

Be Your Own Boss

Published with the



Tuesday 15th January 2019



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

As a free daily newspaper, *Metro* 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 *Metro* readers.

Be Your Own Boss serves as an essential guide for those embarking on their first business venture, as well as current business owners. It gives these readers a deeper insight into what 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 in *Metro* 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

- 65% of readers are between the ages of 18-44 years old
- Average age of 39
- 57% of readers are in ABC1 socio-economic groups
- Average reading time of 21 minutes
- 29% of readers are in AB socio-economic groups

Be Your Own Boss

Everything you need to know about starting your own company and bettering your business, with the latest IT & Tech, Insurance options and corporate spaces

Get ahead with your business finances

As a business owner, you need to be on top of your finances. This means understanding your cash flow, managing your budget, and knowing when to seek professional advice. We offer a range of services to help you with all of these, from bookkeeping to tax planning. Contact us today for a free consultation.

Find the best insurance policy to suit you

As a business owner, you need to be protected. This means understanding your risks and choosing the right insurance policy for you. We offer a range of services to help you with all of these, from public liability to cyber insurance. Contact us today for a free consultation.

A new way to invest with pieces of mind

As a business owner, you need to be on top of your finances. This means understanding your cash flow, managing your budget, and knowing when to seek professional advice. We offer a range of services to help you with all of these, from bookkeeping to tax planning. Contact us today for a free consultation.

Networking spaces for you and your colleagues

As a business owner, you need to be on top of your finances. This means understanding your cash flow, managing your budget, and knowing when to seek professional advice. We offer a range of services to help you with all of these, from bookkeeping to tax planning. Contact us today for a free consultation.

The right legal service to represent your company

As a business owner, you need to be on top of your finances. This means understanding your cash flow, managing your budget, and knowing when to seek professional advice. We offer a range of services to help you with all of these, from bookkeeping to tax planning. Contact us today for a free consultation.

The best IT and Tech solutions for small businesses

As a business owner, you need to be on top of your finances. This means understanding your cash flow, managing your budget, and knowing when to seek professional advice. We offer a range of services to help you with all of these, from bookkeeping to tax planning. Contact us today for a free consultation.

Venues to host your corporate events

As a business owner, you need to be on top of your finances. This means understanding your cash flow, managing your budget, and knowing when to seek professional advice. We offer a range of services to help you with all of these, from bookkeeping to tax planning. Contact us today for a free consultation.

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

As a business owner, you need to be on top of your finances. This means understanding your cash flow, managing your budget, and knowing when to seek professional advice. We offer a range of services to help you with all of these, from bookkeeping to tax planning. Contact us today for a free consultation.

48%

"I want to get to the very top of my career"

29%

"I like to stand out in a crowd"

57%

"I like to be surrounded by different people, cultures, ideas and lifestyles"

2.2m

Daily print readership of Metro

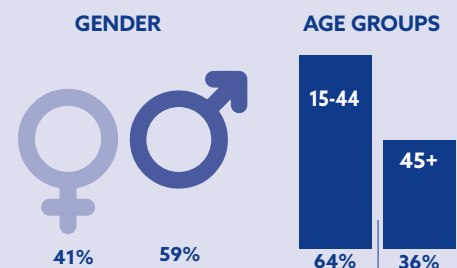
RATE CARD

- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Competition Partnership (Advertorial or Advert) **POA**

DISTRIBUTION

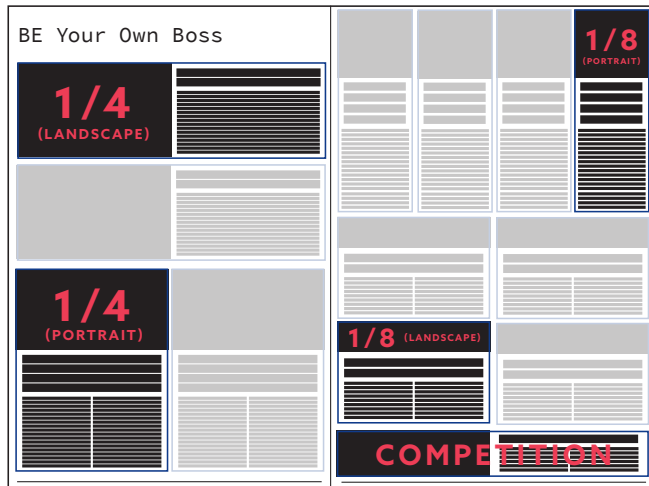
- 892,814 ABC circulation
- 2,200,000 average issue readership
- Distributed within London and Greater London

DEMOGRAPHICS



1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Landscape - 261x66mm
Portrait - 128x138mm

EIGHTH PAGE

Landscape - 129x67mm
Portrait - 62x138mm

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

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. M_BYOB0119_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.

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 call the Production Department on:
+44 (0) 20 3478 6016

CONTACT DETAILS

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

MEDIA SALES

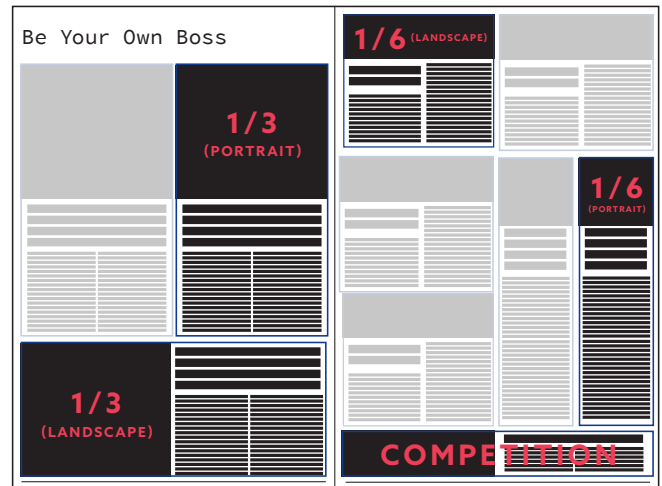
Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.com

PRODUCTION DEPT.

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

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape - 260x90mm
Portrait - 128x185mm

SIXTH PAGE

Landscape - 128.5x90.5mm
Portrait - 62x185mm

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

COMPETITION 261x42.5mm

Headline	Written in house	Contact	Website, Phone number
Prize	Prize and value	Images	1 - 3 high resolution images*, logo
Main body copy	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 writes the copy ONLY, and all images / logos are provided by the client) is charged at £300/thousand words subject to a minimum fee of £150.

* Image use subject to editorial discretion and may vary depending on 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 image; and copywriting £300/thousand words (minimum charge of £150).

