Motoring checklist 2



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

The 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 the **Motoring Checklist**, which will serve as an essential guide for readers to discover more about the glamourous world of motoring.

It showcases 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, the 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



1.2m
Daily print readership of

The Evening Standard

33%

of readers have a higher income than the national average

70%

have acted upon advertising in The Evening Standard

91%

of readers feel that they are achieving in life

RATE CARD

Third page £6,000

Quarter page £4,500

Sixth page £3,250

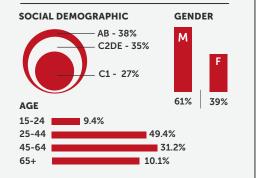
Competition
Partnership
(Advertorial or Advert)

P.O.A

DISTRIBUTION

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

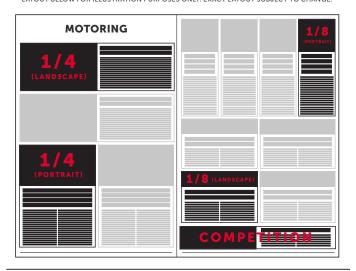
DEMOGRAPHICS



*All facts and figures from ABC, PAMCo and MailMetroMedia

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 Main body сору

200-250 words

Written in-house

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 Website, phone number

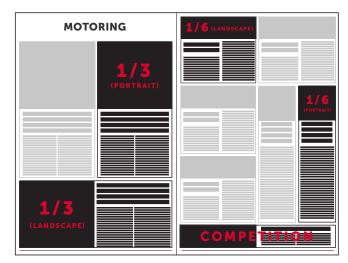
1 high resolution image³ Images

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

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

Headline Written in-house 200-300 words Main body сору

Contact Images

SIXTH PAGE

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

Headline Written in-house Main body сору

Contact

Images

120-150 words

Website, phone number

1 high resolution image*

COMPETITION: 273 x 42.5 mm

Headline

Prize

Written in-house Prize and value

Main body copy

50-70 words

Contact

Website, phone number

Website, phone number

1-3 high resolution

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

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