisation.org
- Via reader offers in like-minded publications like the Ecologist and Earth Matters
- To existing ethical businesses customer bases eg Cafédirect or Good Energy customer competitions
- Digital Downloads from websites (GOOSHING which gets approximately 1 million unique users per annum and www.Ethical-Company-Organisation.org which gets 22,000 unique visitors per annum.)

### Next Annual Edition Summary

- Edition 10
- 370+ full colour pages
- New and updated sections
- On sale September 2011
- Advertising & Sponsorship bookings currently being taken\*
- Booking deadline\* **24<sup>th</sup> June 2011**
- Copy deadline **8<sup>th</sup> July 2011**

\* Advertising Bookings are taken on a first come, first served basis so please ensure early booking to guarantee availability and positional requirements

## Rate Card

- **Display Advertising Rate Card**
  - DPS - guaranteed position = £14,970
  - run of press = £9,980
  - Full page - guaranteed position = £6,237
  - run of press £4,990
  - Half page - guaranteed position £3,119
  - run of press £2,495
  
- **Classified Advertiser Section Rate Card - 'The Ethical Marketplace'**
  - Half page - £450
  - Quarter page - £230
  - Eighth page - £120
  
- **Main Section Sponsorship eg. GOOD Home**
  - Includes your logo and contact details on each editorial page (22-52 pages – depending on size of section)
  - Includes a DPS within the relevant section or 2x pages
  - Cost: £16,950 - £19,960
  
- **Product Section Sponsorship eg. Soft Drinks**
  - Includes your logo and contact details on each editorial page (3-4 pages)
  - Includes full page ad
  - Cost: £7,485

**All advertisers/sponsors receive a free Ethical Marketplace listing on our ethical shopping website GOOSHING, which receives approx. 1million unique users per annum.**

### Notes

- All advertisements are full colour
- Charities / Not for profit organisations received a 20% discount on the above rates
- Cancellations must be made in writing up to 6 weeks prior to the copy deadline, otherwise the full rate will be charged
- VAT will be charged at the prevailing rate, currently 20%

## Mechanical Advertising Specifications For *The Good Shopping Guide*

<b>Trimmed page size:</b>	160mm wide x 205mm high
<b>Plus 4mm bleed all around:</b>	168mm wide x 213mm high
<b>Binding:</b>	Perfect bound
<b>Cover:</b>	4 colour 300gsm matt coated board
<b>Text paper:</b>	4 colour printed on 115 gsm paper
<b>Extent:</b>	370+ page interior, 4 page cover

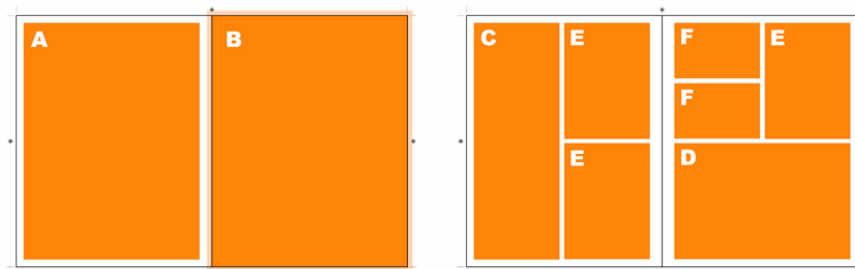
**Artwork:** The preferred format for supplying artwork is as a PDF (hi-res with fonts embedded) to ensure greatest accuracy. EPS (with fonts embedded), TIFF or JPEG files are also accepted. Alternatively, the following applications may be supplied if absolutely necessary (all fonts and images need to be supplied too): Quark Xpress 6 or older; Adobe InDesign, Illustrator or Photoshop (CS3 or older). Image files should be at least 300dpi, full-size and set up as CMYK (4 colour: cyan, magenta, yellow, black) with bleed included where necessary.

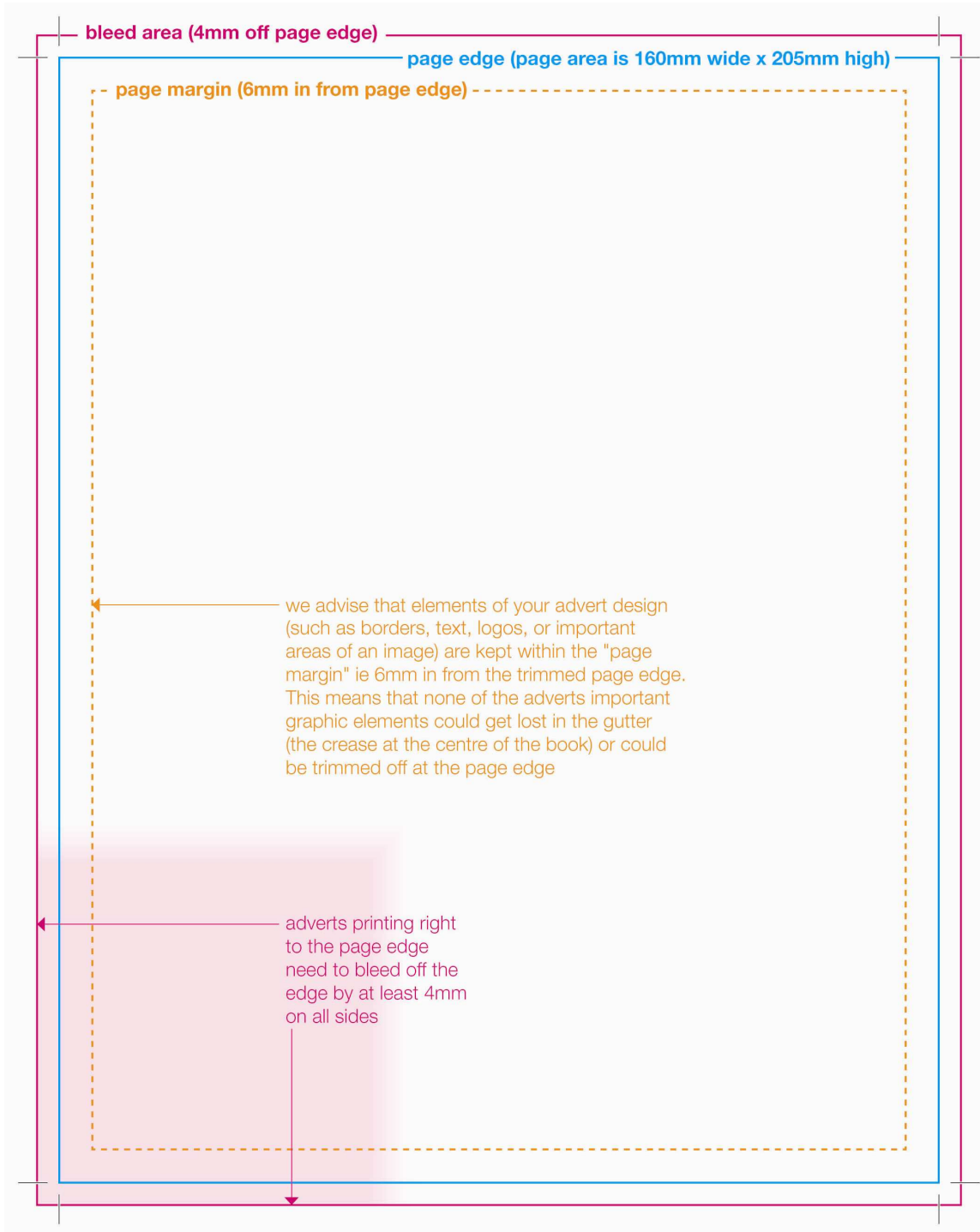
**Page Margins:** Due to the large amount of pages in this publication, graphic items placed too close to the trimmed page edge could be lost in the gutter (the centre fold) or trimmed too close to the top/bottom/side edges of the page. To avoid this happening, please place text, logos etc at a **minimum of 6mm** in from the page edge, and ensure any borders surrounding the full page ads are at the 6mm margin, or within (see follow page for illustration).

**Copy Deadline:** 8<sup>th</sup> July 2011

Please send all artwork to [admin@ethical-company-organisation.org](mailto:admin@ethical-company-organisation.org) (maximum file size of 20MB please)

A. Full Page with border:	144mm wide x 193mm high
B. Full Page (*plus 4mm bleed all round):	160mm wide x 205mm high (*168mm wide x 213mm high)
C. Half Page Portrait:	70mm wide x 193mm high
D. Half Page Landscape:	144mm wide x 94.5mm high
E. Quarter Page Portrait:	70mm wide x 94.5mm high
F. Eighth Page Landscape:	70mm wide x 45.125mm high





## More about the Ethical Company Organisation

### ***1. ETHICAL RESEARCH***

The Ethical Company Organisation's research team provides the world's leading clear and comparative ethical shopping information on thousands of companies and brands to ethical shoppers, NGOs, ethical companies and government. Our researchers compare ethical and Corporate Social Responsibility records in relation to up to 15 different ethical criteria, including environmental and human rights records, food standards, animal welfare and involvement in the arms trade. This involves working closely on ethical shopping issues with ethical consumers, ethical companies and several NGOs - from Friends of the Earth to Oxfam.

### ***2. THE ETHICAL ACCREDITATION SCHEME***

UK's leading ethical accreditation scheme exists to enable ethical companies to display our independently verified CSR standard mark - and provide up-to-date positive comparison with less ethical competition. See [www.ethical-company-organisation.org](http://www.ethical-company-organisation.org) for further information and application form.

### ***3. ETHICAL REFERENCE BOOKS, PUBLICATIONS & MEDIA***

- a. ***THE GOOD SHOPPING GUIDE*** is the world's leading ethical shopping reference book - providing clear & extensive ethical shopping rankings across 60 products. Now on its 10<sup>th</sup> annual edition, this is *the essential* reference work for the ethical shopping sector - and includes detailed ethical comparison tables on the leading companies in consumer sector from ethical banking to ethical investment and ethical fashion. *The Good Shopping Guide* is used by ethical consumers, NGOs, CSR professionals, every ethical business, and government procurers who want to choose the most ethical products.
- b. ***THE GOOD SHOPPING GUIDE ETHICAL SHOPPING APP*** for the iPhone launched in February 2011 – making everyday ethical shopping choices on-the-go a reality!
- c. ***THE GOOD NUTRITION GUIDE*** hit bookshops in 2008. For the first time, it compares and ranks all the nations food brands on the health criteria set out by The Food Standards Agency and features over 2 years of research by The Ethical Company Organisation. For some example product sections see [www.ethical-company-organisation.org](http://www.ethical-company-organisation.org)
- d. ***GOOSHING.CO.UK*** is our free online [ethical shopping programme](http://www.ethical-company-organisation.org) and has already served over 2 million unique ethical shoppers. It enables ethical shopper's free ethical comparisons, brochure views and live price searches on thousands of ethical products from over 300 etailers - this way you can be sure your purchase is both the lowest cost and the best ethical investment.