

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

ArchOver is a leading provider of business finance solutions, offering a range of products and services to help SMEs grow their businesses. With a focus on providing fast, flexible financing, ArchOver has helped thousands of businesses secure the capital they need to succeed.

Get your data protection sorted from the start

At ArchOver, we understand the importance of data protection for your business. Our experts can help you implement robust data protection measures from the start, ensuring your business is compliant with the latest regulations and protecting your valuable data.

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

KICK Wi-Fi is a leading provider of high-speed internet solutions for homes and businesses. With a focus on providing reliable, fast connections, KICK Wi-Fi has helped thousands of customers improve their online experience.

Versatile professional label printing for labels with impact

OKI is a leading provider of professional label printing services, offering a range of products and services to help businesses create high-quality labels. With a focus on providing fast, reliable service, OKI has helped thousands of businesses create labels that make a lasting impression.

Grow your business by accessing specialist business data remotely

GBL is a leading provider of specialist business data services, offering a range of products and services to help businesses access the data they need to grow. With a focus on providing fast, reliable service, GBL has helped thousands of businesses access the data they need to succeed.

Prioritise your productivity

With a focus on providing fast, reliable service, we can help you prioritise your productivity and get more done in less time. Our experts can help you implement productivity tools and techniques that will help you work smarter, not harder.

Flexible finance

With a focus on providing fast, reliable service, we can help you access the flexible finance you need to grow your business. Our experts can help you implement flexible financing solutions that will help you secure the capital you need to succeed.

SWISH FUND

SWISH FUND is a leading provider of business finance solutions, offering a range of products and services to help businesses secure the capital they need to succeed. With a focus on providing fast, flexible financing, SWISH FUND has helped thousands of businesses secure the capital they need to succeed.

Choose a phone system that can make you money!

With a focus on providing fast, reliable service, we can help you choose a phone system that can make you money. Our experts can help you implement phone systems that will help you improve your customer service and increase your sales.

Doing business on a global scale?

With a focus on providing fast, reliable service, we can help you do business on a global scale. Our experts can help you implement global business solutions that will help you expand your business into new markets.

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

With a focus on providing fast, reliable service, we can help you manage your stock solo. Our experts can help you implement stock management solutions that will help you keep your inventory organized and your business running smoothly.

Protect your assets!

With a focus on providing fast, reliable service, we can help you protect your assets. Our experts can help you implement asset protection solutions that will help you safeguard your business and your personal assets.

Stay at Stoke Park

Stoke Park is a leading provider of business accommodation services, offering a range of products and services to help businesses find the best place to stay. With a focus on providing fast, reliable service, Stoke Park has helped thousands of businesses find the accommodation they need to succeed.

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

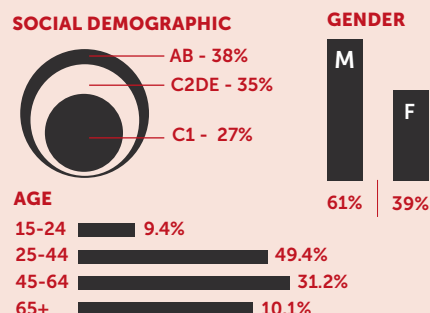
RATE CARD

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

DISTRIBUTION

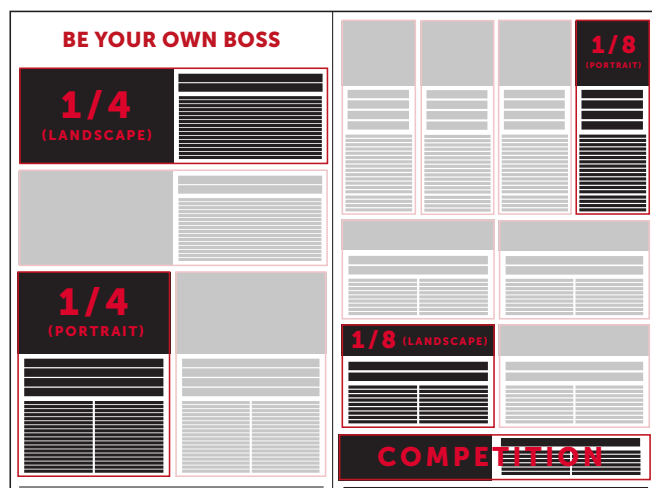
- 886,000 copies of *The Evening Standard* published daily
- 1,580,000 average issue readership
- Distributed within the London and Carlton regions

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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