

# 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 the key 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 provider of business finance solutions, offering a range of services to help SMEs grow their businesses. From business loans to credit lines, ArchOver has the expertise to help you secure the funding you need to succeed.

**Find franchise opportunities on FranchiseSales.com**

FranchiseSales.com is a leading platform for finding franchise opportunities. With a wide range of businesses to choose from, you can find the perfect franchise to invest in or join.

**Escape corporate accounting**

AIMS is a leading provider of accounting services, offering a range of solutions to help businesses manage their finances. From bookkeeping to tax services, AIMS has the expertise to help you escape corporate accounting.

### Advert-winning personal and business savings

HTB is a leading provider of personal and business savings solutions, offering a range of services to help you save money. From savings accounts to investment services, HTB has the expertise to help you achieve your financial goals.

**Taking the pain out of payroll**

Payroll is a complex task, but it doesn't have to be. Payroll services can help you manage your payroll efficiently, ensuring you pay your staff correctly and on time.

**GoDaddy Websites + Marketing: empowering entrepreneurs**

GoDaddy is a leading provider of website and marketing services, offering a range of solutions to help businesses grow online. From website design to digital marketing, GoDaddy has the expertise to help you succeed.

**Small and powerful: discover an A3 colour printer that's compact, eco-friendly and offers endless possibilities**

OKI is a leading provider of A3 colour printers, offering a range of solutions to help businesses print their documents efficiently. From compact desktop models to large format printers, OKI has the expertise to help you choose the right printer for your needs.

**Helping you get on the road, and stay there**

Northgate is a leading provider of travel services, offering a range of solutions to help businesses manage their travel. From flight booking to hotel reservations, Northgate has the expertise to help you get on the road and stay there.

**Time to scale-up your eCommerce business?**

BuzzBrand is a leading provider of e-commerce services, offering a range of solutions to help businesses scale up their online presence. From website optimization to digital marketing, BuzzBrand has the expertise to help you 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

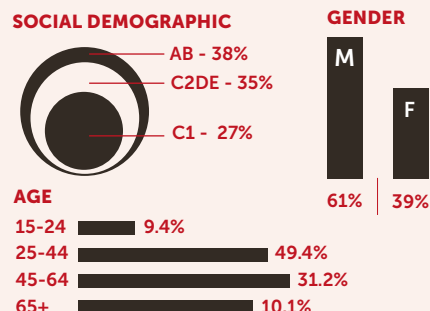
## RATE CARD

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

## DISTRIBUTION

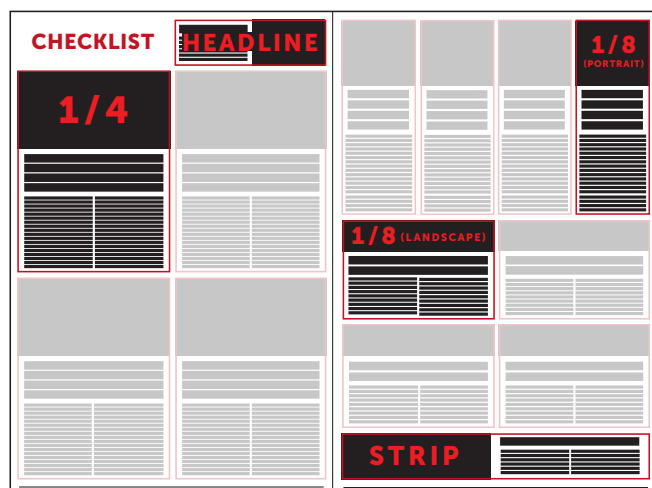
- 886,000 copies of *The Evening Standard* published daily
- 1,580,000 average issue readership
- Distributed within the London and Carlton regions

## 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

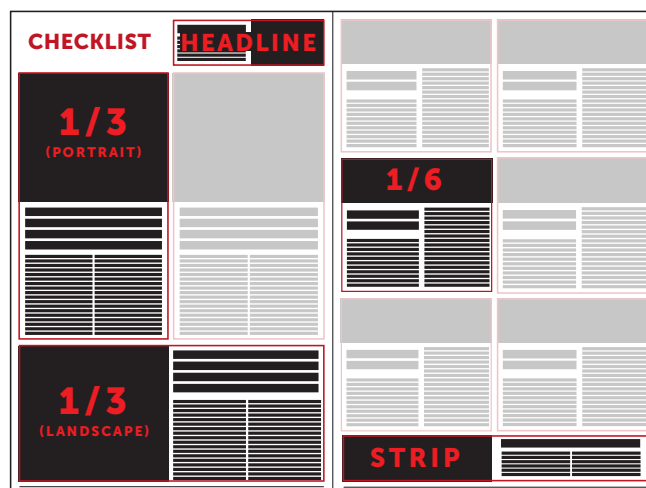
**Main body copy** 120-150 words

**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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wettransfer.com](http://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

Hurst Media Company  
United House  
N7 9DP  
Tel: 020 3478 6017  
[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

Tel: 0203 478 6017  
Fax: 0203 478 6018  
[sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPT.

Tel: 0203 478 6016  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



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