

# Food & Drink



Published with **Evening Standard** Thursday 31<sup>st</sup> January 2019

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

The *Evening Standard* has always been a trusted source of eatery inspiration for foodies, open to trying their hand at alternative culinary trends and cuisines from around the world. *Food & Drink* will serve as an essential guide for readers to transform the way they eat in and dine out.

It will showcase a high-quality selection of products, services and experiences to benefit the food-savvy, ranging from gourmet goods and restaurants, kitchen tech and gadgets, culinary travel, wines, spirits and cocktails.

Published in the first month of the New Year, when readers are most concerned with what they eat, *Food & Drink* is the perfect shop window for brands and organisations to benefit from a readership accustomed to expert food and drink commentary.

## 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

### Food & Drink

Transform the way you eat in and dine out with our selection of gourmet goods, kitchen tech and gadgets, culinary travel and dining offering options

**Embrace the world of plant-based foods**

At the heart of the plant-based movement is a growing awareness of the health benefits of a diet rich in fruits, vegetables, grains, and legumes. This is not just a trend, but a lifestyle choice that is becoming increasingly popular. Our selection of plant-based products is designed to help you embrace this lifestyle and enjoy the benefits of a healthy diet.

**Connected cooking: Smart kitchen devices**

Smart kitchen devices are revolutionizing the way we cook and eat. From smart ovens and refrigerators to smart blenders and coffee makers, these devices offer a range of features that can help you cook faster, easier, and more efficiently. Our selection of smart kitchen devices is designed to help you stay up-to-date with the latest in smart kitchen technology.

**Tours to the world's tastiest destinations**

Food & Drink is your guide to the world's most delicious destinations. From the bustling streets of New York City to the charming streets of Paris, we have a selection of travel guides that will help you discover the best food and drink in each city. Our guides are written by expert food and drink writers, so you can be sure you are getting the best advice.

**Outdoor entertaining for the summer months**

Summer is the perfect time to entertain outdoors. Whether you are hosting a family reunion or a small gathering of friends, our selection of outdoor entertaining products is designed to help you make the most of the season. From outdoor furniture and grills to outdoor lighting and decor, we have everything you need to create the perfect outdoor entertaining space.

**Vineyard tours for true wine connoisseurs**

For true wine connoisseurs, there is nothing more rewarding than a vineyard tour. Our selection of vineyard tours is designed to help you discover the best wine in each region. From the rolling hills of Tuscany to the vineyards of Napa Valley, we have a selection of tours that will help you appreciate the art of winemaking.

**Food tours well worth the travel**

Food tours are a great way to experience the best food and drink in a new city. Our selection of food tours is designed to help you discover the best food and drink in each city. From the streets of New York City to the streets of London, we have a selection of tours that will help you enjoy the best of each city's food and drink.

**£500 kitchen kit for your home**

Our £500 kitchen kit is the perfect gift for anyone who loves to cook. It includes everything you need to create a complete kitchen, from a high-quality oven and refrigerator to a set of cookware and small appliances. Our kitchen kit is designed to help you create a kitchen that is both functional and beautiful.

ADVERTISEMENT

91%

of readers feel that they are achieving in life

70%

have acted upon advertising in the *Evening Standard*

33%

of readers have a higher income than the national average

1.5m

Daily print readership of the *Evening Standard*

## RATE CARD

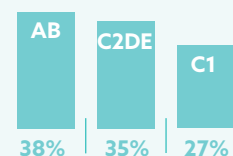
- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Competition Partnership **P.O.A**  
(Advertorial or Advert)

## DISTRIBUTION

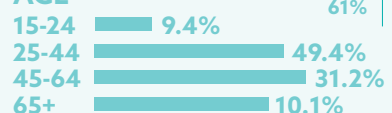
- 886,000 copies of the *Evening Standard* published daily
- 1,580,000 average issue readership
- Available online to *Evening Standard* subscribers
- Distributed within the London and Carlton regions

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC



### AGE

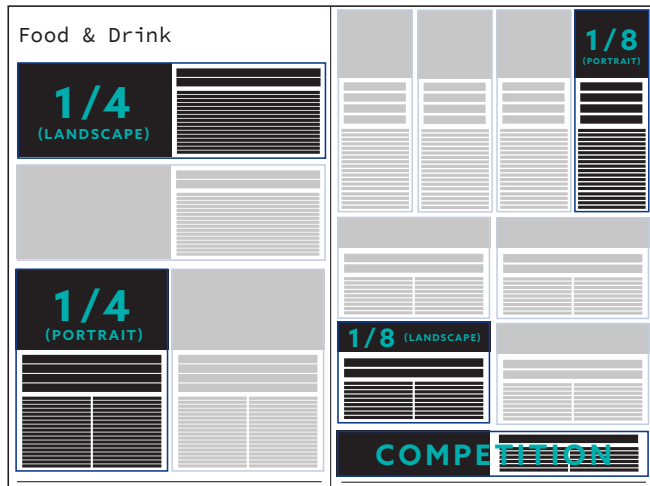


### GENDER



## 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\_FD0119\_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:  
[production@hurstmediacompany.co.uk](mailto:production@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

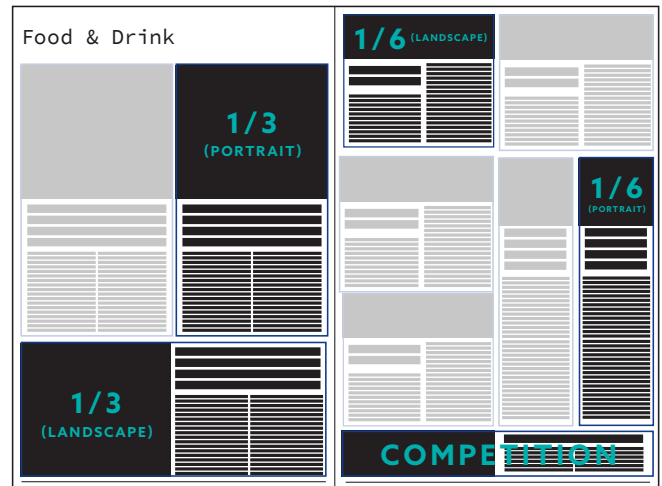
Tel: 0203 478 6017  
Fax: 0203 478 6018  
[sales@hurstmediacompany.com](mailto:sales@hurstmediacompany.com)

### PRODUCTION DEPT.

Tel: 0203 478 6016  
[production@hurstmediacompany.co.uk](mailto:production@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*

### COMPETITION 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

