

Business checklist



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

The **Business 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 the **Business Checklist** the perfect content for *Evening Standard* readers.

The **Business 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, the **Business 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, the **Business 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 susceptible 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

Business checklist

Consider starting your own business or already running a successful one? There's always help at hand - these ideas could be useful to help your business succeed.

ArchOver connects high-growth SMEs with the cash they need to succeed. How can they help you?

ArchOver is a leading UK-based business-to-business (B2B) platform that connects high-growth SMEs with the cash they need to succeed. The platform offers a range of financial services, including business loans, credit lines, and factoring, all designed to help SMEs grow their businesses. ArchOver is a leading UK-based business-to-business (B2B) platform that connects high-growth SMEs with the cash they need to succeed. The platform offers a range of financial services, including business loans, credit lines, and factoring, all designed to help SMEs grow their businesses.

Find franchise opportunities on FranchiseSales.com

FranchiseSales.com is a leading UK-based business-to-business (B2B) platform that connects high-growth SMEs with the cash they need to succeed. The platform offers a range of financial services, including business loans, credit lines, and factoring, all designed to help SMEs grow their businesses.

Escape corporate accounting

Escape corporate accounting is a leading UK-based business-to-business (B2B) platform that connects high-growth SMEs with the cash they need to succeed. The platform offers a range of financial services, including business loans, credit lines, and factoring, all designed to help SMEs grow their businesses.

easyMoney

easyMoney is a leading UK-based business-to-business (B2B) platform that connects high-growth SMEs with the cash they need to succeed. The platform offers a range of financial services, including business loans, credit lines, and factoring, all designed to help SMEs grow their businesses.

HTB

HTB is a leading UK-based business-to-business (B2B) platform that connects high-growth SMEs with the cash they need to succeed. The platform offers a range of financial services, including business loans, credit lines, and factoring, all designed to help SMEs grow their businesses.

ArchOver

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PAISWELL

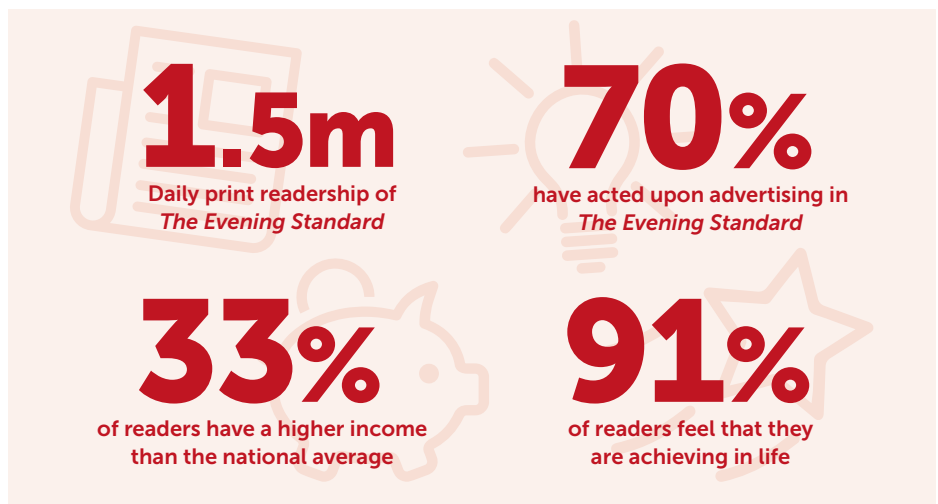
PAISWELL is a leading UK-based business-to-business (B2B) platform that connects high-growth SMEs with the cash they need to succeed. The platform offers a range of financial services, including business loans, credit lines, and factoring, all designed to help SMEs grow their businesses.

GoDaddy

GoDaddy is a leading UK-based business-to-business (B2B) platform that connects high-growth SMEs with the cash they need to succeed. The platform offers a range of financial services, including business loans, credit lines, and factoring, all designed to help SMEs grow their businesses.

OKI

OKI is a leading UK-based business-to-business (B2B) platform that connects high-growth SMEs with the cash they need to succeed. The platform offers a range of financial services, including business loans, credit lines, and factoring, all designed to help SMEs grow their businesses.



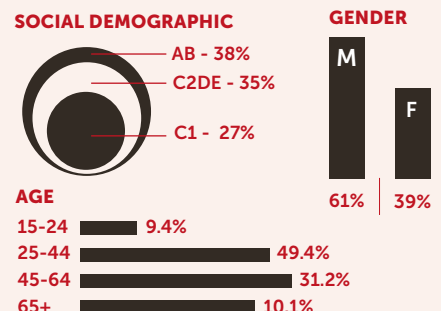
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition Partnership (Advertorial or Advert)	P.O.A

DISTRIBUTION

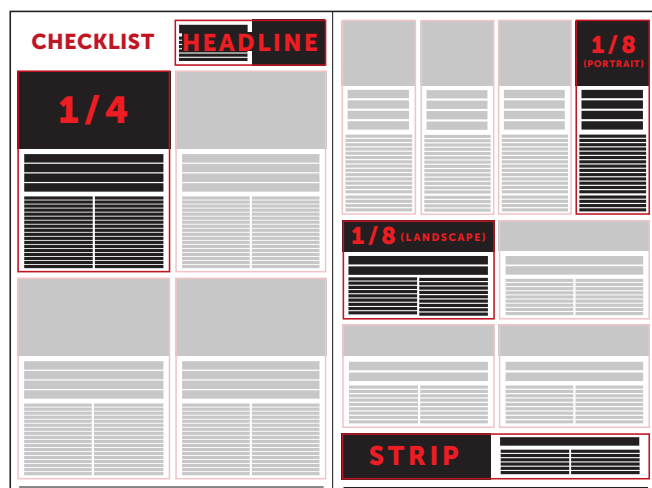
- 886,000 copies of *The Evening Standard* published daily
- 1,580,000 average issue readership
- Distributed within the London and Carlton regions

DEMOGRAPHICS



1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Portrait: 134.5 x 137.7 mm

Total word count 200-250 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1-2 images + logo

EIGHTH PAGE

Landscape: 134.5 x 67 mm

Portrait: 65.25 x 137.7 mm

Total word count 70-100 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1 image + logo

STRIP Landscape: 267 x 42.5 mm

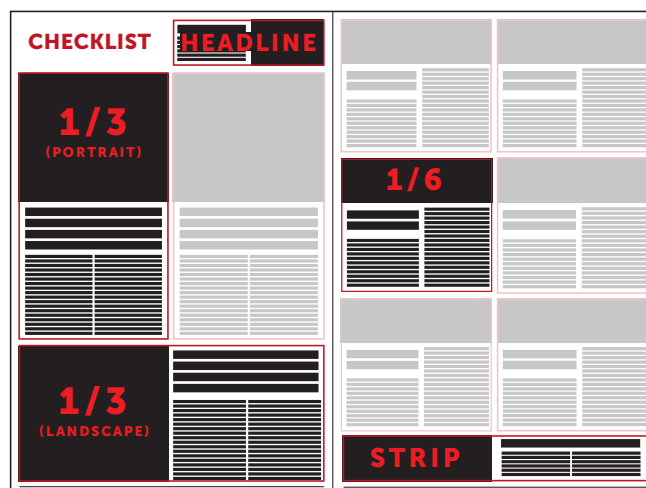
Main body copy 120-150 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2 images + logo

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

Total word count 200-300 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2-3 images + logo

SIXTH PAGE

Landscape: 134.5 x 90.4 mm

Total word count 120-150 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1-2 image + logo

HEADLINE Landscape: 134.5 x 42.5 mm

Main body copy 60-80 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1 image + logo

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format.
- All images are high resolution (at least 300dpi).
- 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.

COPY SPECIFICATIONS

- Total word count includes max. 10 words for headline and max. 20 words for a call to action.
- Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style.

FILE TRANSFER

Files less than 8mb (total attachment limit) can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent to production@hurstmediacompany.co.uk via wettransfer.com. Please clarify in your message your company name, publication, theme and on sale date as per your booking.

DESIGN PROCESS

- Once all material is submitted according to specification, **Hurst Media will layout your advertorial** within the pre-approved house style of the publication.
- Supplied copy will be subedited by Hurst Media's editorial team. Spelling, grammar and punctuation will also be corrected to the house style.
- Layouts may vary depending on style of images and/or text supplied.

APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required.
- Please ensure any amendments are clear and concise.
- Approval is required within 48 hours.
- Please note that the newspaper must also approve all advertorials and they reserve the right to make changes or corrections to ensure copy passes their compliance standards.

* Image use subject to editorial discretion and may vary depending quality, size and layout. We cannot guarantee the quality of the final print for images supplied outside of these specifications.

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.
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

CONTACT DETAILS

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HURST MEDIA

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