

Topical Collection

Advertising and Sustainable Development

Message from the Collection Editors

Suggested topics include, but are not limited to:

- The use and the effectiveness of green advertising.
- Cross-cultural differences in demand for green advertising.
- Sustainable marketing and social media communications.
- Digital marketing and sustainability.
- Sustainable advertising media.
- Advertising strategies for green brands.
- Advertising strategies for sustainable tourism destinations.
- Advertising of products originating from sustainable tourism destinations.
- The use and the effectiveness of eco-labels in advertising.
- Sustainable advertising materials (e.g., PVC-free and recycled banners, gifts, flyers, and billboards).
- Sustainable packaging materials (e.g., ecologically friendly packaging supplies, practices, and design).
- Green brands and sustainability branding.

Collection Editors

Dr. Leonidas Hatzithomas

Department of Business Administration, University of Macedonia, 546
36 Thessaloniki, Greece

Prof. Dr. Christina Boutsouki

Department of Economics, Aristotle University of Thessaloniki,
Thessaloniki 541 24, Greece



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/70117

Sustainability
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
sustainability@mdpi.com

[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)





Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)



About the Journal

Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and Applied Science, University of Ontario
Institute of Technology, Oshawa, ON L1G 0C5, Canada

Author Benefits

Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility:

indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, RePEc, CAPIus / SciFinder, and other databases.

Journal Rank:

JCR - Q2 (Environmental Studies) / CiteScore - Q1
(Geography, Planning and Development)