

# Food and Drink checklist



**PUBLISHED WITH LONDON  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 & Drink checklist at [metro.co.uk/food-drink-checklist](http://metro.co.uk/food-drink-checklist) or by calling 020 7 424 2424

#### Personalised cards crafted in luxury chocolate

The personalised Chocolate Cards are the perfect way to celebrate a special occasion. Each card is hand-crafted by a local chocolatier and features a unique design. They are perfect for birthdays, anniversaries, and other special occasions. Each card is made from high-quality chocolate and is perfect for gifting.

#### The London-based company cleaning up the coffee industry

Percol is a London-based company that is revolutionising the coffee industry. They are creating a new way of drinking coffee that is both delicious and sustainable. Their coffee is made from high-quality beans and is perfect for those who love a good cup of coffee.

#### Making Christmas Majestic for 40 years!

Majestic has been making Christmas drinks for 40 years. They are known for their delicious and festive drinks that are perfect for the Christmas season. Their drinks are made from high-quality ingredients and are perfect for those who love a good Christmas drink.

#### Look for the Red Tractor!

Red Tractor is a brand that is known for its high-quality food products. They are perfect for those who want to support a local producer and who want to eat food that is both delicious and sustainable. Their products are made from high-quality ingredients and are perfect for those who love a good meal.

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

Coppola is a brand that is known for its ready-made soups, tomato sauces, and organic ketchup. Their products are made from high-quality ingredients and are perfect for those who want to eat food that is both delicious and sustainable. Their products are perfect for those who love a good meal.

#### SodaStream unveils limited-edition Spirit Gold

SodaStream has unveiled its limited-edition Spirit Gold. This is a special edition of their popular SodaStream bottles. It is perfect for those who want to add a touch of luxury to their everyday life. The Spirit Gold is made from high-quality materials and is perfect for those who love a good drink.

#### Festive delicacies infused with juniper

These festive delicacies are infused with juniper, giving them a unique and delicious flavour. They are perfect for those who want to try something new and who want to eat food that is both delicious and sustainable. These delicacies are made from high-quality ingredients and are perfect for those who love a good meal.

#### The perfect meal starts with perfect cookware

These cookware items are perfect for those who want to cook the perfect meal. They are made from high-quality materials and are perfect for those who love to cook. These cookware items are perfect for those who want to add a touch of luxury to their kitchen.

#### Howlingly good gin!

These gins are perfect for those who love a good drink. They are made from high-quality ingredients and are perfect for those who want to add a touch of luxury to their everyday life. These gins are perfect for those who love a good drink.

**2.3m**  
Daily print readership  
of Metro

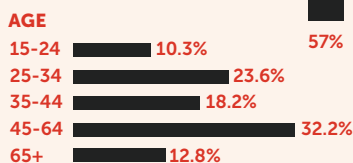
**63%**  
agree "I like to try out new  
food products"

**44%**  
Are interested in the  
food and drink pages  
of newspapers

**70%**  
Agree 'I like to try  
new recipes'

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC



### GENDER



## DISTRIBUTION

- 1,000,000 copies of London Metro published daily
- 2,300,000 average London issue readership
- London distribution

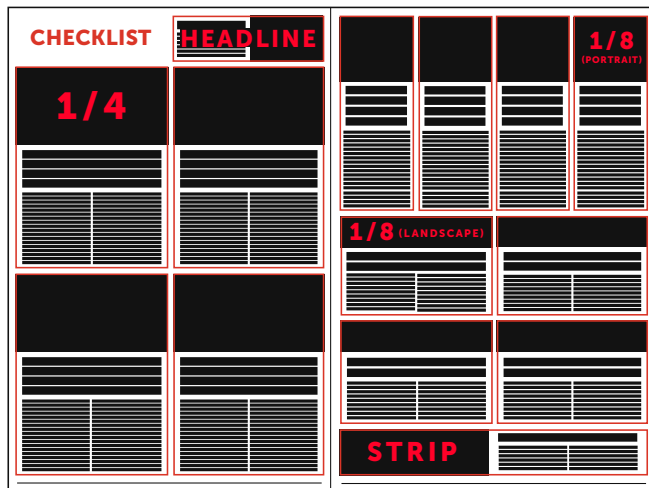
## RATE CARD

|                     |        |
|---------------------|--------|
| 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

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

### EIGHTH PAGE

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

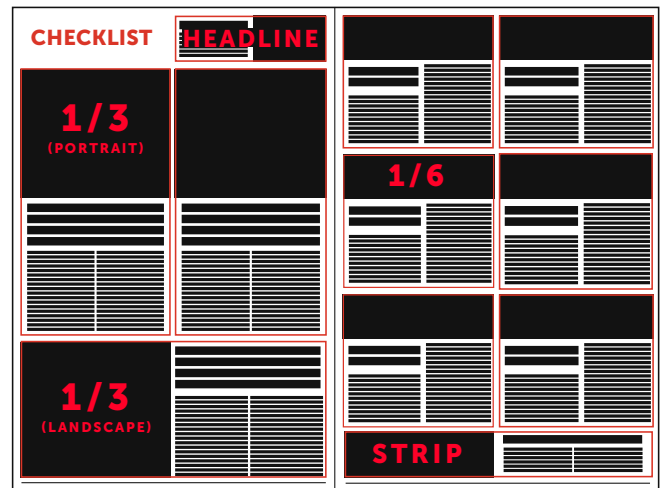
|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 70-100 words                                         |
| <b>Call to action</b>   | i.e. Discount offer, website,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

### STRIP Landscape: 263 x 42.5 mm

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</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: 263 x 89 mm  
Portrait: 129.5 x 182.4 mm

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

### SIXTH PAGE

Landscape: 129.5 x 89 mm

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

### HEADLINE Landscape: 129.5 x 42.5 mm

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</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 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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto: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

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