

# 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 inspired and transform your eating habits with our selection of the best gourmet goods, health foods, wellness products and food services on offer

Available to promote at [commercialsales@metro.co.uk](mailto:commercialsales@metro.co.uk)

#### Personalised cards crafted in luxury chocolate

The personalised Chocolate Cards are a unique collection of gourmet chocolate cards, each featuring a different food product or service. They are perfect for gifting, promotional purposes, or as a unique way to showcase your brand.

Available to promote at [commercialsales@metro.co.uk](mailto:commercialsales@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. They also offer a range of coffee-related products, including coffee beans, coffee grounds, and coffee filters.

Available to promote at [commercialsales@metro.co.uk](mailto:commercialsales@metro.co.uk)

#### Making Christmas Majestic for 40 years!

Majestic is a London-based company that has been making Christmas decorations for over 40 years. They offer a range of Christmas decorations, including Christmas trees, Christmas lights, and Christmas ornaments. They also offer a range of Christmas-related products, including Christmas cards, Christmas stockings, and Christmas gifts.

Available to promote at [commercialsales@metro.co.uk](mailto:commercialsales@metro.co.uk)

#### Look for the Red Tractor!

Red Tractor is a London-based company that specialises in providing a range of services, including food safety training, food hygiene training, and food safety audits. They also offer a range of food-related products, including food safety equipment, food safety signage, and food safety training materials.

Available to promote at [commercialsales@metro.co.uk](mailto:commercialsales@metro.co.uk)

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

Coppola is a London-based company that specialises in providing a range of ready-made soups, tomato sauces, and organic ketchup. They offer a range of products, including soups, sauces, and ketchup, all of which are made with no added sugar.

Available to promote at [commercialsales@metro.co.uk](mailto:commercialsales@metro.co.uk)

#### SodaStream unveils limited-edition Spirit Gold

SodaStream is a London-based company that specialises in providing a range of carbonated drinks. They have recently unveiled a limited-edition Spirit Gold, which is a carbonated drink made with natural flavours and no added sugar.

Available to promote at [commercialsales@metro.co.uk](mailto:commercialsales@metro.co.uk)

#### Festive delicacies infused with juniper

Festive Delicacies is a London-based company that specialises in providing a range of festive delicacies. They offer a range of products, including festive cakes, festive biscuits, and festive gifts. They also offer a range of festive-related services, including festive catering and festive decorations.

Available to promote at [commercialsales@metro.co.uk](mailto:commercialsales@metro.co.uk)

#### The perfect meal starts with perfect cookware

The perfect meal starts with perfect cookware. This is a collection of cookware, including pots, pans, and cooking utensils, all of which are designed to help you cook the perfect meal.

Available to promote at [commercialsales@metro.co.uk](mailto:commercialsales@metro.co.uk)

#### Howlingly good gin!

Howlingly Good Gin is a London-based company that specialises in providing a range of gins. They offer a range of products, including gins, gin tonics, and gin-related products. They also offer a range of gin-related services, including gin tasting and gin-related events.

Available to promote at [commercialsales@metro.co.uk](mailto:commercialsales@metro.co.uk)

# 1.3m

Daily print readership of Metro

# 44%

Are interested in the food and drink pages of newspapers

# 63%

agree "I like to try out new food products"

# 70%

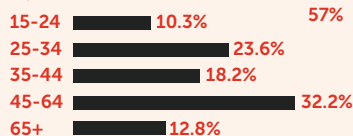
Agree 'I like to try new recipes'

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC



### AGE



### GENDER



## DISTRIBUTION

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

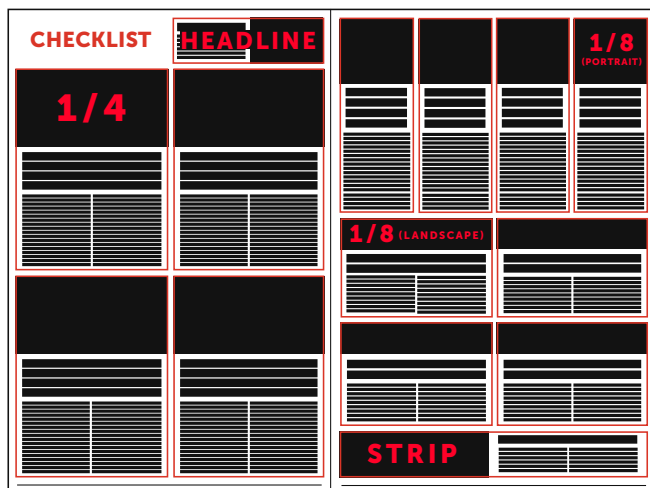
## RATE CARD

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

<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

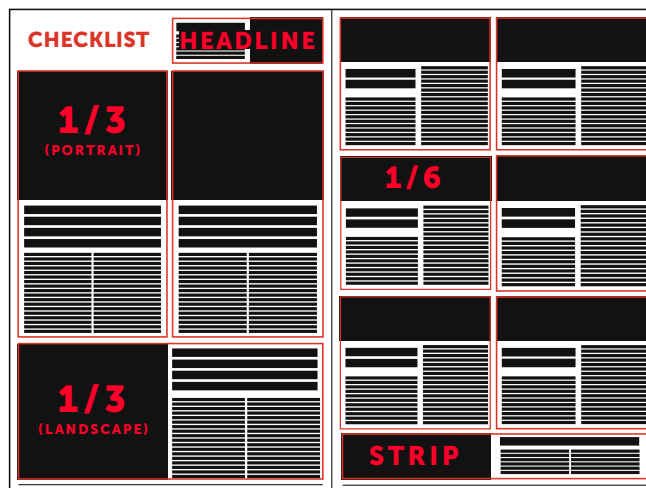
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### 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

Hurst Media Company, 1 Phipp Street, London, EC2A 4PS  
Company number: 08375910 VAT number: 161866882

**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](https://hurstmediacompany.co.uk/hurst-media-advertising-terms)

### MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018  
[sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPARTMENT

Tel: 0203 770 4020  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



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