

Food & Drink



Published with



Thursday 31st January 2019

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

The *Metro* 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

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

Food & Drink

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

Embrace the world of plant-based foods

As the world's population grows, so does the demand for plant-based foods. This section explores the benefits of a plant-based diet, from improved health to environmental sustainability. It features recipes for vegan burgers, smoothies, and more.

Stylish and functional alfresco dining

Bring the outdoors in with stylish and functional alfresco dining options. From outdoor furniture to lighting, this section offers inspiration for creating a perfect outdoor dining space.

Gadgets for the food savvy cook

Upgrade your kitchen with the latest gadgets for the food savvy cook. From smart kitchen scales to air fryers, this section highlights the best kitchen tech available.

The home of organic, gourmet foods

Discover the home of organic, gourmet foods. This section showcases a range of organic products, from fresh produce to artisanal cheeses, all sourced from local producers.

Cocktail making

Master the art of cocktail making with this section. It includes recipes for classic cocktails, as well as tips on how to mix and garnish drinks like a professional.

Vineyard tours for true wine connoisseurs

For true wine connoisseurs, nothing beats a vineyard tour. This section offers a guide to the best vineyard tours in the UK, from wine tasting to scenic views.

Food tours well worth the travel

Food tours are a great way to experience a new city. This section highlights some of the best food tours in the UK, from street food to fine dining.

500 kitchen kit for your home

Complete your kitchen with the 500 kitchen kit. This section lists all the essential items you need to have a fully functional kitchen, from cutlery to small appliances.



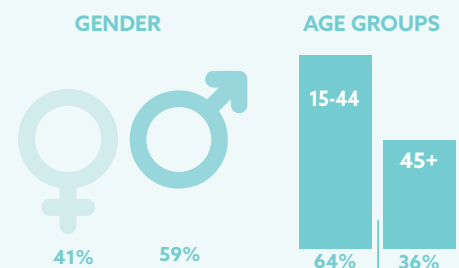
RATE CARD

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

DISTRIBUTION

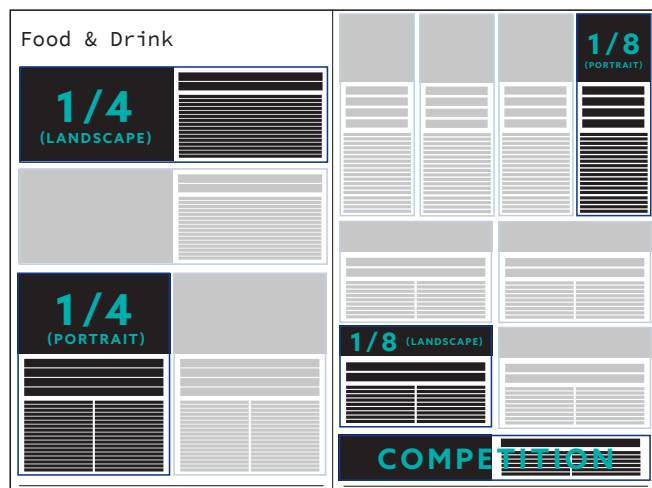
- 892,814 ABC circulation
- 2,200,000 average issue readership
- Distributed within London and Greater London

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_FD0119_YOURCLIENTNAME.pdf

IMAGE SPECIFICATIONS*

- All images are high resolution (at least 300dpi) & CMYK colour
- CMYK JPEGS
- We cannot 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.

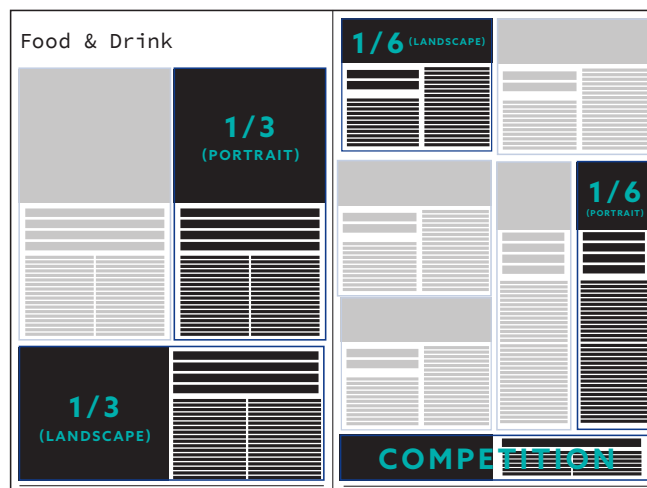
FILE TRANSFER

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

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*
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).

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

