

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 part of a 12-month contract, the new **SPARK** is a compact car that's perfect for city driving. It's got a sleek design, a powerful engine, and a spacious interior. Find out more about the new **SPARK** at [www.honda.co.uk](#)

Protect your vehicle's bodywork with the new MICHELIN parking protectors

Protect your car's bodywork from scratches and scuffs with the new **MICHELIN** parking protectors. They're made from a durable, scratch-resistant material and are easy to install. Find out more about the new **MICHELIN** parking protectors at [www.michelin.co.uk](#)

Discover the new Land Rover at Kentdale

Experience the new **Land Rover** at Kentdale. They have a range of new models, including the **Range Rover**, **Range Rover Sport**, and **Range Rover Evoque**. Find out more about the new **Land Rover** at Kentdale at [www.kentdale.co.uk](#)

Buying a used car? Watch out for hidden history

When buying a used car, it's important to check its history. The **RAC** Vehicle History Check is a free online service that can help you do this. Find out more about the **RAC** Vehicle History Check at [www.rac.co.uk](#)

Experience BMW luxury class

Experience the **BMW** luxury class at the **BMW** dealership. They have a range of new models, including the **BMW 1 Series**, **BMW 2 Series**, and **BMW 3 Series**. Find out more about the **BMW** luxury class at the **BMW** dealership at [www.bmw.co.uk](#)

Savour these new moments of Triumph

Savour the new moments of **Triumph** at the **Triumph** dealership. They have a range of new models, including the **Triumph Tiger**, **Triumph Street**, and **Triumph Speed**. Find out more about the new moments of **Triumph** at the **Triumph** dealership at [www.triumph.co.uk](#)

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

Drive off in a new motor without having to sign a lengthy contract. The **Long Term Plan** is a new way of financing your car. Find out more about the **Long Term Plan** at [www.longtermplan.co.uk](#)

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

Mercedes-Benz AMG is opening up the world of driving performance. They have a range of new models, including the **Mercedes-Benz AMG GT**, **Mercedes-Benz AMG GT S**, and **Mercedes-Benz AMG GT R**. Find out more about Mercedes-Benz AMG at [www.mercedes-amg.co.uk](#)

The world's smallest electric vehicle charger

The world's smallest electric vehicle charger is now available. It's called the **eo** and it's perfect for use in small spaces. Find out more about the **eo** at [www.eo.co.uk](#)

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	P.O.A
(Advertorial or Advert)	

DISTRIBUTION

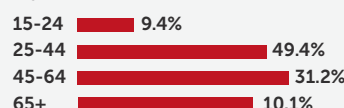
- 859,943 copies of *The Evening Standard* published daily
- 1,272,000 average issue readership
- Distributed within the London and Carlton regions

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE

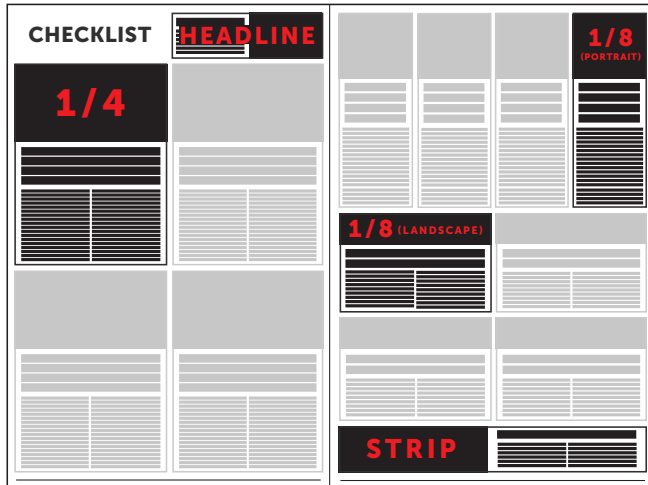


GENDER



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

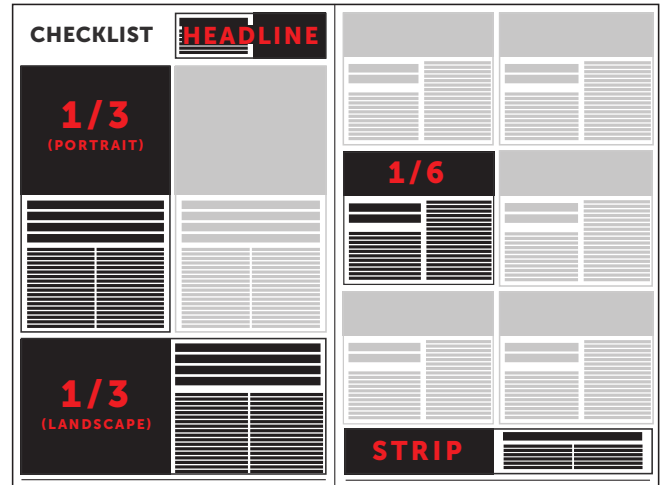
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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 [wetransfer.com](https://www.wetransfer.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