

Motoring

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 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 glamorous 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

Freshen up your ride

Available as the only at £1000 a year, the new *Evening Standard* Motoring Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the *London Evening Standard*.

Continental tyres: all weathers, all winners

SEVEN THE NEW COOPER COOPER S range of cars is a perfect choice for those who want a car that can handle all weathers. The new Cooper S range is a perfect choice for those who want a car that can handle all weathers. The new Cooper S range is a perfect choice for those who want a car that can handle all weathers.

Buying a used car? Watch out for hidden history

When you buy a used car, it's important to check its history. The RAC Motoring Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the *London Evening Standard*.

Experience BMW luxury class

The new BMW 1 Series is a perfect choice for those who want a car that can handle all weathers. The new BMW 1 Series is a perfect choice for those who want a car that can handle all weathers. The new BMW 1 Series is a perfect choice for those who want a car that can handle all weathers.

Savour these new moments of Triumph

The new Triumph 660 is a perfect choice for those who want a car that can handle all weathers. The new Triumph 660 is a perfect choice for those who want a car that can handle all weathers. The new Triumph 660 is a perfect choice for those who want a car that can handle all weathers.

Drive in a new motor without having to sign a lengthy contract

The new *Evening Standard* Motoring Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the *London Evening Standard*.

Discover the new Land Rover at Kentdale

The new Land Rover is a perfect choice for those who want a car that can handle all weathers. The new Land Rover is a perfect choice for those who want a car that can handle all weathers. The new Land Rover is a perfect choice for those who want a car that can handle all weathers.

Mercedes-Benz AMG: opening up the world of driving performance

The new Mercedes-Benz AMG is a perfect choice for those who want a car that can handle all weathers. The new Mercedes-Benz AMG is a perfect choice for those who want a car that can handle all weathers. The new Mercedes-Benz AMG is a perfect choice for those who want a car that can handle all weathers.

The world's smallest electric vehicle charger

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1.2m

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

DISTRIBUTION

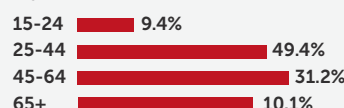
- 859,943 copies of *The Evening Standard* published daily
- 1,272,000 average issue readership
- Distributed within the London and Carlton regions

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE

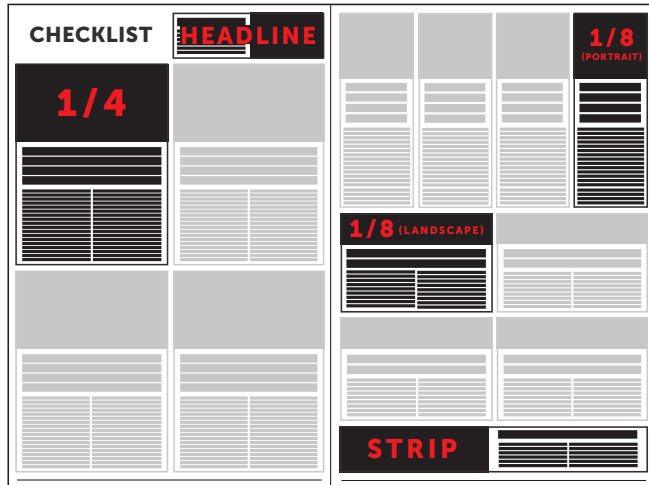


GENDER



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

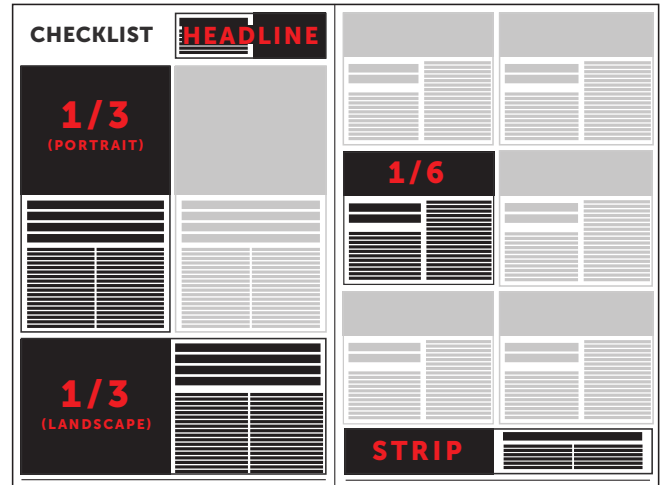
Main body copy 120-150 words

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

The UK's trusted media partner