

# Be Your Own Boss



Distributed with the **Evening Standard** on 29th October 2018

**B**e Your Own Boss is a full-colour, tabloid-sized newspaper publication distributed with the *Evening Standard* serving as an essential guide to launching and bettering your business in 2019.

As a free daily newspaper, the *Evening Standard* has a key stake in London life, reaching the city's core business demographic at the same time, every day. This publication will serve as the most up-to-date, concise information provider for established SMEs and start-ups alike.

It will offer both business owners and entrepreneurs embarking on

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

their first venture a deeper insight into everything they might need to know, including money saving tips to help grow and prosper their business, while also covering key areas of interest such as admin & facilities, legal, HR, IT and business development.

With London being the start-up capital of the UK, *Be Your Own Boss* distributed with the London *Evening Standard* is the perfect vehicle for getting your brand in front of an affluent, engaged and influential ABC1 audience, highly susceptible and confident in making their buying decisions.

## Editorial features

COVER STAR INTERVIEW - ADMIN & FACILITIES  
BUSINESS DEVELOPMENT - HR & HIRING - IT & TECH  
FINANCIAL & LEGAL - ENTERTAINMENT & HOSPITALITY  
START-UP SUCCESSES

## Distribution

- 225,000** printed copies distributed with The Evening Standard on 2nd October 2018
- 250,000** electronic copies
- Distributed within the London and Carlton regions



## RATE CARD

- Double page spread £15,950
- One full colour page £9,950
- Half page £4,950
- Quarter page £2,950
- Premium position sponsorship

**70%**  
have acted upon advertising

**23%**  
have used a coupon or promo code\*

**91%**  
more likely to feel they are achieving in life

\*Perspective Research, ESI Evening Catch Research 2016  
\*\* EDI Achievement Research 2016

## DEMOGRAPHIC

### SOCIAL GRADE

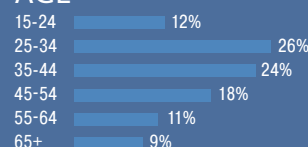


### GENDER

61% 39%

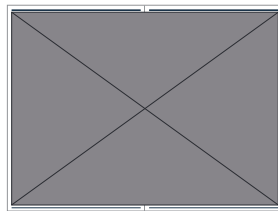


### AGE



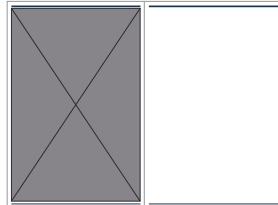
(Source: NRS PADD Apr-Mar 2017)

## Advertisement sizes



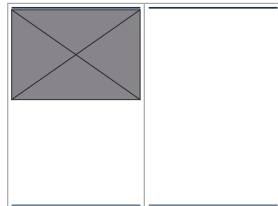
### DOUBLE PAGE SPREAD

- Height 340mm
- Width 560mm



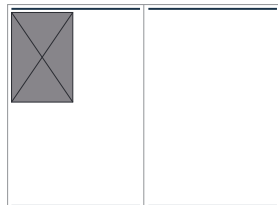
### FULL PAGE

- Height 340mm
- Width 268mm



### HALF PAGE

- Height 159mm
- Width 261mm



### QUARTER PAGE

- Height 159mm
- Width 128mm

## 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:

**BYOB1018\_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: ISOnews26v4
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher than 240%
- 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](mailto: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](mailto:hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

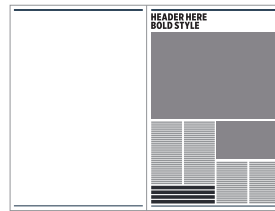
### MEDIA SALES

Tel: 0203 478 6017  
Fax: 0203 478 6018  
[sales@hurstmediacompany.com](mailto:sales@hurstmediacompany.com)

### PRODUCTION DEPT.

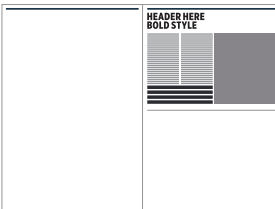
Tel: 0203 478 6016  
[jennifer@hurstmediacompany.co.uk](mailto:jennifer@hurstmediacompany.co.uk)

## Advertorial requirements



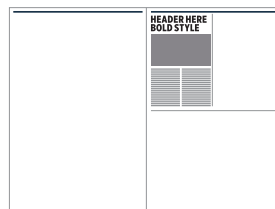
### FULL PAGE

- Headline** 10-30 characters (written in-house)
- Standfirst** 5-10 words (written in-house)
- Main body copy** 400-700 words supplied in a word document
- Box copy** 10-30 words, which could include an offer flash or call to action
- Images** 2-5 high resolution images\* and logo
- Contact details** Website and phone number



### HALF PAGE

- Headline** 10-25 characters (written in-house)
- Main body copy** 200-350 words supplied in a word document
- Box copy** 10-30 words, which could include an offer flash or call to action
- Images** 1-3 high resolution images\* and logo
- Contact details** Website and phone number



### QUARTER PAGE

- Headline** 10-15 characters (written in-house)
- Main body copy** 150-250 words supplied in a word document
- Box copy** 10-30 words, which could include an offer flash or call to action
- Images** 1-2 high resolution images\* and logo
- Contact details** Website and phone number

## 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

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DISTRIBUTED WITH

