

Be Your Own Boss

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Be Your Own Boss is a full-colour, tabloid sized double-page spread of advertorial content published in *London Evening Standard*.

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. And with London the start-up capital of the UK, this makes *Be Your Own Boss* the perfect content for *Evening Standard* readers.

Be Your Own Boss will serve as an essential guide for those embarking on their first business venture, as well as current business owners. It will give these readers a deeper insight into everything they need to know about starting their own company and bettering their business.

Showcasing a high-quality selection of products and services, *Be Your Own Boss* published with *The Evening Standard* will include financial and legal services, IT and technology, networking spaces, recruitment options and corporate venues.

Published at peak commuter time, *Be Your Own Boss* is the perfect shop window for brands and organisations looking to benefit from an affluent and engaged readership, who, when presented with accurate information, are highly suggestible to purchasing new products and services.

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

ADVERTISEMENT

Be Your Own Boss

Everything you need to know about starting your own company and bettering your business, with the finest IT & tech, insurance options and corporate spaces

Get ahead with your business finances

At **AMBERBURY** we help you to manage your business finances. We offer a range of services including: accountancy, tax advice, payroll, and more. We are a team of experts who can help you to grow your business and improve your bottom line.

Offering the finest financial advice on investments

At **FINANCIAL ADVISORS** we provide a range of investment services for businesses. We offer a range of products including: stocks, bonds, and more. We are a team of experts who can help you to grow your business and improve your bottom line.

Ensuring that your company hires only the very best

At **RECRUITMENT** we provide a range of recruitment services for businesses. We offer a range of products including: recruitment, training, and more. We are a team of experts who can help you to grow your business and improve your bottom line.

The best business bank accounts for entrepreneurs

At **FINANCIAL ADVISORS** we provide a range of financial services for businesses. We offer a range of products including: financial advice, investment, and more. We are a team of experts who can help you to grow your business and improve your bottom line.

ADVERTISEMENT

A new way to invest with piece of mind

At **AMBERBURY** we help you to manage your business finances. We offer a range of services including: accountancy, tax advice, payroll, and more. We are a team of experts who can help you to grow your business and improve your bottom line.

Find the best insurance policy to suit you

At **AMBERBURY** we help you to manage your business finances. We offer a range of services including: accountancy, tax advice, payroll, and more. We are a team of experts who can help you to grow your business and improve your bottom line.

Networking spaces for you and your colleagues

At **AMBERBURY** we help you to manage your business finances. We offer a range of services including: accountancy, tax advice, payroll, and more. We are a team of experts who can help you to grow your business and improve your bottom line.

The best IT and tech solutions for small businesses

At **AMBERBURY** we help you to manage your business finances. We offer a range of services including: accountancy, tax advice, payroll, and more. We are a team of experts who can help you to grow your business and improve your bottom line.

Venues to host your corporate events

At **AMBERBURY** we help you to manage your business finances. We offer a range of services including: accountancy, tax advice, payroll, and more. We are a team of experts who can help you to grow your business and improve your bottom line.

Win twelve months worth of free small business insurance and protect your company with AXA

At **AMBERBURY** we help you to manage your business finances. We offer a range of services including: accountancy, tax advice, payroll, and more. We are a team of experts who can help you to grow your business and improve your bottom line.

1.5m

Daily print readership of
The Evening Standard

70%

have acted upon advertising
in *The Evening Standard*

33%

of readers have a higher income
than the national average

91%

of readers feel that they
are achieving in life

RATE CARD

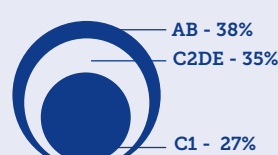
Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A

DISTRIBUTION

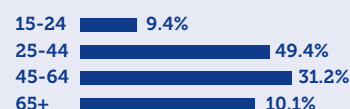
- 886,000 copies of *The Evening Standard* published daily
- 1,580,000 average issue readership
- Available online to *Evening Standard* subscribers
- Distributed within the London and Carlton regions

DEMOGRAPHICS

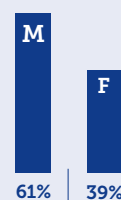
SOCIAL DEMOGRAPHIC



AGE

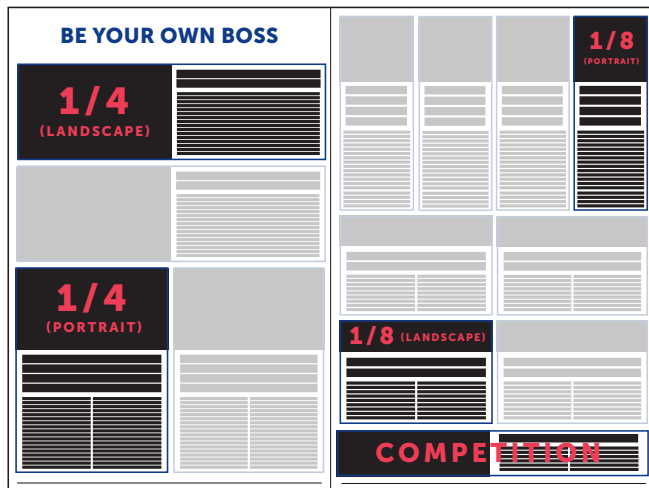


GENDER



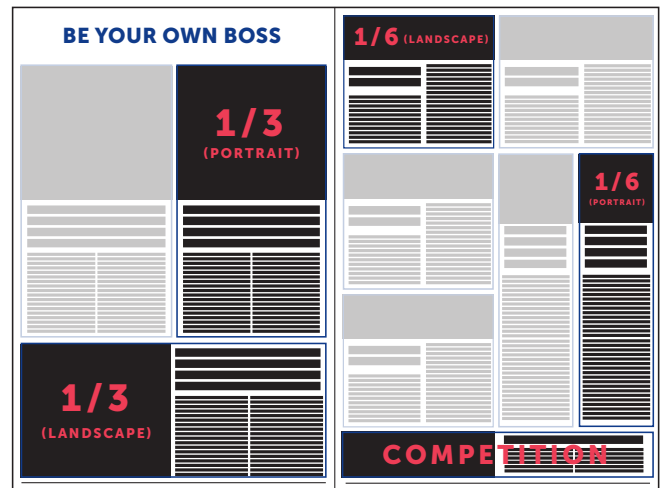
1/4 , 1/8 FEATURE REQUIREMENTS

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



1/3 , 1/6 FEATURE REQUIREMENTS

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



QUARTER PAGE

Landscape: 273 x 67 mm
Portrait: 134.5 x 137.7 mm

Headline	Written in-house	Headline	Written in-house
Main body copy	160-250 words	Main body copy	60-90 words
Contact	Website, phone number	Contact	Website, phone number
Images	1-2 high resolution images*	Images	1 high resolution image*

EIGHTH PAGE

Landscape: 134.5 x 67 mm
Portrait: 65.25 x 137.7 mm

THIRD PAGE

Landscape: 273 x 90.4 mm
Portrait: 134.5 x 185 mm

Headline	Written in-house	Headline	Written in-house
Main body copy	200-300 words	Main body copy	120-150 words
Contact	Website, phone number	Contact	Website, phone number
Images	1-3 high resolution images*	Images	1 high resolution image*

SIXTH PAGE

Landscape: 134.5 x 90.4 mm
Portrait: 185 x 65.25 mm

COMPETITION: 273 x 42.5 mm

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

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- Image ink density limit 240%
- 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. Colour 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 production@hurstmediacompany.co.uk

For larger files please send to production@hurstmediacompany.co.uk via wetransfer.com. Please clarify in your message your company name, publication and on sale date as per your booking.

DESIGN PROCESS

Once all material is submitted according to specification, **Hurst Media Company** will layout 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 rounds of amendments before final approval is required
- 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 are 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.

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.co.uk

PRODUCTION DEPT.

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

