

GREEN

Inspiring people to care about the planet

*sustainable
travel special*



MEDIA PACK

Green travel special

180 PAGE BUMPER EDITION

As consumers and companies become ever more concerned to change their lifestyle and business practises to minimise the environmental impact of what they do, King Lion Media bring Guardian readers an exciting new quarterly magazine - GREEN.

GREEN is a business and lifestyle magazine focusing on the environmental issues of today. It will offer inspiring editorial highlighting the changes occurring in the UK and around the globe.

GREEN readers are among the most environmentally aware in the UK. A vast majority of the readers are prepared to change their lifestyle – or have already done so – to benefit the environment. They are happy to pay more for environmentally friendly products and take into account the environmental reputation of a company when considering purchases.



GREEN Magazine distributed with the Guardian Newspaper

Circulation 300,000

- **ABC** (August 2011) **241,287**
Source: ABC
- **The Guardian has a 13% share of total daily quality press circulation.**
- **As a proportion of total sales The Guardian circulation is made up of 92% sold copy.**
- **83% of the Guardian's total sales are at full-rate which is a greater proportion than any other quality press daily newspaper.**

Please note that as of August 2009 the Guardian no longer distributes bulk copies

(Source: ABC March - August 2010)

Readership

- **Average issue readership** (NRS January - December 2010) **1,103,000**
- **According to the twelve-month NRS estimates, the Guardian's readership is 1,103,000.**
- **Compared to all other quality dailies (including the FT), the Guardian boasts a higher proportion of ABC1 adults, ABC1 Women age 25-44 and ABC1s with a terminal education age of 21+.**
- **When excluding the FT from the comparison, the Guardian has the highest proportion of AB adults.**

(Sources: NRS July 09 - December 09)

Additional distribution

Independent Distribution Venues and Outlets through Gold Key Media

Corporate Offices

First and Business Airline lounges

Cruise ship terminals and onboard

Eurostar Premium Lounge

Hotels 4* & 5*

Green has evolved from being a supplement with the National Geographic magazine to a stand alone with the Guardian Newspaper.



GREEN Magazine The UK's biggest Ethical title

Green magazine, a quarterly supplement will provide our affluent, educated and curious readers with information about innovative green solutions being put into practice by consumers and businesses all over the UK.

There will be news and reviews of ethical products and services and features on successful green businesses. Cities and rural communities up and down the country will be spotlighted to show the positive steps being taken to manage resources and infrastructure and preserve the planet.

Regular Features include: Regional focus with Tony Juniper; INTELLIGENCE SECTION: MONEY, THE BUSINESS, CARS, TECHNOLOGY, SPORT, LIVING, GARDENING with Alys Fowler, FOOD with Hugh Fearnley-Whittingstall, Plot to Plate, DRINKS with Susy Atkins, LITTLE GREEN BOOK, GREEN GODDESS with Jo Fairley, SHOPPING/HOME, ARTS, BOOKS, TRAVEL with Richard Hammond, HOME TURF, WONDERFUL WORLD, WE'RE BACK

Green Magazine Editorial Team: Editor Tony Juniper, Food Editor Hugh Fearnley-Whittingstall, Contributing Editor Josephine Fairley Sams, Contributing Editor Richard Hammond, Contributing Editor Alys Fowler





GREEN Travel Special advertising rate card:

Inside front cover, full colour spread.....	£19,950
Double page spread, full colour.....	£14,950
Full colour page (first half).....	£9,950
Advertorial page (upon invitation only).....	£19,950
Inside back cover, full colour spread.....	£15,950
Outside back cover, full colour.....	£16,950

All rates are subject to VAT (20%) in the UK.

10% discount for x2 issues / 15% discount for x3 issues
Circulation dates: Feb 25th, June 23rd and October 27th for 2012

Green Magazine will be replicated online at www.greennatgeo.co.uk
 Further online opportunities available at www.kinglionmedia.com

To find about more about advertising opportunities in the GREEN Magazine, please contact:

Jarvis Smith Tel: +44 (0) 1737 237900; Email: jarvis.smith@kinglionmedia.com
 Justin King Tel: +44 (0) 1737 237900; Email: justin.king@kinglionmedia.com

KING LION MEDIA LIMITED; Tel: +44 (0) 1737 237900; Fax: +44 (0) 1737 237 909;
 Email: info@kinglionmedia.com; Web: www.kinglionmedia.com, www.greennatgeo.co.uk

Company registration No. 06880491. VAT No. 971 3931 05

