Be Your Own B checklist 🗹



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(THIS IS NOT A SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

Be Your Own Boss Checklist 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 Checklist the perfect content for Evening Standard readers.

Be Your Own Boss Checklist 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 Checklist 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 Checklist 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

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



Daily print readership of The Evening Standard

of readers have a higher income than the national average

have acted upon advertising in The Evening Standard

of readers feel that they are achieving in life

RATE CARD

Third page £6,000

Quarter page £4,500

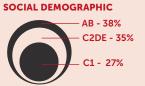
Sixth page £3.250

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

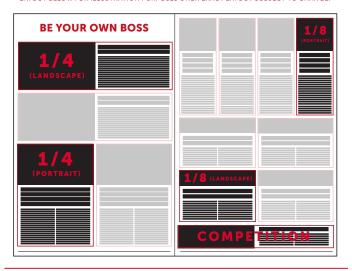




15-24 9.4% 25-44 49.4% 45-64 31.2% 65+ 10.1%

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 200-250 words Main body сору

Website, phone number Contact

1-2 high resolution Images images

EIGHTH PAGE

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

Headline Main body сору

Contact

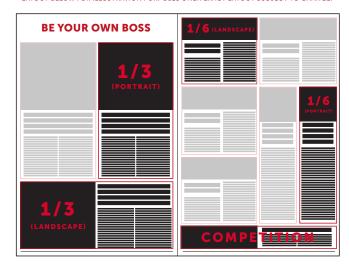
Images 1 high resolution image?

Written in-house

70-100 words

1/3, 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Headline

Landscape: 273 x 90.4 mm Portrait: 134.5 x 185 mm

200-300 words Main body сору Contact Website, phone number

1-3 high resolution Images images

SIXTH PAGE

Landscape: 134.5 x 90.4 mm Portrait: 185 x 65.25 mm

Headline Written in-house 120-150 words Main body сору

Website, phone number Contact 1 high resolution image*

COMPETITION: 273 x 42.5 mm

Headline

Prize

Written in-house Prize and value

Main body copy

50-70 words

Website, phone number

Contact

Website, phone number

Written in-house

Images

Images

1-3 high resolution

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%
- Please supply images at their original size and aspect ratio. We will crop images to an appropriate size when laying out your advertorial
- Please do not supply images with any copy i.e. slogans on top
- We recommend supplying lifestyle images depicting your target audience, service or general message; or product shots.

We cannot guarantee the quality of the final print for images supplied outside of these specifications.

COPY SPECIFICATIONS

- All copy content provided in word processor file (avoid supplying
- Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style

Image use subject to editorial discretion and may vary depending quality, size and layout. Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

FILE TRANSFER

Files less than 8mb can be emailed 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 within the house style of the publication
- Layouts may vary depending on images and/or text supplied

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.

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.co.uk

PRODUCTION DEPT.

Tel: 0203 478 6016 production@hurstmediacompany.co.uk

