

GADGETS AND TECH

checklist 



PUBLISHED WITH Evening Standard TUESDAY 19 NOVEMBER 2019

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

Gadgets and Tech Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in *The London Evening Standard*.

The Evening Standard reaches smart opinion formers in and around London, with the paper read by a predominantly upmarket and tech-savvy audience who are working in professional occupations. Gadgets and Tech Checklist will therefore serve as an essential guide for these readers to discover how to live an easier life with the latest tech trends and devices.

It will showcase a high-quality selection of products to benefit these readers, ranging from the best and most up-to-date apps, kitchen and domestic gadgets, computing, gaming, audio and hi-fi products, security options and home automation systems.

Gadgets and Tech Checklist is the perfect shop window for brands and organisations to benefit from an affluent, educated audience, who, when presented with accurate, reliable 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

GADGETS AND TECH

To officialia ipsam voluptatem. Uscit ex atis animam et fugit, conquisquam rem ut andit restibus lab invelit ptatet.

Explore, conquer and play in virtual reality at Zero Latency

Zero Latency is a virtual reality experience that allows you to explore, conquer and play in a virtual world. It's a fully immersive experience that's perfect for anyone who loves gaming or virtual reality.

Yamaha: Ahead of the curve for 130 years

Yamaha has been a leader in the music industry for over 130 years. From pianos to guitars, they have always been at the forefront of innovation.

A new camera worthy of the gods

The Olympus OM-D E-M10 Mark II is a compact camera that's perfect for anyone who wants a high-quality camera that's easy to carry around.

Power your home from the sun, at night

The Moixa solar power system is a sustainable way to power your home. It's a solar panel system that can be used to power anything from a small light to a large appliance.

Join the quiet revolution - cut down your carbon footprint and make travel a joy

The Pure Scooters are a sustainable way to travel. They're electric scooters that are perfect for short trips around the city.

Save cash on tech!

The CEX website is a great place to find deals on tech products. They have a wide range of products at discounted prices.

WIN A £400 starter kit for wireless control of your room!

Win a £400 starter kit for wireless control of your room. The kit includes everything you need to control your room with your voice.

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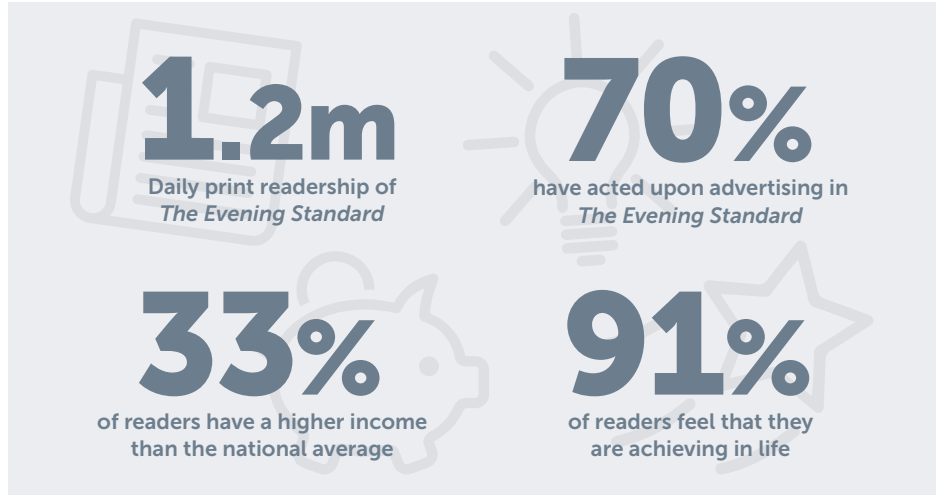
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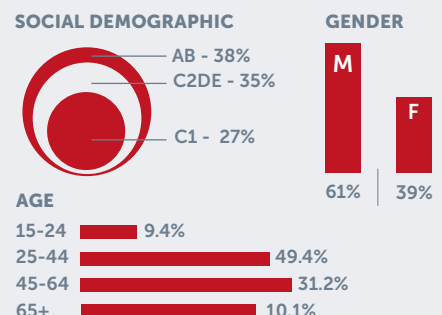
RATE CARD

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

DISTRIBUTION

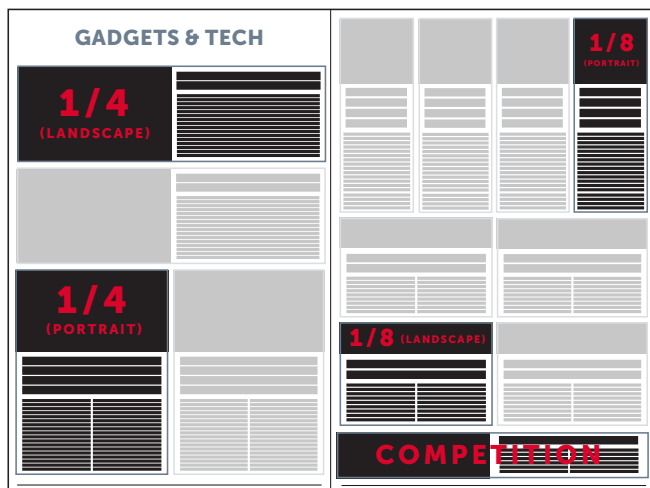
- 859,943 copies of *The Evening Standard* published daily
- 1,272,000 average issue readership
- Distributed within the London and Carlton regions

DEMOGRAPHICS



1/4 , 1/8 FEATURE REQUIREMENTS

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



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	200-250 words	Main body copy	70-100 words
Contact	Website, phone number	Contact	Website, phone number
Images	1-2 high resolution images*	Images	1 high resolution image*

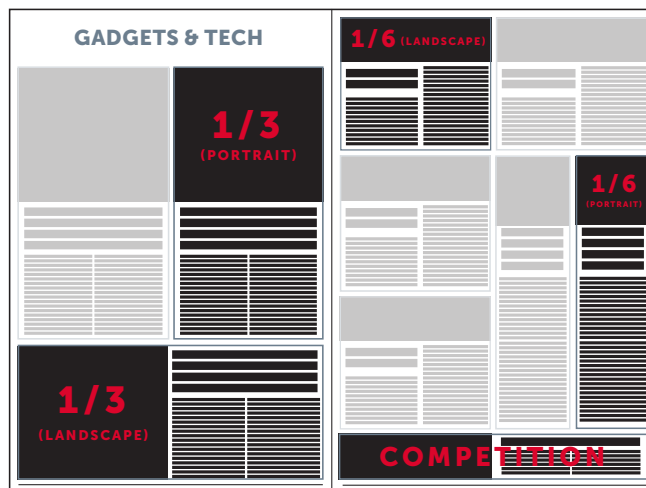
EIGHTH PAGE

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

Headline	Written in-house	Headline	Written in-house
Main body copy	200-250 words	Main body copy	70-100 words
Contact	Website, phone number	Contact	Website, phone number
Images	1-2 high resolution images*	Images	1 high resolution image*

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

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*

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						

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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