

London Motoring



Published with the



Tuesday 22nd January 2019

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

Read by a majority of busy professionals who tend to shop on their commute home, *Metro* readers are the perfect audience for *London Motoring*, which serves as an essential guide for readers to discover more about the glamorous world of motoring.

It showcases 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 *Metro* 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

- 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

Motoring

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

Get your heart racing in the new model of Jaguar

For those who want to experience the thrill of driving a luxury sports car, the new Jaguar F-Type is the perfect choice. With its sleek design and powerful engine, it's a car that's built for speed and performance.

Dynamic features make the BMW built for adventure

The BMW X5 is a car that's built for adventure. With its spacious interior and powerful engine, it's a car that's built for speed and performance.

Subtle styling and fine craftsmanship, only in a Bentley

The Bentley Continental GT is a car that's built for luxury. With its sleek design and powerful engine, it's a car that's built for speed and performance.

Mercedes is the brand shaping tomorrow's mobility

The Mercedes EQ is a car that's built for the future. With its sleek design and powerful engine, it's a car that's built for speed and performance.

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

At the London Motoring Centre, we offer a range of services to help you keep your car in the best of health. From MOTs to repairs, we've got you covered.

Find your perfect classic car at auction

At the London Motoring Centre, we offer a range of classic cars for sale. From vintage sports cars to classic family cars, we've got you covered.

We've teamed up with Jaguar to offer one lucky reader the chance to win a new car worth £20,000

At the London Motoring Centre, we offer a range of services to help you keep your car in the best of health. From MOTs to repairs, we've got you covered.

40% "People come to me for advice before buying new things"

29% "I like to stand out in a crowd"

52% "I try to keep up with developments in technology"

2.2m

Daily print readership of The Metro

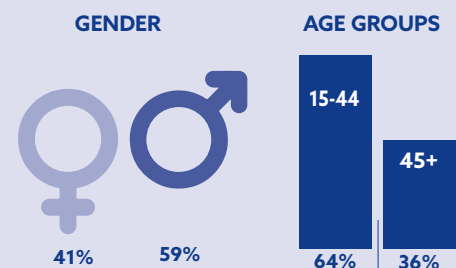
RATE CARD

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

DISTRIBUTION

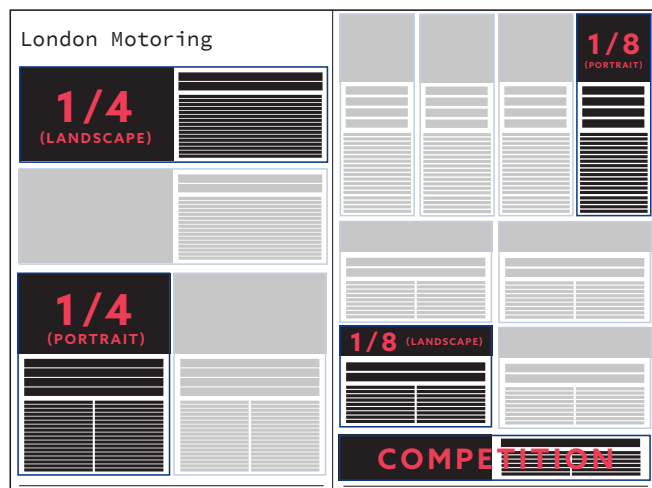
- 892,814 ABC circulation
- 2,200,000 average issue readership
- Distributed within London and Greater London

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_LM0119_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

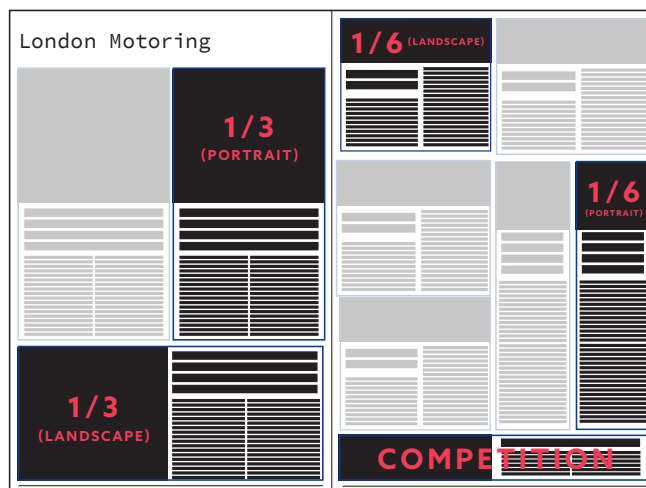
Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.com

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*
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).

