

Gadgets and Tech



Published with the



Tuesday 29th January 2019

Gadgets and Tech is a full-colour, tabloid sized double-page spread of advertorial content published in *The London Metro*.

Metro reaches smart opinion formers in and around London, with the paper read by a predominantly upmarket and tech-savvy audience who are working in professional occupations. *Gadgets and Tech* will therefore serve as an essential guide for these readers to discover how to live an easier life with the latest tech trends and devices.

It showcases a high-quality selection of products to benefit these readers, ranging from the best and most up-to-date apps, kitchen and domestic gadgets, computing, gaming, audio and hi-fi products, security options and home automation systems.

Gadgets and Tech is the perfect shop window for brands and organisations to benefit from an affluent, educated audience, who, when presented with accurate, reliable 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

ADVERTISEMENT

Gadgets and Tech

Make life easier with the latest tech trends and devices, including new home automation, computing, gaming, security and audio products

Get the best from your phone with this hi-tech app

At the heart of the app is a powerful AI engine that can learn from your usage patterns to suggest the best apps, settings and features for your phone. The app is available for free on the App Store and Google Play.

Save time in the kitchen with the handiest appliances

The latest kitchen appliances are designed to make your life easier. From smart ovens to self-cleaning fridges, there's something for everyone. Find out more about the latest kitchen tech in our special section.

High-end audio: like never before with the best hi-fi brands

The world's best hi-fi brands are now available at a special price. From classic vinyl to digital streaming, there's something for everyone. Find out more about the latest hi-fi tech in our special section.

Don't give the burglars a chance with this security

The latest security products are designed to keep your home safe. From smart locks to CCTV cameras, there's something for everyone. Find out more about the latest security tech in our special section.

The app that works as your own personal assistant

The latest app is designed to be your personal assistant. It can help you with everything from shopping to travel. Find out more about the latest app tech in our special section.

Find the latest laptop suited to your needs

The latest laptops are designed to be the perfect fit for your needs. From gaming to business, there's something for everyone. Find out more about the latest laptop tech in our special section.

Experience sound as it should be with this audio home system

The latest audio home systems are designed to give you the best sound experience. From classic vinyl to digital streaming, there's something for everyone. Find out more about the latest audio tech in our special section.

Everything that's in the hands of a button with home automation

The latest home automation systems are designed to make your life easier. From smart ovens to self-cleaning fridges, there's something for everyone. Find out more about the latest home automation tech in our special section.

Find the latest gaming tech for your console

The latest gaming tech is designed to make your gaming experience better. From controllers to headsets, there's something for everyone. Find out more about the latest gaming tech in our special section.

We've teamed up with Control to offer one lucky reader the chance to win £5,000 worth of home automation equipment

Control is a leading home automation company. We've teamed up with them to offer one lucky reader the chance to win £5,000 worth of home automation equipment. Find out more about the competition in our special section.

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40%

"People come to me for advice before buying new things"

57%

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

52%

"I try to keep up with developments in technology"

2.2m

Daily print readership of Metro

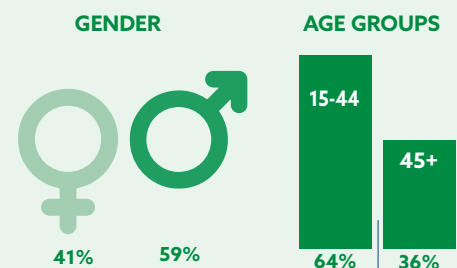
RATE CARD

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

DISTRIBUTION

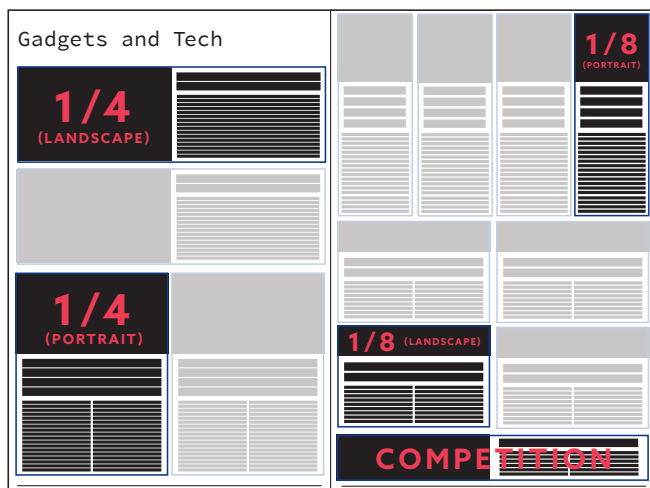
- 892,814 ABC circulation
- 2,200,000 average issue readership
- Distributed within London and Greater London

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_GT0119_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

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

MEDIA SALES

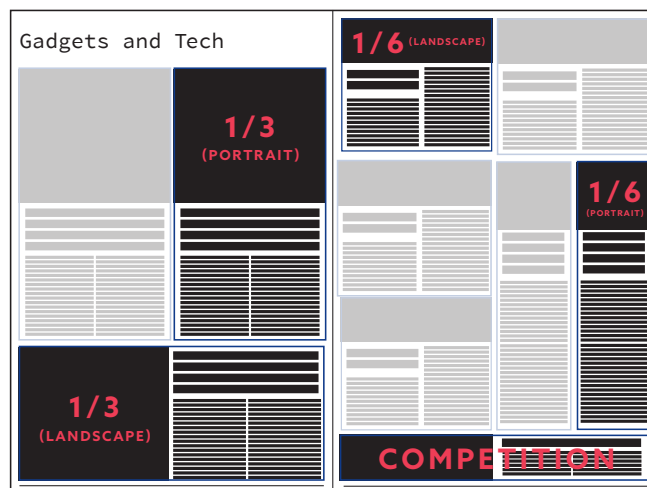
Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.com

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).

