

Health and Wellbeing checklist



PUBLISHED WITH THE 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)

Health and Wellbeing Checklist is a full-colour, tabloid sized single-page of advertorial content published in the *Metro*.

As a free daily newspaper, *Metro* has a key stake in commuter life, reaching core demographics at the same time every day, as they make their way to work. *Metro* is the UK's highest circulation print newspaper, and reaches a wide and varied audience, made up mainly of commuters, 57% of whom are in the ABC1 social demographic.

Health and Wellbeing Checklist is perfectly poised to serve as the essential guide to help readers of all ages to make positive changes in order to lead a healthier lifestyle.

It will showcase a selection of high-quality products and services, ranging from specialist clinics, beauty and cosmetic treatments, alternative therapy, diet and fitness advice and homecare and mobility options.

Published at peak commuter time, **Health and Wellbeing Checklist** is the perfect shop window for brands and organisations to benefit from a large and suggestible readership who regularly engage with newspapers on their daily commute.

PARTICULARLY CONSIDERING

- The average age of a *Metro* reader is 45
- The *Metro* readership is made up of 43% female and 57% male readers
- 64% of readers are in full-time employment.

Health and Wellbeing checklist

Your body has a lot to offer. Make the most of it. **Health and Wellbeing checklist** is a full-colour, tabloid sized single-page of advertorial content published in the *Metro*.

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ADVERTISEMENT

Health and Wellbeing checklist

Quantum Care By Dr. David J. Jones

For information call 01707 200201 or visit www.quantumcare.co.uk

Make long-term care a positive choice

Quantum Care is a leading provider of long-term care services. We offer a range of services including residential care, nursing care, and dementia care. Our facilities are designed to provide a high quality of care and support for our residents.

Treat your swallowing and reflux problems

IQoro By Dr. David J. Jones

For information call 01707 200201 or visit www.iqoro.co.uk

Looking to build your own home gym? Look no further...

JUL By Dr. David J. Jones

For information call 01707 200201 or visit www.jul.co.uk

Book at-home massage and more on the Urban app

Urban By Dr. David J. Jones

For information call 01707 200201 or visit www.urban.co.uk

Why protein should be top of your priority list

UP BEAT By Dr. David J. Jones

For information call 01707 200201 or visit www.upbeat.co.uk

Discover more about ADAM today, the best-selling contact lenses at affordable prices delivered straight to your door

ADAM By Dr. David J. Jones

For information call 01707 200201 or visit www.adam.co.uk

When blisters strike, carry on with Compeed

Compeed By Dr. David J. Jones

For information call 01707 200201 or visit www.compeed.co.uk

Knee pain sufferers unite with Neo G

Neo G By Dr. David J. Jones

For information call 01707 200201 or visit www.neog.co.uk

Making iron better...

IRON By Dr. David J. Jones

For information call 01707 200201 or visit www.iron.co.uk

1.3m

Daily print readership of Metro

75%

read Metro before 9am each day, with most on a train, tube or bus journey

38%

of readers strongly agree "it's important to continue learning new things throughout your life"

30%

Adults are interested in the education pages of newspapers – more than any other national newspaper

DEMOGRAPHICS

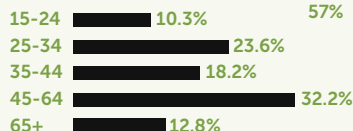
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

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

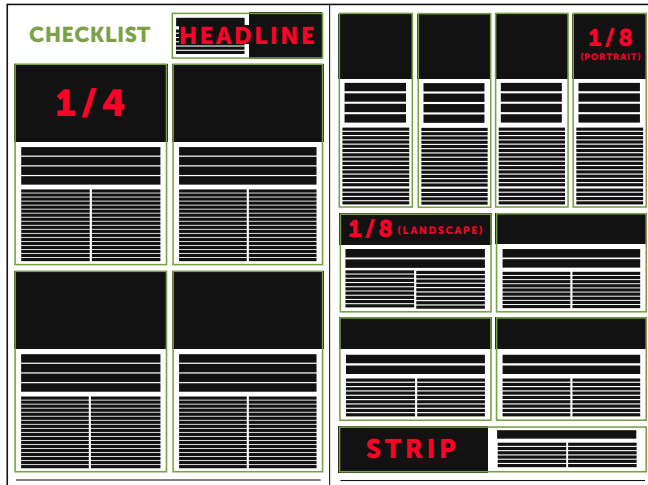
RATE CARD

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

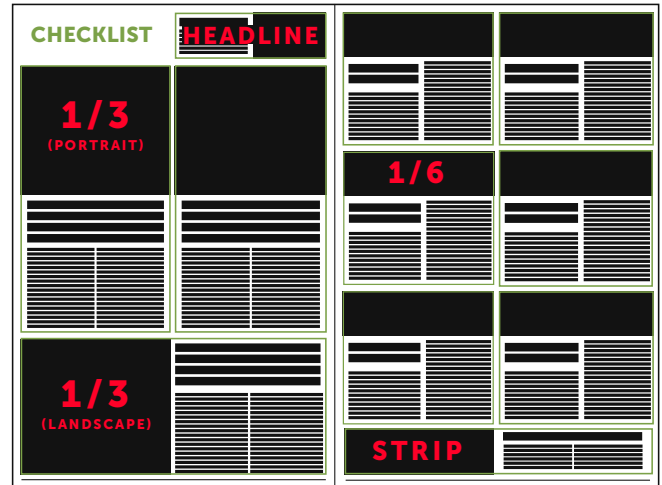
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

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

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sales@hurstmediacompany.co.uk

PRODUCTION DEPARTMENT

Tel: 0203 770 4020
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HURST MEDIA
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