

Financial Services

SAVING, BORROWING & INVESTING



Distributed with the **London Evening Standard** on Monday 17 September 2018

Financial Services is a full-colour, tabloid-sized newspaper section distributed with the *Evening Standard*, featuring high-quality editorial throughout, and serving as an essential guide to the world of financial services.

Londoners live in one of the world's biggest financial capitals and on average earn £10,000 more than the rest of the UK, so they have a necessity for clarity, new information and inspirations on how best to manage their money and wider financial portfolios.

This publication will provide the latest, most concise insight into how they can make the most out of their money. We will provide readers with expert analysis across all saving, borrowing and investment options, and our editorial features will

cover property, insurance, investment opportunities, financial advice, pensions & retirement and banking options.

In this robust editorial environment, with 80% of commuters feeling positive during their evening journey home and suggestible to new products - Financial Services distributed with the Evening Standard presents a fantastic opportunity to get your company in front of an affluent and engaged ABC1 audience in order to deliver your brand message.

Particularly when considering:

- Evening Standard readers have an income 36% higher than the GB average
- 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
- 65% of readers are ABC1.

Editorial features

Investing · Saving · Borrowing · Property & Land Investment · Legal Services
Financial Advice · Retirement & Planning · Franchise Opportunities

Rate card

Double-page spread **£15,950**

One full-colour page **£9,950**

Half page **£4,950**

Quarter page **£2,950**

15% premium for advertorial features

Premium position sponsorship is subject to availability

Distribution



225,000 printed copies distributed with the Evening Standard on 17 September 2018



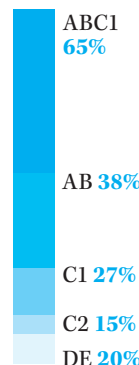
250,000 electronic copies



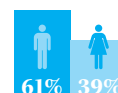
Distributed within the London and Carlton regions

Demographics

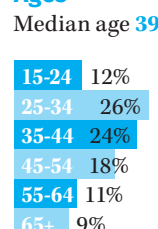
Social grade



Gender*



Ages



Fast facts



84% of those who read a coverwrapped Standard recalled it afterwards

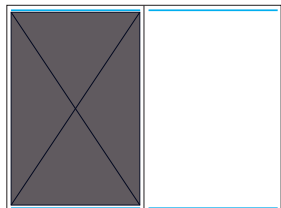


70% have acted upon advertising in the Evening Standard

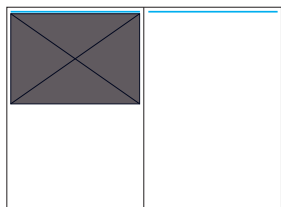


23% have used a coupon or promo code

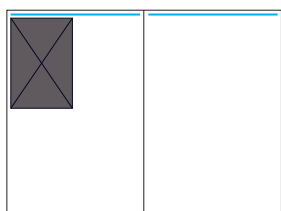
Advertisement sizes



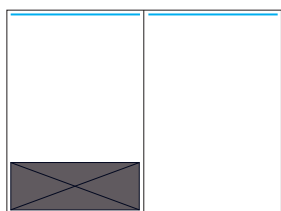
Full page
Height 340mm
Width 268mm



Half page
Height 158mm
Width 256mm



Quarter page
Height 158mm
Width 125mm



Quarter strip
Height 79mm
Width 256mm

Supplying final artwork

Naming files

Artwork should be supplied with a colour proof and be clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg. FI0918_YOURCLIENTNAME.pdf

Digital file specifications

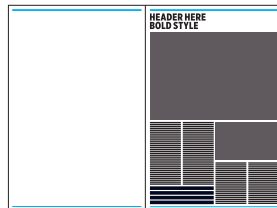
- Our preferred method of delivery is Adobe Acrobat PDF's sent via email. Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewspaper26v4
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher than 245%
- Single line text is no smaller than 6pt and is not tinted or screened as they will not be legible.
- Coloured text or reversed out white text on coloured background is no smaller than 8pt bold
- Avoid using fine serif type faces, line weight must not be less than 1pt

We cannot guarantee the quality of the final print for files supplied outside of these specifications. Colours variations will occur if your files do not utilise the colour profile and respect the ink density limit outlined above.

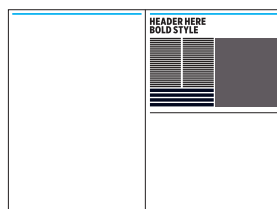
File transfer

Files less than 8Mb can be emailed directly to production@aplmedia.co.uk. For larger files please call the Production Department on +44 (0) 20 7553 7372 for further information.

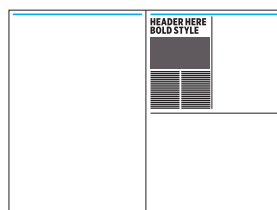
Advertorial feature requirements



Full page
Headline: 10-30 characters
Main body copy: 480-530 words supplied in a word document
Box copy: 10-30 words, which could include an offer flash, contact details and address
Images: 2-5 high resolution images*



Half page
Headline: 10-30 characters
Main body copy: 160-350 words supplied in a word document
Box copy: 10-30 words, which could include an offer flash, contact details and address
Images: 1-2 high resolution images*



Quarter page
Headline: 10-30 characters
Main body copy: 120-150 words supplied in a word document
Box copy: 10-30 words, which could include an offer flash, contact details and address
Images: 1-2 high resolution images*

Advertorial submissions

Design process

Once all material is submitted according to specification. APL Media Ltd will layout/design your advertorial within the house style of the publication. Layouts may vary depending on images and/or text supplied. APL Media Ltd reserves the right to make changes to make grammatical changes and corrections to ensure it meets house style.

Approvals & amendments

- APL Media Ltd will provide a PDF for client approval.
- The client will have the option of two sets of amendments before final approval.
- The final third PDF is for fact checking and approval/records only.
- Amendments over and above the two rounds of amendments, will incur extra charge of £45 per round of changes / per hour. As such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

Where a client cannot provide the advertisement/advertorial material and requires the Publisher to create this content, this will incur a production charge of 25% of the value of the contract, unless otherwise agreed, or a minimum charge of £600[†]. The service provided is outlined in this Media Pack and online.

Image specifications

Please supply images as high resolution (300dpi) CMYK JPEGs. We can not use images from a client website as these are too low resolution for print.

*Image use subject to editorial discretion and may vary depending quality, size and layout. Full pages: 2-5 used; half pages and smaller, may use just one image.

† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour