



MEDIA PACK

BACKGROUND

After 12 years of publishing the world's leading ethical shopping book, *The Good Shopping Guide* is now available online. *The Good Shopping Guide* is a free-to-access ethical comparison site, which helps people make informed decisions about which brands are best for the planet, best for animals and best for people world-wide. The online version of *The Good Shopping Guide* will ensure that the ethical research is spread further and wider than ever before, with the ambition to reach millions (rather than hundreds of thousands) of people.

To enable us to offer our gold-standard, in-depth research to ethical consumers and businesses for free, we are funded by advertising, fees relating to *Ethical Accreditation* membership and the purchasing of our research reports. To this end, we are offering ethical companies the opportunity to advertise on *The Good Shopping Guide*.

Advertising on *The Good Shopping Guide* gives ethical brands the chance to be associated with the gold standard medium, which has been consistently high quality since 2001.

Unlike other media, only companies of good ethical standard are eligible to advertise on *The Good Shopping Guide*, so an advertising presence on the site provides the ultimate endorsement of a brand/company's overall Corporate Social Responsibility.

USERS

- Opinion forming, influential ethical shoppers, trade buyers, NGOs, ethical businesses, journalists, local and central government, campaigners

***For further information please call Kat Alexander on 0845 5442819
or email k.alexander@ethical-company-organisation.org***



MEDIA PACK

OPTION A – FEATURED ETHICAL COMPANY

Details

- Logo on every page throughout site – 100+ pages (excludes homepage and individual Accredited Company pages)
- Max 6 Featured Companies (order will be regularly rotated)
- You will also receive a 'featured company' piece on *The Good Shopping Guide's* Facebook page
- Your company will also be mentioned in 4x tweets from *The Good Shopping Guide* (@EthicalCompany) throughout the year

Benefits

- Create stand-out from hundreds of brands/companies appearing within *The Good Shopping Guide* online
- Highly targeted audience of ethical consumers
- Reinforces your company's ethical status, as only high-scoring companies are eligible to advertise on the site
- Relevant environment for promoting your company's ethical credentials
- Direct link to your website

Cost

- £1,700* for 3 months – minimum 12 months

OPTION B – ENHANCED LISTING FOR ETHICAL ACCREDITATION MEMBERS

(see where your company is featured under <http://www.thegoodshoppingguide.com/ethical-accreditation/>)

Details

- Banner across the top of company page
- 200 words of text about your company
- 4x image boxes under the text for product shots – link to buy/further info from own website
- Link to your company homepage

Benefits

- Opportunity to showcase your brand and products
- Relevant environment for promoting your company's ethical credentials
- Direct link to your website

Cost

- £100* per month, minimum 12 months

A 10% discount will be given if both options are booked

* excl. VAT

***For further information please call Kat Alexander on 0845 5442819
or email k.alexander@ethical-company-organisation.org***