

Be Your Own Boss

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 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 checklist

Considering starting your own business or already running a successful SME? There's always help at hand - these ideas could be ideal to help your business succeed

ArchOver connects high-growth SMEs with the cash they need to succeed

UK, ASIA AND EUROPEAN ENTREPRENEURS are looking for investment opportunities. ArchOver connects high-growth SMEs with the cash they need to succeed. ArchOver is a leading provider of business finance, offering a range of products and services to help businesses grow. ArchOver is a leading provider of business finance, offering a range of products and services to help businesses grow.

Get your data protection sorted from the start

As a business owner, you need to ensure your data is protected from the start. ArchOver offers a range of products and services to help businesses grow. ArchOver is a leading provider of business finance, offering a range of products and services to help businesses grow.

Frustrated with poor Wi-Fi in your home? You need KICK Wi-Fi

KICK Wi-Fi is a leading provider of business finance, offering a range of products and services to help businesses grow. KICK Wi-Fi is a leading provider of business finance, offering a range of products and services to help businesses grow.

Versatile professional label printing for labels with impact

OKI is a leading provider of business finance, offering a range of products and services to help businesses grow. OKI is a leading provider of business finance, offering a range of products and services to help businesses grow.

Grow your business by accessing specialist business data remotely

GCB is a leading provider of business finance, offering a range of products and services to help businesses grow. GCB is a leading provider of business finance, offering a range of products and services to help businesses grow.

Struggling to manage your stock solo? Get your items in order

priority is a leading provider of business finance, offering a range of products and services to help businesses grow. priority is a leading provider of business finance, offering a range of products and services to help businesses grow.

Flexible finance

SWISH FUND is a leading provider of business finance, offering a range of products and services to help businesses grow. SWISH FUND is a leading provider of business finance, offering a range of products and services to help businesses grow.

Choose a phone system that can make you money!

Network is a leading provider of business finance, offering a range of products and services to help businesses grow. Network is a leading provider of business finance, offering a range of products and services to help businesses grow.

Doing business on a global scale? Protect your assets!

Cloud is a leading provider of business finance, offering a range of products and services to help businesses grow. Cloud is a leading provider of business finance, offering a range of products and services to help businesses grow.

Stay at Stoke Park in a stunning suite with your own butler

Stoke Park is a leading provider of business finance, offering a range of products and services to help businesses grow. Stoke Park is a leading provider of business finance, offering a range of products and services to help businesses grow.

ArchOver
P2P Business Lending

OKI
Versatile professional label printing for labels with impact

priority
Struggling to manage your stock solo? Get your items in order

SWISH FUND
Flexible finance

Network
Choose a phone system that can make you money!

Cloud
Doing business on a global scale? Protect your assets!

Stoke Park
Stay at Stoke Park in a stunning suite with your own butler

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

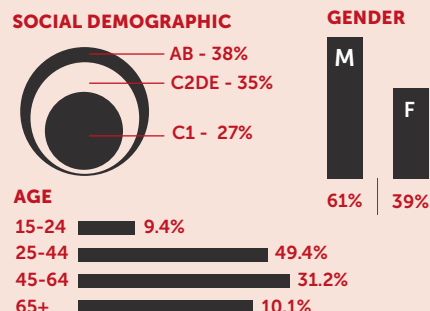
RATE CARD

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

DISTRIBUTION

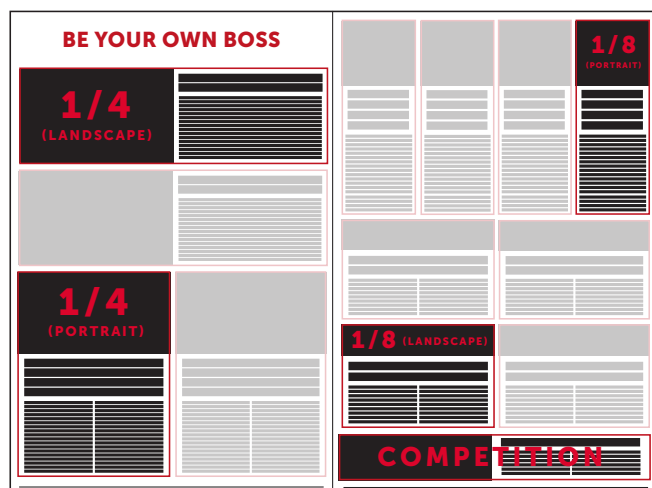
- 886,000 copies of *The Evening Standard* published daily
- 1,580,000 average issue readership
- Distributed within the London and Carlton regions

DEMOGRAPHICS



1/4 , 1/8 FEATURE REQUIREMENTS

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



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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