

# 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

### Motoring checklist

in the market to register your interest in what's new? There are a host of places to get your motoring checklist.

### Freshen up your ride

Available as an ad in the Evening Standard, the Motoring Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the *London Evening Standard*. It's a must-read for 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.

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

Protect your MICHELIN parking protectors and your vehicle's bodywork with the new MICHELIN parking protectors. They are designed to protect your vehicle's bodywork from scratches and scuffs, and are available in a range of colours to match your vehicle's paint.

### Discover the new Land Rover at Kentdale

The new Land Rover is now available at Kentdale. The new Land Rover is a full-colour, tabloid sized double-page spread of advertorial content published in the *London Evening Standard*. It's a must-read for 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.

### Buying a used car? Watch out for hidden history

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

### Continental tyres: all weathers, all winners

Continental tyres are the perfect choice for all weathers. They are designed to provide excellent grip and handling, and are available in a range of sizes to fit your vehicle.

### Savour these new moments of Triumph

Triumph motorcycles are the perfect choice for all moments. They are designed to provide excellent performance and handling, and are available in a range of models to suit your needs.

### Experience BMW luxury class

BMW is the perfect choice for all luxury experiences. They are designed to provide excellent performance and handling, and are available in a range of models to suit your needs.

### COOPER

COOPER is the perfect choice for all experiences. They are designed to provide excellent performance and handling, and are available in a range of models to suit your needs.

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

Mercedes-Benz AMG is the perfect choice for all driving performance. They are designed to provide excellent performance and handling, and are available in a range of models to suit your needs.

### The world's smallest electric vehicle charger

The world's smallest electric vehicle charger is now available. It is designed to provide excellent performance and handling, and is available in a range of models to suit your needs.

# 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

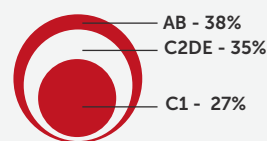
|                         |               |
|-------------------------|---------------|
| Third page              | <b>£8,500</b> |
| Quarter page            | <b>£6,750</b> |
| Sixth page              | <b>£5,000</b> |
| Competition Partnership | <b>P.O.A</b>  |
| (Advertorial or Advert) |         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

## DISTRIBUTION

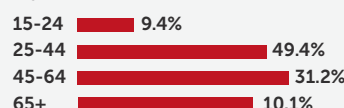
- 859,943 copies of *The Evening Standard* published daily
- 1,272,000 average issue readership
- Distributed within the London and Carlton regions

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC



### AGE

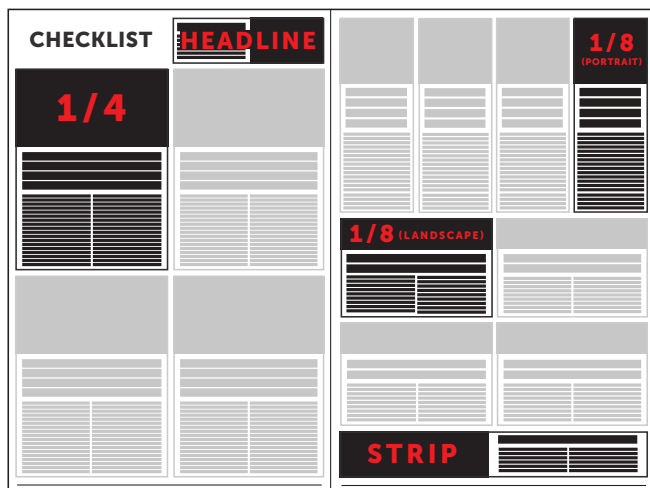


### GENDER



## 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

### EIGHTH PAGE

Landscape: 134.5 x 67 mm  
Portrait: 65.25 x 137.7 mm

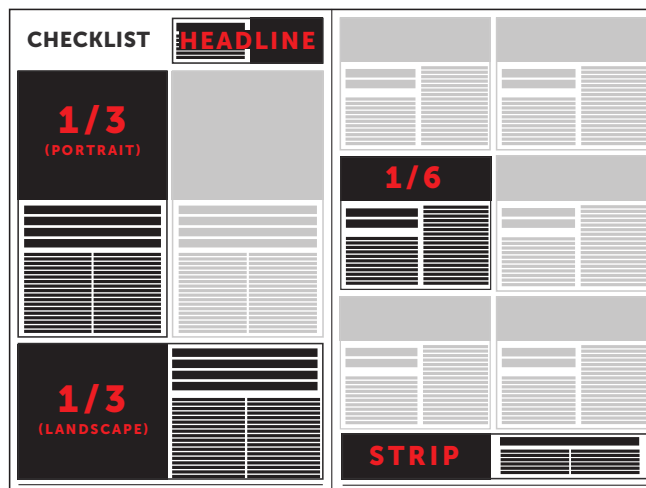
|                         |                                                      |                         |                                                      |
|-------------------------|------------------------------------------------------|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 200-250 words                                        | <b>Total word count</b> | 70-100 words                                         |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links | <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 1-2 images + logo                                    | <b>Images</b>           | 1 image + logo                                       |

### STRIP Landscape: 267 x 42.5 mm

|                       |                                                      |
|-----------------------|------------------------------------------------------|
| <b>Main body copy</b> | 120-150 words                                        |
| <b>Call to action</b> | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>         | 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

### SIXTH PAGE

Landscape: 134.5 x 90.4 mm

|                         |                                                      |                         |                                                      |
|-------------------------|------------------------------------------------------|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 200-300 words                                        | <b>Total word count</b> | 120-150 words                                        |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links | <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 2-3 images + logo                                    | <b>Images</b>           | 1-2 images + logo                                    |

### HEADLINE Landscape: 134.5 x 42.5 mm

|                       |                                                      |
|-----------------------|------------------------------------------------------|
| <b>Main body copy</b> | 60-80 words                                          |
| <b>Call to action</b> | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>         | 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 [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

Hurst Media Company  
United House  
N7 9DP  
Tel: 020 3478 6017  
[hurstmediacompany.co.uk](https://www.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)



# HURST MEDIA

The UK's trusted media partner