

# Be Your Own Boss

PUBLISHED WITH **Evening Standard** TUESDAY 9TH APRIL 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

### 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 **AMBERSTON** 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 will help you to build a portfolio that meets your long-term 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. Contact us today for a free consultation.

#### 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, all with competitive rates and excellent customer service.

#### 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 free quote.

#### A new way to invest with piece of mind

At **INVESTMENT SERVICES** we offer a range of investment services, including portfolio management and wealth planning. We will help you to grow your wealth and secure your future.

#### 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 insurance broking, claims management, and risk assessment.

#### Networking spaces for you and your colleagues

At **CO-WORKING SPACES** we offer a range of co-working spaces and meeting rooms in central London. Contact us today for a free tour.

#### The best IT and tech solutions for small businesses

At **IT SOLUTIONS** we offer a range of IT services for small businesses, including cloud storage, cybersecurity, and IT support. Contact us today for a free consultation.

#### Venues to host your corporate events

At **CORPORATE VENUES** we offer a range of venues for corporate events, from conferences and seminars to team building exercises. Contact us today for a free quote.

# 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

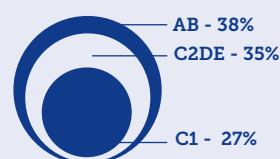
Third page	<b>£6,000</b>
Quarter page	<b>£4,500</b>
Sixth page	<b>£3,250</b>
Competition Partnership (Advertorial or Advert)	<b>P.O.A</b>

## DISTRIBUTION

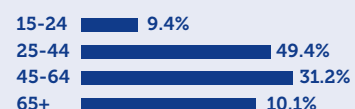
- 886,000 copies of *The Evening Standard* published daily
- 1,580,000 average issue readership
- Available online to *Evening Standard* subscribers
- Distributed within the London and Carlton regions

## DEMOGRAPHICS

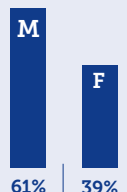
### SOCIAL DEMOGRAPHIC



### AGE

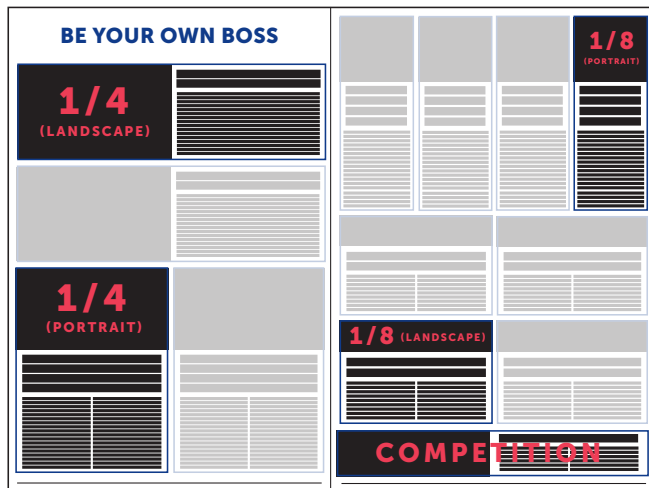


### GENDER



## 1/4 , 1/8 FEATURE REQUIREMENTS

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



### QUARTER PAGE

Landscape: 273 x 67 mm  
Portrait: 134.5 x 137.7 mm

<b>Headline</b>	Written in-house	<b>Headline</b>	Written in-house
<b>Main body copy</b>	160-250 words	<b>Main body copy</b>	60-90 words
<b>Contact</b>	Website, phone number	<b>Contact</b>	Website, phone number
<b>Images</b>	1-2 high resolution images*	<b>Images</b>	1 high resolution image*

### EIGHTH PAGE

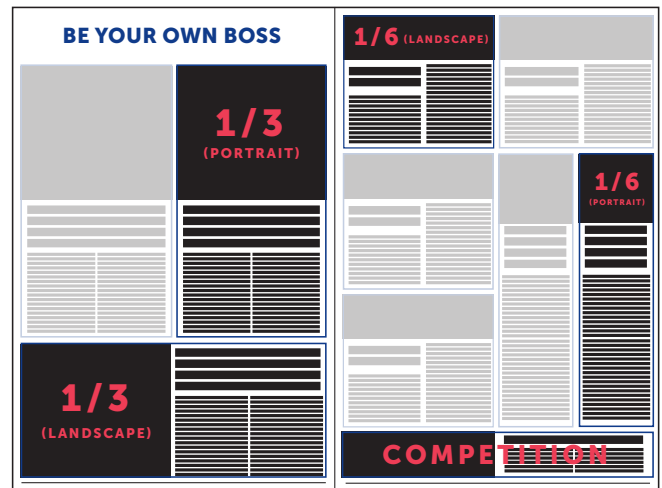
Landscape: 134.5 x 67 mm  
Portrait: 65.25 x 137.7 mm

### COMPETITION: 273 x 42.5 mm

<b>Headline</b>	Written in-house	<b>Main body copy</b>	50-70 words	<b>Contact</b>	Website, phone number	<b>Images</b>	1-3 high resolution images*
<b>Prize</b>	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

<b>Headline</b>	Written in-house	<b>Headline</b>	Written in-house
<b>Main body copy</b>	200-300 words	<b>Main body copy</b>	120-150 words
<b>Contact</b>	Website, phone number	<b>Contact</b>	Website, phone number
<b>Images</b>	1-3 high resolution images*	<b>Images</b>	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](mailto:production@hurstmediacompany.co.uk)

For larger files please send to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wetransfer.com](mailto: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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