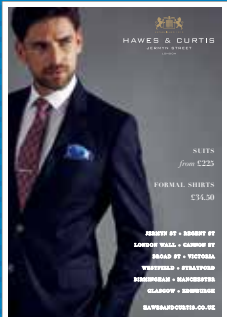


Start-ups and SMEs



Distributed with the The Evening Standard on 3rd April 2018

Start-ups & SMEs 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, *Start-ups & SMEs* 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**

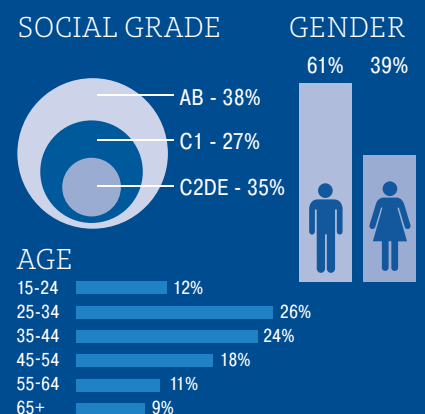
RATE CARD

- 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

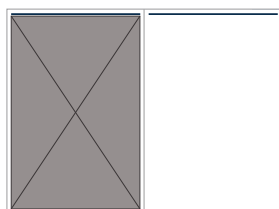
DISTRIBUTION

- 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



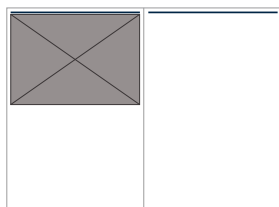
Advertisement sizes



FULL PAGE

DIMENSIONS

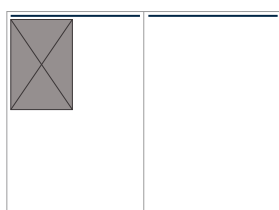
- Height 340mm
- Width 268mm



HALF PAGE

DIMENSIONS

- Height 159mm
- Width 256mm



QUARTER PAGE

DIMENSIONS

- Height 159mm
- Width 126mm

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. BYOB0318_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: ISOnewsprint26v4
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher than 245%
- Single colour 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 jennifer@hurstmediacompany.co.uk. For larger files please call the Production Department on 0203 478 6016 for further information.

CONTACT DETAILS

Hurst Media Company
United House
N7 9DP
Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

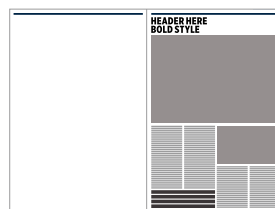
MEDIA SALES

Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.com

PRODUCTION DEPT.

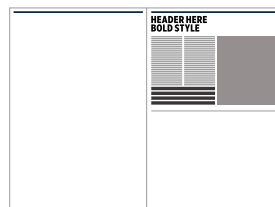
Tel: 0203 478 6016
jennifer@hurstmediacompany.co.uk

Advertorial feature



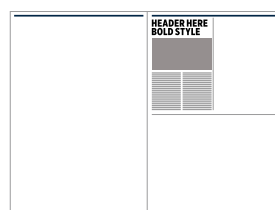
FULL PAGE

- 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 and company logo.



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 and company logo.



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 and company logo.

ADVERTORIAL SUBMISSIONS

DESIGN PROCESS

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

APPROVALS & AMENDMENTS

- Hurst Media Company 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



DISTRIBUTED WITH THE EVENING STANDARD