

London Motoring

PUBLISHED WITH **Evening Standard** TUESDAY 22ND JANUARY 2019



London Motoring is a full-colour, tabloid sized double-page spread of advertorial content published in the *London Evening Standard*. Read by a majority of busy professionals who tend to shop on their commute home, *Evening Standard* readers are the perfect audience for *London Motoring*, which will serve as an essential guide for readers to discover more about the glamorous world of motoring.

It will showcase a high-quality selection of products and services to benefit car enthusiasts, ranging from new cars, classic cars, dealerships, car insurance and leasing options, mechanics and paint jobs, as well as car holidays and days out.

With 2.56 million cars on the road in London and 54% of London households owning at least one car, *London Motoring* published with the *Evening Standard* is the perfect vehicle for getting your brand in front of an affluent, engaged and influential ABC1 audience, highly susceptible and confident in making their buying decisions.

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

Motoring

Discover more about the world of motoring with our pick of the top-of-the-range vehicles that are taking the world by storm

Get your heart racing in the new model of Jaguar

AS THE NEW JAGUAR XE arrives, it's clear that the car is not just a new model, but a new breed of car. It's a car that's designed to be the most exciting, most engaging, most engaging car you've ever driven. It's a car that's designed to be the most exciting, most engaging, most engaging car you've ever driven. It's a car that's designed to be the most exciting, most engaging, most engaging car you've ever driven.

The best insurance deals

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Car leasing offers that you can't refuse

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Luxury car specialists for keen motorists

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Dynamic features make the BMW built for adventure

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Subtle styling and fine craftsmanship, only in a Bentley

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Mercedes is the brand shaping tomorrow's mobility

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Need an MOT or repairs for your car? Look no further...

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Find your perfect classic car at auction

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Self-drive on a touring holiday in Spain

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We've teamed up with Jaguar to offer one lucky reader the chance to win a new lucky £30,000

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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

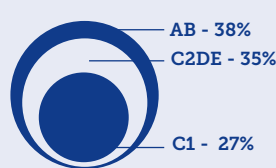
Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A

DISTRIBUTION

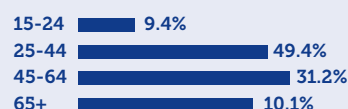
- 886,000 copies of *The Evening Standard* published daily
- 1,580,000 average issue readership
- Available online to *Evening Standard* subscribers
- Distributed within the London and Carlton regions

DEMOGRAPHICS

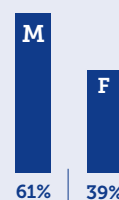
SOCIAL DEMOGRAPHIC



AGE

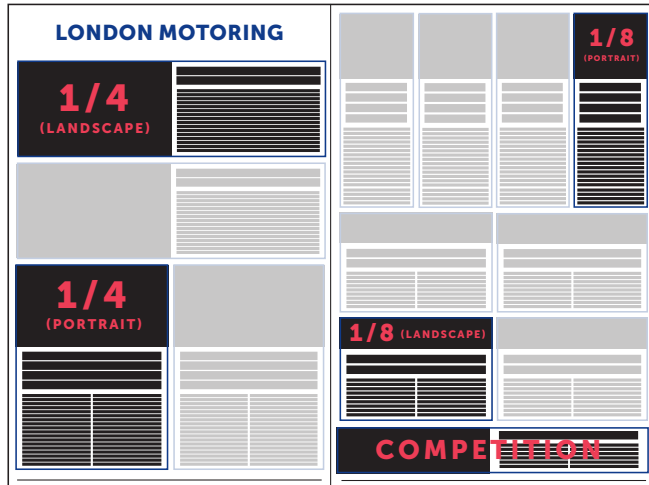


GENDER



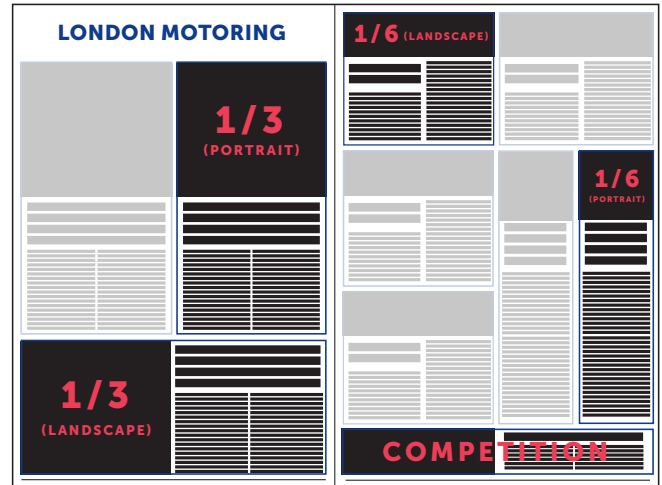
1/4 , 1/8 FEATURE REQUIREMENTS

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

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