

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

- 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 of*

Readers' Choice 2015
www.healthandwellbeing.co.uk
 Tel: 01452 337255

iStent[®] W – the advanced device for glaucoma therapy

Glaucoma is a leading cause of blindness and vision loss. iStent[®] W is a minimally-invasive, permanent device that provides long-term relief of glaucoma by lowering intraocular pressure (IOP). iStent[®] W is a small, self-sealing device that is implanted into the eye through a small incision. It works by creating a new drainage pathway for excess fluid, which helps to lower IOP and prevent further damage to the optic nerve.



Key features of iStent[®] W:

- Minimally-invasive procedure
- Permanent device
- Long-term relief of glaucoma
- Small incision
- Self-sealing
- Low IOP
- Prevention of further damage to the optic nerve

Making long-term care a positive choice

Quantum Care is a leading provider of long-term care services. We offer a wide range of services, including residential care, nursing care, and dementia care. Our facilities are designed to provide a comfortable and safe environment for our residents, with a focus on quality care and personalized attention.



Quantum Care
 For more information call 01783 700333 or visit www.quantumcare.co.uk

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Treat your scalpless and reflux problems

There are many ways to treat scalpless and reflux problems. One of the most effective ways is through medical treatment. Our experts can help you choose the right treatment for your condition, based on your symptoms and medical history.



Medical treatment for scalpless and reflux:

- Proton pump inhibitors (PPIs)
- H2 blockers
- Antacids
- Prokinetics

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

There are many ways to build your own home gym. One of the most popular ways is through a combination of cardio and strength training equipment. Our experts can help you choose the right equipment for your space and budget.



Home gym equipment:

- Treadmill
- Elliptical
- Stationary bike
- Free weights
- Resistance bands

Book an online massage and more on the Urban app

The Urban app is a leading provider of online massage and other wellness services. It offers a wide range of services, including massage, yoga, and meditation. You can book appointments online and receive services from the comfort of your home.



Urban app services:

- Massage
- Yoga
- Meditation
- Acupuncture

When blisters strike, carry on with Compeed[®]

Compeed is a leading brand of blister patches. It offers a wide range of patches for different types of blisters, including friction blisters, burns, and cuts. Compeed patches are made from a soft, breathable material that helps to protect the blister and promote healing.



Compeed products:

- Friction blisters
- Burns
- Cuts
- Scrapes

High-quality contact lenses at affordable prices delivered straight to your door

There are many ways to get high-quality contact lenses at affordable prices. One of the best ways is through a direct-to-door service. Our experts can help you choose the right lenses for your eyes and deliver them straight to your door.



Contact lenses:

- Soft lenses
- Rigid lenses
- Colored lenses
- Ortho-K lenses

Why protein should be top of your priority list

Protein is an essential nutrient for the body. It helps to build and repair tissues, and it is important for overall health. There are many ways to get protein, including from food and supplements. Our experts can help you choose the right protein source for your needs.



Protein sources:

- Meat
- Fish
- Eggs
- Dairy
- Plant-based

UP BEAT

UP BEAT is a leading provider of fitness and wellness services. It offers a wide range of services, including personal training, group classes, and wellness programs. You can book appointments online and receive services from the comfort of your home.



UP BEAT services:

- Personal training
- Group classes
- Wellness programs

Knee pain sufferers unite with Neo G

Neo G is a leading brand of knee braces. It offers a wide range of braces for different types of knee pain, including arthritis, ligament injuries, and general wear and tear. Neo G braces are made from a soft, breathable material that helps to support the knee and reduce pain.



Neo G products:

- Arthritis
- Ligament injuries
- General wear and tear

DAVID & GOLIATH

DAVID & GOLIATH is a leading brand of contact lenses. It offers a wide range of lenses for different types of eyes, including soft lenses, rigid lenses, and colored lenses. DAVID & GOLIATH lenses are made from a soft, breathable material that helps to protect the eyes and promote vision.



DAVID & GOLIATH products:

- Soft lenses
- Rigid lenses
- Colored lenses

Make iron better...

There are many ways to make iron better. One of the best ways is through a combination of iron and vitamin C. Our experts can help you choose the right iron supplement for your needs.



Iron supplements:

- Iron
- Vitamin C

UP BEAT

UP BEAT is a leading provider of fitness and wellness services. It offers a wide range of services, including personal training, group classes, and wellness programs. You can book appointments online and receive services from the comfort of your home.



UP BEAT services:

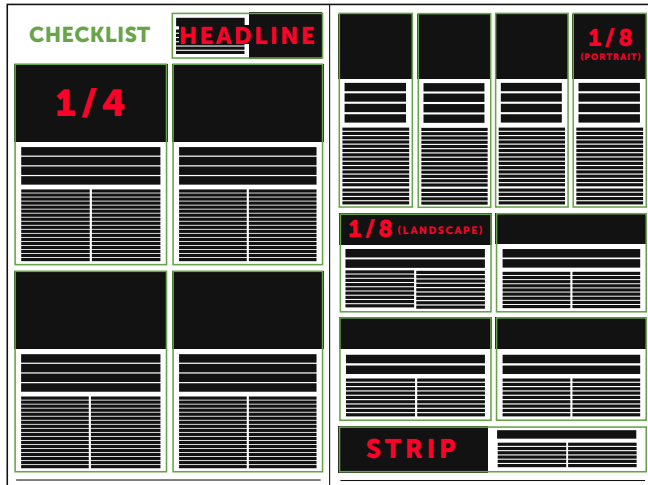
- Personal training
- Group classes
- Wellness programs

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

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

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

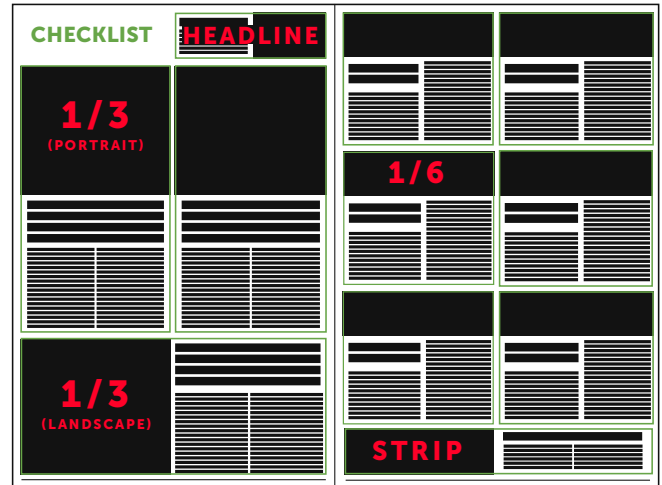
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPARTMENT

Tel: 0203 770 4020
production@hurstmediacompany.co.uk

