

Food and Drink checklist



PUBLISHED WITH LONDON **METRO** ON FRIDAYS

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

The **Food & Drink Checklist** is a full-colour, tabloid sized, double-page spread of advertorial content published in the London *Metro*.

The *Metro* readership is made up of adventurous foodies, with 63% of readers agreeing that they like trying out new food products. This is why **Food & Drink Checklist** is the perfect shop window for brands and organisations looking to benefit from an audience who are passionate about food.

The **Food & Drink Checklist** showcases a high-quality selection of products and services to benefit the food-savvy, ranging from gourmet goods, kitchen tech and gadgets to epicurean travel experiences, wines, spirits and cocktails, and seasonal dining options. Recipe boxes, healthier offerings, and luxury gifts are also among the products and services that *Metro* readers can pore over for culinary inspiration.

The **Food & Drink Checklist** serves as an essential guide for foodies open to trying their hand at alternative culinary trends and cuisines from around the world, as well as for readers to transform the way they eat in and dine out.

PARTICULARLY CONSIDERING

- An adventurous 63% of *Metro* readers agree that they like to try out new food products
- The *Metro* readership is made up of 57% male and 43% female readers
- The average age of a *Metro* reader is 45
- The *Metro* has a 2.3 million daily readership throughout the UK.

Food and Drink checklist

Get your favourite food and drink products delivered to your door with our exclusive Food and Drink Checklist. Available to promote at advertising@metro.co.uk

Personalised cards crafted in luxury chocolate

The personalised Chocolate Cards are a delicious and indulgent way to celebrate special occasions. Each card is hand-crafted by a local chocolatier and features a unique design. Available to promote at advertising@metro.co.uk

The London-based company cleaning up the coffee industry

Percol is a London-based company that specialises in cleaning up the coffee industry. They offer a range of services including coffee machine cleaning, descaling, and repair. Available to promote at advertising@metro.co.uk

Making Christmas Majestic for 40 years!

Majestic is a family-run business that has been making Christmas decorations for over 40 years. They offer a wide range of decorations including lights, garlands, and trees. Available to promote at advertising@metro.co.uk

Look for the Red Tractor!

Red Tractor is a brand of food products that are produced in the UK. They offer a range of products including meat, fish, and vegetables. Available to promote at advertising@metro.co.uk

Coppola ready-made soups, tomato sauces and organic ketchup with no added sugar

Coppola is a brand of food products that offer a range of ready-made soups, tomato sauces, and organic ketchup. They are made with no added sugar and are perfect for those looking for healthier options. Available to promote at advertising@metro.co.uk

SodaStream unveils limited-edition Spirit Gold

SodaStream has unveiled a limited-edition Spirit Gold water bottle. This bottle is made from recycled plastic and features a gold finish. Available to promote at advertising@metro.co.uk

Festive delicacies infused with juniper

These festive delicacies are infused with juniper, giving them a unique and delicious flavour. They are perfect for those looking for something different during the Christmas season. Available to promote at advertising@metro.co.uk

The perfect meal starts with perfect cookware

These perfect cookware items are essential for creating the perfect meal. They include a range of pots, pans, and other kitchen essentials. Available to promote at advertising@metro.co.uk

Howlingly good gin!

These howlingly good gin bottles are perfect for those who love a good drink. They offer a range of flavours including juniper, citrus, and more. Available to promote at advertising@metro.co.uk

1.3m

Daily print readership of Metro

63%

agree "I like to try out new food products"

44%

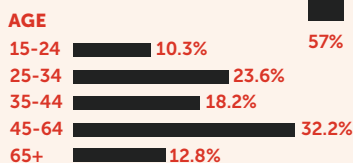
Are interested in the food and drink pages of newspapers

70%

Agree 'I like to try new recipes'

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



GENDER



DISTRIBUTION

- 670,197 copies of London Metro published daily
- 1,320,000 average London issue readership
- London distribution

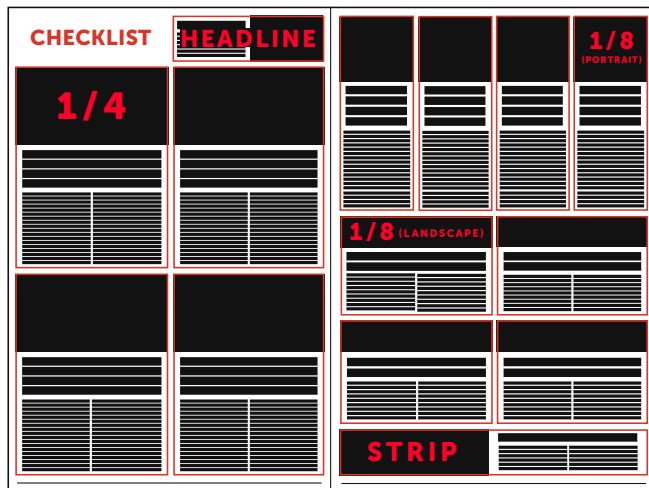
RATE CARD

Third page	£7,500
Quarter page	£5,625
Sixth page	£3,750
Competition upgrade	£1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Portrait: 129.5 x 135.7 mm

Total word count	200-250 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo

EIGHTH PAGE

Landscape: 129.5 x 66 mm
Portrait: 62.8 x 135.7 mm

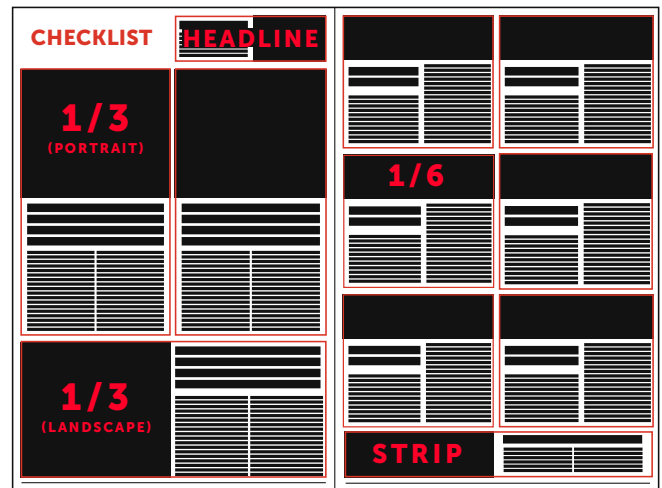
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 263 x 42.5 mm

Total word count	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: 263 x 89 mm
Portrait: 129.5 x 182.4 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: 129.5 x 89 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: 129.5 x 42.5 mm

Total word count	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 reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

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 the free file sharing service [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 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.

Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.

CONTACT DETAILS

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Company number: 08357910 VAT number: 161866882

Food & Drink Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in Metro

All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

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