# Be Your Own Boss checklist &



# PUBLISHED WITH Evening Standard TUESDAY 24 MARCH 2020

(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



1.5m
Daily print readership of
The Evening Standard

33%

of readers have a higher income than the national average

70%

have acted upon advertising in The Evening Standard

91%

of readers feel that they are achieving in life

# **RATE CARD**

Third page £8,500

Quarter page £6.750

Sixth page £5,000

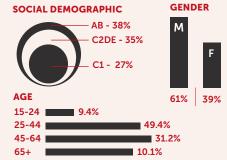
Competition
Partnership
(Advertorial or Advert)

P.O.A

# DISTRIBUTION

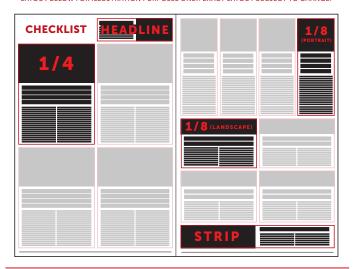
- 886,000 copies of The Evening Standard published daily
- 1,580,000 average issue redership
- Distributed within the London and Carlton regions

# **DEMOGRAPHICS**



# 1/4, 1/8 FEATURE REQUIREMENTS

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



EIGHTH PAGE

Portrait: 64 x 136.6 mm

Total word

count

Call to

action

Images

Landscape: 132 x 66.25 mm

70-100 words

1 image + logo

i.e. Discount offer, website

phone, or social links

#### **QUARTER PAGE**

Portrait: 132 x 136.6 mm

Total word count

200-250 words

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

1-2 images + logo Images

STRIP Landscape: 268 x 42.5 mm

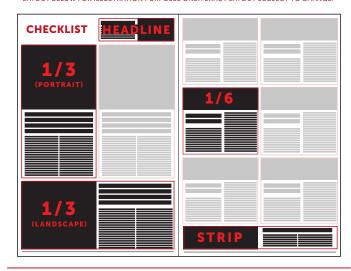
Main body copy 120-150 words

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: 268 x 89.7 mm Portrait: 183.6 x 132 mm

Total word count

Call to

action

Images

200-300 words

i.e. Discount offer, website

phone, or social links 2-3 images + logo

action

Images

count

SIXTH PAGE Landscape: 132 x 89.7 mm

Total word 120-150 words

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

1-2 image + logo

#### **HEADLINE** Landscape: 134 x 42.5 mm

Main body copy 60-80 words

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

**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. 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 by 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.

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 Company number: 08357910 VAT number: 161866882

#### **MEDIA SALES**

Tel: 0203 478 6017 Fax: 0203 478 6018 sales@hurstmediacompany.co.uk

#### PRODUCTION DEPT.

Tel: 0203 478 6016 production@hurstmediacompany.co.uk



<sup>\*</sup> 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.