

Be Your Own Boss



PUBLISHED WITH Evening Standard TUESDAY 26TH MARCH 2019

Be Your Own Boss is a full-colour, tabloid sized double-page spread of advertorial content published in *London Evening Standard*.

As a free daily newspaper, *The Evening Standard* has a key stake in London life, reaching the city's core business demographic at the same time every day. And with London the start-up capital of the UK, this makes *Be Your Own Boss* the perfect content for *Evening Standard* readers.

Be Your Own Boss will serve as an essential guide for those embarking on their first business venture, as well as current business owners. It will give these readers a deeper insight into everything they need to know about starting their own company and bettering their business.

Showcasing a high-quality selection of products and services, *Be Your Own Boss* published with *The Evening Standard* will include financial and legal services, IT and technology, networking spaces, recruitment options and corporate venues.

Published at peak commuter time, *Be Your Own Boss* is the perfect shop window for brands and organisations looking to benefit from an affluent and engaged readership, who, when presented with accurate information, are highly suggestible to purchasing new products and services.

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

Be Your Own Boss

Everything you need to know about starting your own company and bettering your business, with the finest IT & tech, insurance options and corporate spaces

Get ahead with your business finances

At **AMBERBURY** we help you to understand your business finances and how to manage them effectively. We offer a range of services including bookkeeping, tax advice, and financial planning. Contact us today for a free consultation.

Offering the finest financial advice on investments

At **FINANCIAL ADVISORS** we provide expert advice on a wide range of investment options, from stocks and bonds to property and private equity. We tailor our advice to your individual needs and goals.

Ensuring that your company hires only the very best

At **HR CONSULTANTS** we help you to attract and retain the best talent for your business. We offer a range of services including recruitment, training, and employee relations.

The best business bank accounts for entrepreneurs

At **BANK OF AMERICA** we offer a range of business bank accounts designed specifically for entrepreneurs. Choose from current, savings, and credit accounts to suit your needs.

Win twelve months worth of free small business insurance and protect your company with AXA

At **AXA** we offer a range of small business insurance policies, including public liability, professional indemnity, and cyber insurance. Contact us today for a quote.

A new way to invest with piece of mind

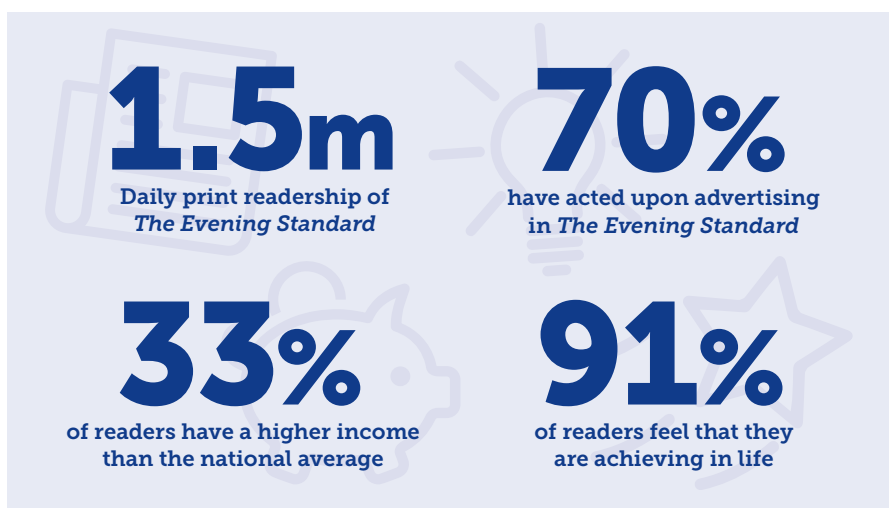
At **INVESTMENT ADVISORS** we help you to invest your money wisely and securely. We offer a range of services including portfolio management and risk assessment.

Find the best insurance policy to suit you

At **INSURANCE BROKERS** we help you to find the best insurance policy for your business. We offer a range of services including quotes, claims, and policy management.

Networking spaces for you and your colleagues

At **CO-WORKING SPACES** we offer a range of flexible workspace options for businesses of all sizes. Choose from private offices, shared desks, and meeting rooms.



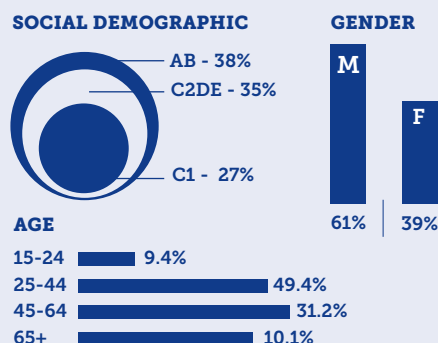
RATE CARD

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

DISTRIBUTION

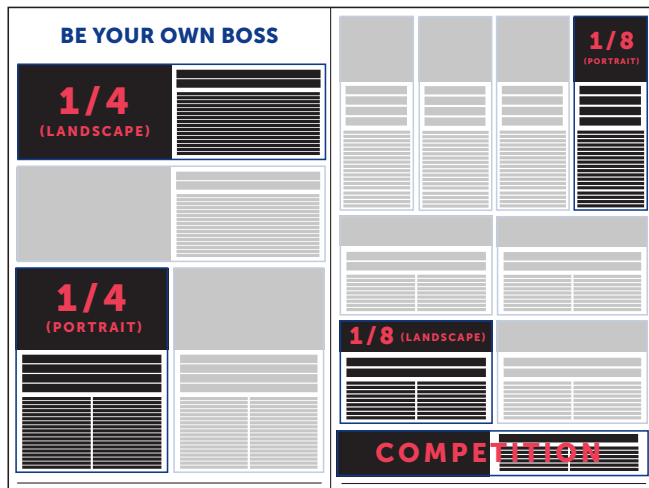
- 886,000 copies of *The Evening Standard* published daily
- 1,580,000 average issue readership
- Available online to *Evening Standard* subscribers
- Distributed within the London and Carlton regions

DEMOGRAPHICS



1/4 , 1/8 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

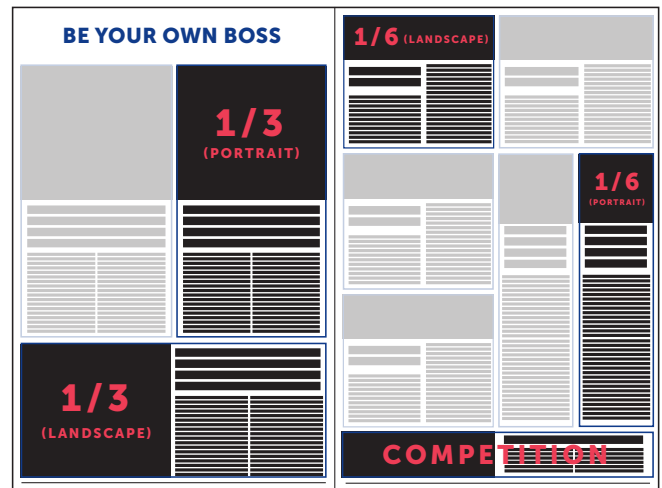
Landscape: 134.5 x 67 mm
Portrait: 65.25 x 137.7 mm

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						

1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



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

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 wettransfer.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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