

# London Motoring



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**London Motoring** is a full-colour, tabloid sized double-page spread of advertorial content published in the *London Evening Standard*.

Read by a majority of busy professionals who tend to shop on their commute home, *Evening Standard* readers are the perfect audience for *London Motoring*, which will serve as an essential guide for readers to discover more about the glamorous world of motoring.

It will showcase a high-quality selection of products and services to benefit car enthusiasts, ranging from new cars, classic cars, dealerships, car insurance and leasing options, mechanics and paint jobs, as well as car holidays and days out.

With 2.56 million cars on the road in London and 54% of London households owning at least one car, *London Motoring* published with the *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.

## Particularly Considering

- 70% of readers have acted upon advertising in the *Evening Standard*
- 65% of readers are ABC1 social groups
- 23% have used a coupon or promo code
- 91% of readers are more likely to feel like they are achieving in life
- 62.9% of readers have a household income of £40,000 or more

**London Motoring**

Discover more about the world of motoring with our pick of classic car auctions, dealerships, car insurance options, mechanics and car holidays

**The best abroad driving experiences for car lovers**

Discover more about the world of motoring with our pick of classic car auctions, dealerships, car insurance options, mechanics and car holidays

**The best insurance deals**

Discover more about the world of motoring with our pick of classic car auctions, dealerships, car insurance options, mechanics and car holidays

**Luxury car specialists**

Discover more about the world of motoring with our pick of classic car auctions, dealerships, car insurance options, mechanics and car holidays

**Self-drive on a touring holiday in Spain**

Discover more about the world of motoring with our pick of classic car auctions, dealerships, car insurance options, mechanics and car holidays

**Find your perfect classic car at auction**

Discover more about the world of motoring with our pick of classic car auctions, dealerships, car insurance options, mechanics and car holidays

**Need an MOT or repairs for your car? Look no further...**

Discover more about the world of motoring with our pick of classic car auctions, dealerships, car insurance options, mechanics and car holidays

**Keep your car roadworthy and your bills in check**

Discover more about the world of motoring with our pick of classic car auctions, dealerships, car insurance options, mechanics and car holidays

**We've teamed up with Jaguar to offer one lucky reader the chance to win a new car worth £30,000**

Discover more about the world of motoring with our pick of classic car auctions, dealerships, car insurance options, mechanics and car holidays

**Car leasing offers that you can't refuse**

Discover more about the world of motoring with our pick of classic car auctions, dealerships, car insurance options, mechanics and car holidays

**The best insurance deals**

Discover more about the world of motoring with our pick of classic car auctions, dealerships, car insurance options, mechanics and car holidays

**Luxury car specialists**

Discover more about the world of motoring with our pick of classic car auctions, dealerships, car insurance options, mechanics and car holidays

**Self-drive on a touring holiday in Spain**

Discover more about the world of motoring with our pick of classic car auctions, dealerships, car insurance options, mechanics and car holidays

**Find your perfect classic car at auction**

Discover more about the world of motoring with our pick of classic car auctions, dealerships, car insurance options, mechanics and car holidays

**Need an MOT or repairs for your car? Look no further...**

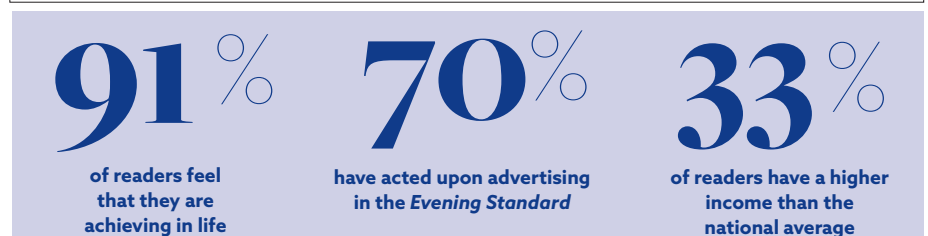
Discover more about the world of motoring with our pick of classic car auctions, dealerships, car insurance options, mechanics and car holidays

**Keep your car roadworthy and your bills in check**

Discover more about the world of motoring with our pick of classic car auctions, dealerships, car insurance options, mechanics and car holidays

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**1.5m**

Daily print readership of the *Evening Standard*

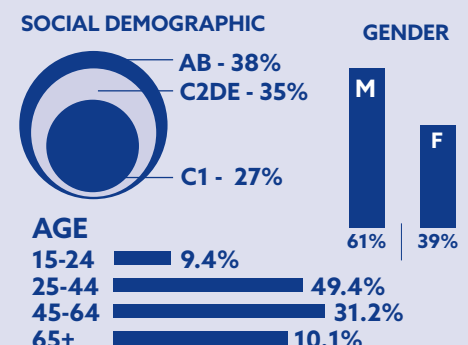
## RATE CARD

- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership **P.O.A**  
(Advertorial or Advert)

## DISTRIBUTION

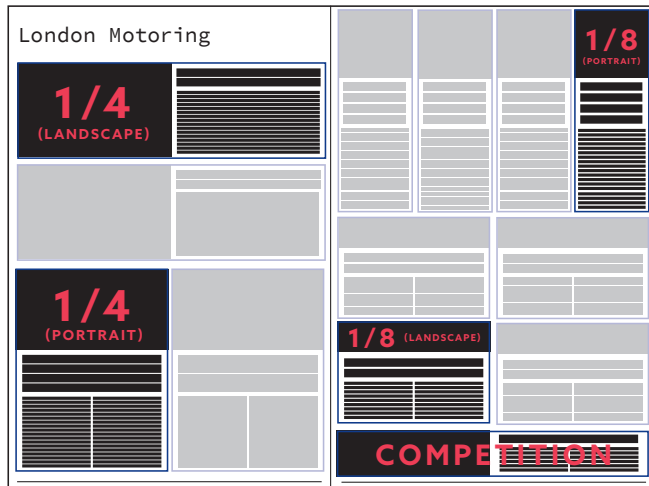
- 886,000 copies of the *Evening Standard* published daily
- 1,580,000 average issue readership
- Available online to *Evening Standard* subscribers
- Distributed within the London and Carlton regions

## DEMOGRAPHICS



## 1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY.  
EXACT LAYOUT SUBJECT TO CHANGE



### QUARTER PAGE

Landscape - 263x66mm  
Portrait - 130x136mm

### EIGHTH PAGE

Landscape - 130x66mm  
Portrait - 63x136mm

<b>Headline</b>	Written in house	<b>Headline</b>	Written in house
<b>Main body copy</b>	160 - 250 words supplied in a word document	<b>Main body copy</b>	60 - 90 words supplied in a word document
<b>Contact</b>	Website, Phone number	<b>Contact</b>	Website, Phone number
<b>Images</b>	1 - 2 high resolution images*	<b>Images</b>	1 high resolution image*

## SUPPLYING CONTENT

### NAMING FILES

Content should be supplied clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg. ES\_LM0918\_YOURCLIENTNAME.pdf

### IMAGE SPECIFICATIONS\*

- All images are high resolution (at least 300dpi) & CMYK colour.
- CMYK JPEGs
- We can not use images from a client website as these are too low resolution to print

We cannot guarantee the quality of the final print for images 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.

### COPY SPECIFICATIONS

- All copy content provided in word processor file
- Avoid supplying in PDF format.

### 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:  
**+44 (0) 20 478 6016**

### CONTACT DETAILS

Hurst Media Company  
United House  
N7 9DP  
Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

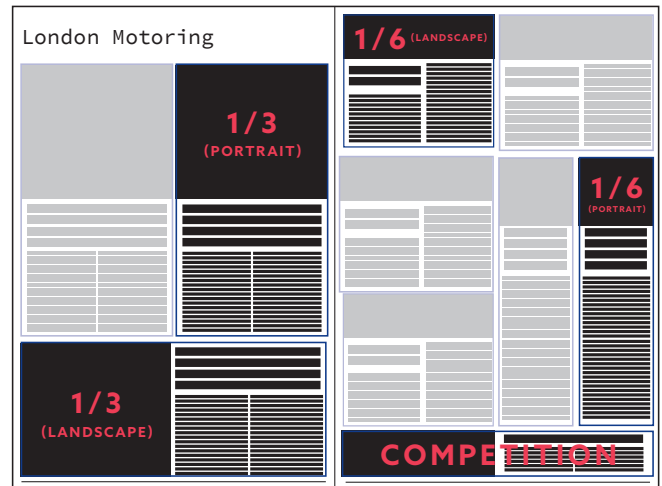
Tel: 0203 478 6017  
Fax: 0203 478 6018  
[sales@hurstmediacompany.com](mailto:sales@hurstmediacompany.com)

### PRODUCTION DEPT.

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

## 1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY.  
EXACT LAYOUT SUBJECT TO CHANGE



### THIRD PAGE

Landscape - 263x90mm  
Portrait - 130x182mm

### SIXTH PAGE

Landscape - 130x90mm  
Portrait - 63x182mm

<b>Headline</b>	Written in house	<b>Headline</b>	Written in house
<b>Main body copy</b>	200 - 300 words supplied in a word document	<b>Main body copy</b>	120 - 150 words supplied in a word document
<b>Contact</b>	Website, Phone number	<b>Contact</b>	Website, Phone number
<b>Images</b>	1 - 3 high resolution images*	<b>Images</b>	1 high resolution image*

### COMPETION 263x42mm

<b>Headline</b>	Written in house	<b>Contact</b>	Website, Phone number
<b>Prize</b>	Prize and value	<b>Images</b>	1 - 3 high resolution images*
<b>Main body copy</b>	50 - 70 words		

## SUPPLYING CONTENT

### DESIGN PROCESS

Once all material is submitted according to specification, Hurst Media Company will layout/design your advertorial slot 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/approval/records only.
- As such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

Bespoke advertorials (in which Hurst Media Company supplies the copy ONLY, and all images / logos provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.

\* 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

