CHRISTMA







PUBLISHED WITH TRO TUESDAY 19 NOVEMBER 2019

(THIS IS NOT A SUPPLEMENT. IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

The Christmas Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the Metro.

As 1 in 3 Metro readers say that Christmas advertising inluences their purchase decisions, the Christmas Checklist will serve as the essential guide for festive inspiration and is an excellent opportunity to reach this audience in the run up to the holiday season.

It showcases a selection of high-quality products, services and experiences, ranging from Christmas markets and fairs, indulgent foods, fantastic gifts, celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

With 40% of Metro readers wanting to be inspired by gift ideas content, the Christmas Checklist, published at the most popular time to start present planning, is the perfect vehicle for showcasing your company's products and services to an affluent audience, who are just beginning to prepare for the festive season.

PARTICULARLY CONSIDERING

- 55% of Metro readers are between the ages of 18-44 years old, with an average age of 40
- 57% of Metro readers are in ABC1 socioeconomic groups
- 63% of Metro readers agree "I like to try out new food products"
- 45p in every £1 spent on Christmas presents is spent by Metro readers



Daily print readership of **London Metro**

"I try to keep up with developments in technology"

"People come to me for advice before buying new things'

"I like to be surrounded by different people, cultures, ideas and lifestyles"

RATE CARD

Third page £6,000

Quarter page £4,500

£3,250 Sixth page

P.O.A

Competition **Partnership** (Advertorial or Advert) circulation

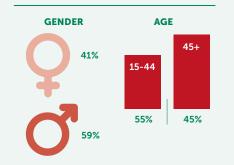
2,581,000 average readership

865,801 average print

DISTRIBUTION

Distributed within London and Greater London

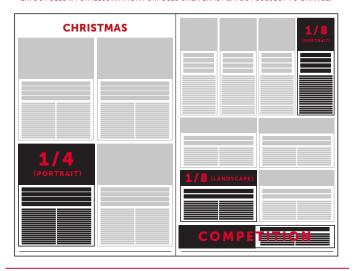
DEMOGRAPHICS



and figures from ABC, PAMCo and MailMetroMedia

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

Headline

сору

Contact

Images

Written in-house Headline Written in-house 200-250 words 70-100 words Main body Main body сору Website, phone number Contact Website, phone number 1-2 high resolution 1 high resolution image³ Images

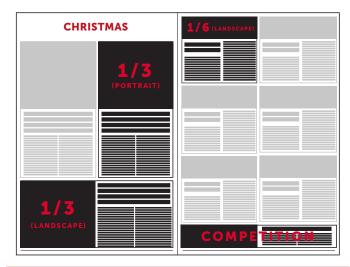
EIGHTH PAGE

Landscape: 134.5 x 67 mm

Portrait: 65 25 x 1377 mm

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

Headline	Written in-house	Headline	Written in-house
Main body copy	200-300 words	Main body copy	120-150 words
Contact	Website, phone number	Contact	Website, phone numbe
Images	1-3 high resolution images*	Images	1 high resolution image

COMPETITION: 273 x 42.5 mm

images

Headline Written in-house Main body copy

Prize Prize and value 50-70 words

Contact

Website, phone number

Images

SIXTH PAGE

Landscape: 134.5 x 90.4 mm

1-3 high resolution images*

SUPPLYING CONTENT

IMAGE SPECIFICATIONS

- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- Image ink density limit 240%
- 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.

We cannot guarantee the quality of the final print for images supplied outside of these specifications.

COPY SPECIFICATIONS

- All copy content provided in word processor file (avoid supplying
- Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style

Image use subject to editorial discretion and may vary depending quality, size and layout. Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

FILE TRANSFER

Files less than 8mb can be emailed to production@hurstmediacompany. co.uk. For larger files please send to production@hurstmediacompany.co.uk via wetransfer.com. Please clarify in your message your company name, publication and on sale date as per your booking.

DESIGN PROCESS

- Once all material is submitted according to specification, Hurst Media Company will layout your advertorial within the house style of the publication
- Layouts may vary depending on images and/or text supplied

APPROVALS & AMENDMENTS

- Hurst Media Company will provide a PDF for client approval
- The client will have the option of two rounds of amendments before final approval is required
- The final third PDF is for fact checking/approval/records only, as such please ensure any amendments are clear and concise
- Approval is required within 48 hours

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.

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

