

Motoring

checklist



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

The London Motoring Checklist is a full-colour, tabloid-sized double-page spread of advertorial content published in City A.M.

With a daily readership of 399,000 affluent and engaged business people of which 66% are in the AB socio-economic profile, City A.M. provides the perfect audience for London Motoring Checklist, which serves 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 and classic cars, dealerships, insurance, leasing options, mechanics, paint jobs and driving holidays and days out.

The London Motoring Checklist published with City A.M. is the perfect vehicle for getting your brand in front of an influential and wealthy audience of decision makers.

PARTICULARLY CONSIDERING

- 97% of readers are in full-time employment
- 68% of readers are decision makers in one or more areas at work
- City A.M. is integral to the start of the work day. Its business content sets the day's agenda, helping readers prepare for their business day and filling a knowledge gap.

ADVERTISEMENT

Motoring checklist

In the market to replace your vehicle? Or interested in keeping up with what's new? Here is a host of ideas to get your mind racing

You can't beat that nearly new feeling

DISCOVER DB11 VOLANTE

Bentley MANCHESTER

ASTON MARTIN NOTTINGHAM

Bridgestone Turanza T005: reinventing the wheel for motorists

LYDIA DENNIS

BRIDGESTONE

ADVERTISEMENT

Motoring checklist

In the market to replace your vehicle? Or interested in keeping up with what's new? Here is a host of ideas to get your mind racing

A true Range Rover in compact form

LAND ROVER

KENTDALE

ADVO & ROTO

Discover your dream car and save money too

Mercedes-Benz London

ADVERTISEMENT

Motoring checklist

In the market to replace your vehicle? Or interested in keeping up with what's new? Here is a host of ideas to get your mind racing

At the forefront of automotive design

Find your perfect MINI at Cooper Croydon

DriveNow: Your weekend escape

Wag'nex

399k

average daily readership of City A.M.

£88k

is the average salary of a City A.M. reader

66%

of City A.M. readers are in the socio-economic group AB

78%

of City A.M. readers are under 55 years old

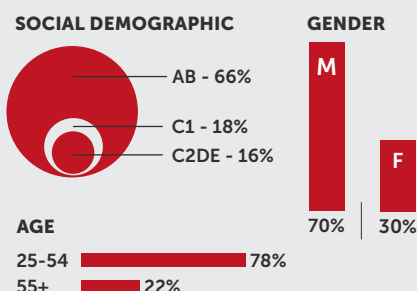
RATE CARD

Third page	£3,250
Quarter page	£2,500
Sixth page	£1,750
Competition Partnership (Advertorial or Advert)	P.O.A.

DISTRIBUTION

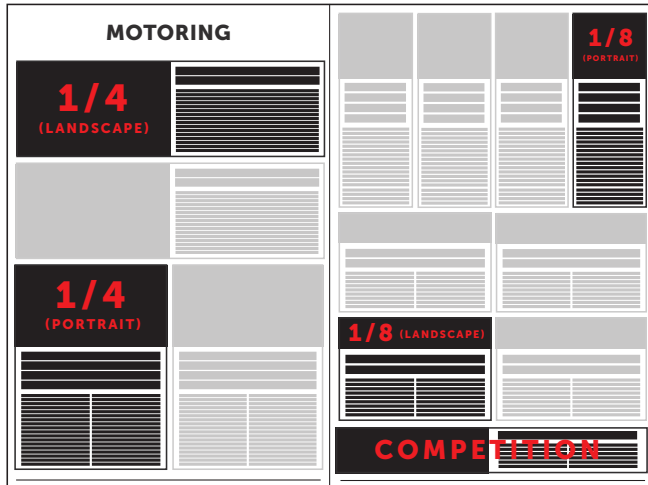
- 85,982 copies of City A.M. published daily
- 399,000 average issue readership
- Distributed across London and the home counties, as well as 1,600 offices throughout the City, Canary Wharf and other areas of high business concentration

DEMOGRAPHICS



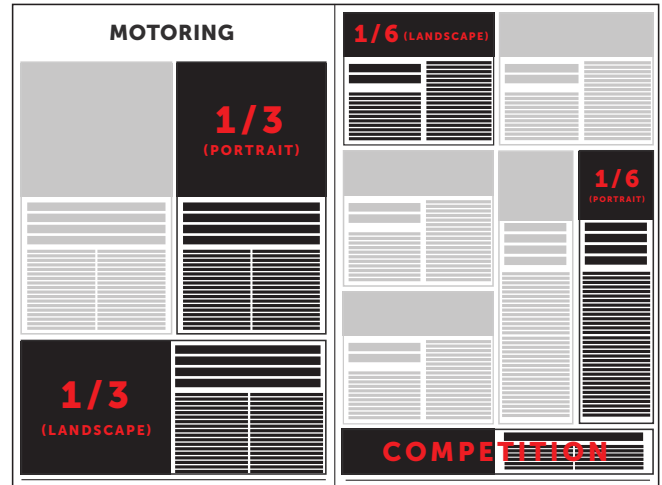
1/4 , 1/8 FEATURE REQUIREMENTS

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



1/3 , 1/6 FEATURE REQUIREMENTS

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



QUARTER PAGE

Landscape: 267 x 142.89 mm
Portrait: 131.5 x 142.89 mm

Headline	Written in-house
Main body copy	200-250 words
Contact	Website, phone number
Images	1-2 high resolution images*

EIGHTH PAGE

Landscape: 131.5 x 69.72 mm
Portrait: 63.9 x 142.89 mm

Headline	Written in-house
Main body copy	70-100 words
Contact	Website, phone number
Images	1 high resolution image*

THIRD PAGE

Landscape: 267 x 93.89 mm
Portrait: 131.5 x 191.84 mm

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

SIXTH PAGE

Landscape: 131 x 93.89 mm
Portrait: 63.9 x 191.84 mm

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

COMPETITION: 267 x 42.5 mm

Headline	Written in-house	Main body copy	50-70 words	Contact	Website, phone number	Images	1-3 high resolution images*
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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 in PDF format)
- 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 wettransfer.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

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