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

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

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

It will showcase 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, **Motoring Checklist** published with the *Evening Standard* 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

- 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

Motoring checklist

IN THE MARKET TO replace your vehicle? Or interested in keeping up with what's new? Here is a host of ideas to set your mind racing

You can't beat that nearly new feeling

IF YOU'VE EVER DRIVEN A FIVE-STAR CUPRA, you'll know that feeling. The five-door hot hatch is a real character, with a 2.0-litre turbocharged engine that produces 180bhp and a 0-60 time of 6.9 seconds. It's also got a 100mph top speed, which is a pretty handy feature for a car that's only four years old. If you're looking for a car that's got a bit of character, the Cupra is a good choice. It's got a lot of space, a good engine, and a nice ride. It's a car that's got a lot to offer.

DISCOVER DB11 VOLANTE



ASTON MARTIN NOTTINGHAM

Bridgestone Turanza T005: reinventing the wheel for motorists

BRIDGESTONE'S NEW TURANZA T005 is a real character. It's got a lot of space, a good engine, and a nice ride. It's a car that's got a lot to offer. The Turanza T005 is a real character. It's got a lot of space, a good engine, and a nice ride. It's a car that's got a lot to offer.

BRIDGESTONE

A true Range Rover in compact form

THE NEW AERONAUT LUXURY is a real character. It's got a lot of space, a good engine, and a nice ride. It's a car that's got a lot to offer. The Aeronaut Luxury is a real character. It's got a lot of space, a good engine, and a nice ride. It's a car that's got a lot to offer.

LAND-ROVER

ADVA 4 MOTORS

KENDALE

Discover your dream car and save money too

THE NEW AERONAUT LUXURY is a real character. It's got a lot of space, a good engine, and a nice ride. It's a car that's got a lot to offer. The Aeronaut Luxury is a real character. It's got a lot of space, a good engine, and a nice ride. It's a car that's got a lot to offer.

ADVA 4 MOTORS

KENDALE

At the forefront of automotive design

ATVA, THE NEW LUXURY is a real character. It's got a lot of space, a good engine, and a nice ride. It's a car that's got a lot to offer. The Atva is a real character. It's got a lot of space, a good engine, and a nice ride. It's a car that's got a lot to offer.

BENTLEY MANCHESTER

Save our new moments of Triumph

THE NEW TRIUMPH is a real character. It's got a lot of space, a good engine, and a nice ride. It's a car that's got a lot to offer. The Triumph is a real character. It's got a lot of space, a good engine, and a nice ride. It's a car that's got a lot to offer.

TRIUMPH

WIN A new SUV for three months! Worth £2,000*

ENTER NOW

Mercedes-Benz London

Find your perfect MINI at Cooper Crofton

THE NEW MINI is a real character. It's got a lot of space, a good engine, and a nice ride. It's a car that's got a lot to offer. The Mini is a real character. It's got a lot of space, a good engine, and a nice ride. It's a car that's got a lot to offer.

COOPER CROFTON

DriveNow: Your weekend escape

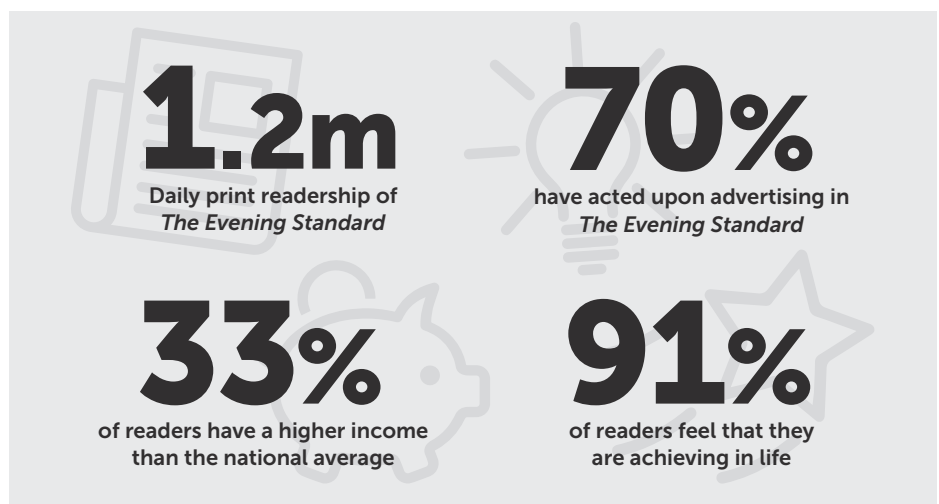
THE NEW DRIVENOW is a real character. It's got a lot of space, a good engine, and a nice ride. It's a car that's got a lot to offer. The Drivenow is a real character. It's got a lot of space, a good engine, and a nice ride. It's a car that's got a lot to offer.

DRIVENOW

DriveNow

ENTER NOW

Wag'nex



RATE CARD

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

DISTRIBUTION

- 859,943 copies of *The Evening Standard* published daily (ABC, Mar '19)
- 1,272,000 average issue readership (PAMCo, Mar '19)
- Distributed within the London and Carlton regions

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC

AB - 38%
C2DE - 35%
C1 - 27%

AGE

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

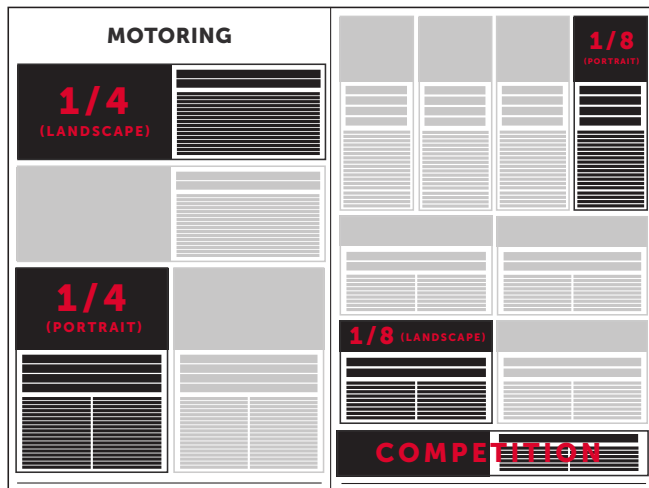
GENDER

M	61%
F	39%

Motoring Checklist is advertorial content published by Hurst Media Company who take sole responsibility for the content, but distributed by London Evening Standard. All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

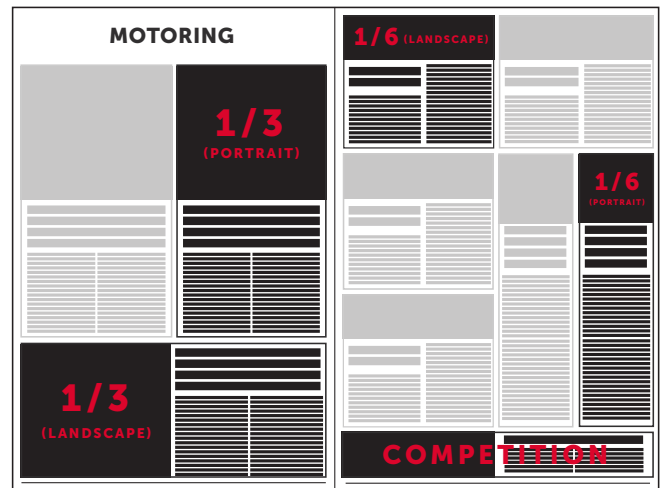
1/4 , 1/8 FEATURE REQUIREMENTS

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



1/3 , 1/6 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
Main body copy	200-250 words
Contact	Website, phone number
Images	1-2 high resolution images*

EIGHTH PAGE

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

Headline	Written in-house
Main body copy	70-100 words
Contact	Website, phone number
Images	1 high resolution image*

THIRD PAGE

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

Headline	Written in-house
Main body copy	200-300 words
Contact	Website, phone number
Images	1-3 high resolution images*

SIXTH PAGE

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

Headline	Written in-house
Main body copy	120-150 words
Contact	Website, phone number
Images	1 high resolution image*

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*
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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 in PDF format)
- 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 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** 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

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