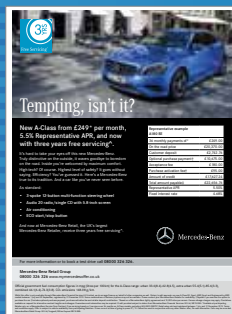
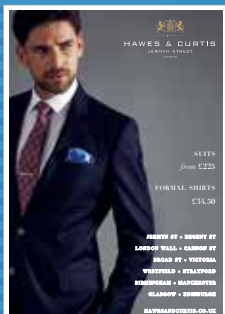


Be Your Own Boss



Distributed with the **London Evening Standard** on **16th April 2018**

Be Your Own Boss is a full-colour, tabloid-sized newspaper publication distributed with the *Evening Standard*, featuring high-quality editorial throughout, and serving as an essential guide to launching and bettering your business in 2018. This publication will provide the latest, most concise information and insights for established SMEs and start-ups alike.

In the past year over 600,000 new businesses have formed in the UK and the new 2018/19 financial year is perfect timing to provide new advice and inspirations to these exciting influencers.

This publication will provide established business owners and entrepreneurs embarking on their first venture, deeper insight into the must-know info, top tips

and money saving information to help their businesses grow and prosper over the coming year. It will cover essential areas of interest such as admin & facilities, financial, legal, HR, IT and business development.

66% of commuters reading the Evening Standard want brands that help them to achieve their goals

With London being the start-up capital of the UK and SMEs accounting for 99.3% of all private sector businesses, *Be Your Own Boss* distributed with the *London Evening Standard* is the perfect vehicle to get in front of an affluent, engaged and influential ABC1 audience to deliver your brand message.

Particularly when considering:

- Evening Standard readers have an income 36% higher than the GB average
- 70% of readers have acted upon advertising in the Evening Standard
- They are time-poor professionals who shop on their commute home
- Youngest average audience age of all the mainstream dailies with a median age of 39
- 80% of commuters feel positive during the evening commute – making people suggestible to purchases
- 66% of commuters want brands that help them to achieve their goals
- 63% of readers are ABC1.

Editorial features

ADMIN & FACILITIES - FINANCIAL - HUMAN RESOURCES - IT & TECH - BUSINESS DEVELOPMENT
LEGAL ADVICE - START-UP SUCCESSES - HIRING & INTERVIEWS - ENTERTAINMENT & HOSPITALITY

RATE CARD

- Double page spread £15,950
- One full colour page £9,950
- Half page £4,950
- Quarter page £2,950
- 20% premium for advertorial features
- Premium position sponsorship

DISTRIBUTION

- 250,000 printed copies distributed with The Evening Standard on Tuesday 3rd April 2017
- 250,000 electronic copies
- Distributed within the London and Carlton regions

DEMOGRAPHIC

