

COMPETITIONS

PUBLISHED WITH THE **METRO**



Competitions are published in the London Metro as part of a full-colour, tabloid sized double page spread of advertorial content.

Competitions are a useful tool that may prove invaluable for your business. Merely the presence of a competition can foster customer trust, because of the perceived higher quality of products and services on offer.

The competition model in *The London Metro* will see a double page spread of advertorial content focused on a theme that will pique the interest of these readers by centring on their interests, such as eco-friendly products and services, the finest gourmet food and drink, motoring, gadgets and tech, as well as business and financial services.

As a fantastic way to garner engagement and acquire high-quality data from a highly susceptible audience, these competitions are the perfect shop window for brands and organisations to benefit from a publication that is accessible to more Londoners than ever before, targeting professionals in the capital who are an engaged and influential ABC1 audience, highly susceptible and confident in making their buying decisions.

Example Spread

ADVERTISMENT

From nervous novice to confident cook...

Healthy, tasty and brilliantly versatile

The best twin to your spirit

Swap the takeaway for a tasty faveaway

The perfect drink for the British summer

The ultimate guilt-free treat

Melt-in-the-mouth dairy free ice cream

The Negroni with a regal twist

The low calorie, fat-free alternative

Get healthy with Acti-Labs kits and shakes using these vouchers*

Worth £150!

hurstmediacompany.co.uk/competitions/xxxxxx

WIN

Get healthy with Acti-Labs kits and shakes using these vouchers*

Worth £150!

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website.co.uk

COMPETITION INFO

RATE CARD: £3950

WHAT WE NEED FROM YOU:

Main body copy: 50-70 words

Prize: Prize and value

Contact: Website, phone number

Images: 1-3 high resolution images*

WHAT YOU GET FROM US:

Space: 263x42mm

Campaign: Management of competition with data capture

Data: Provided once closed

SUPPLYING CONTENT

COPY SPECIFICATIONS

- All copy content provided in word processor file.
- Avoid supplying in PDF format
- Headline written in-house

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- We can not use images from a client website as these are too low resolution to print

FILE TRANSFER

Files less than 8Mb can be emailed directly to: production@hurstmediacompany.co.uk

DESIGN PROCESS

Once all material is submitted according to specification, Hurst Media Company will layout your competition slot. Layouts may vary depending on images and/or text supplied. We reserve the right to make changes or grammatical 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 is required.
- Approval is required within 48 hours.

*Image use subject to editorial discretion and may vary depending quality, size and layout.

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