

# Mum and Baby checklist



PUBLISHED WITH LONDON **METRO**

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

The **Mum and Baby Checklist** is a full-colour, tabloid-sized single-page of advertorial content published in the *Metro* on Fridays.

With an average reader age of 45, much of the *Metro* readership is made up of families and parents-to-be. The **Mum and Baby Checklist** therefore acts as a useful guide for parents and expecting parents when it comes to making important choices for their little ones.

The **Mum and Baby Checklist** showcases a high-quality selection of products and services to benefit all mums and mums to be, ranging from food and drink options, fashion essentials, and parenting advice to family-friendly travel destinations and family finances.

Metro readers can also pore over school and learning essentials, activities and attractions for little ones, as well as fun gadgets and games to keep the entire family happy.

The **Mum and Baby Checklist** serves as an essential guide for parents, packed with inspiration for how to give their children the best start in life. Published at a time when families often focus on future plans for their children, the **Mum and Baby Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience focused on family matters.

## PARTICULARLY CONSIDERING

- A majority 53% of *Metro* readers are aged 18 to 44
- The *Metro* readership is made up of 43% female readers
- The *Metro* has a 2.3 million daily readership throughout the UK.

### Mum and Baby checklist

From baby products to schoolbags and travel essentials, discover our selection of things to help you and your little one.

**Read our Mum and Baby checklist on Friday 8th & 15th June 2021**

#### Feel secure using the best car seat for your child

With every parent looking for the best car seat for their child, it's important to know what to look for. Our guide to the best car seats for your child will help you choose the right one for your little one.

**Shop the car seat collection at the website [silvercross.co.uk](#)**

#### Watch them blossom - parenting made simpler

With every parent looking for the best way to help their child blossom, it's important to know what to look for. Our guide to the best parenting products for your child will help you choose the right one for your little one.

**Shop the parenting collection at the website [bluebell.co.uk](#)**

#### The perfect nursery for your little one

With every parent looking for the best nursery for their child, it's important to know what to look for. Our guide to the best nursery products for your child will help you choose the right one for your little one.

**Shop the nursery collection at the website [brighthorizons.co.uk](#)**

### At Little Freddie it's all about the taste

Taste comes first. Use what babies to grow up loving real flavour.

Packed with the best, it's all about the taste in each and every pouch.

Handpicked ingredients. Use only the best from farmers we know and trust.

Exciting flavour combinations. New and unique recipes they'll love.

Follow us @LittleFreddieUK

1.3m

Daily print readership of *Metro*

38%

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

75%

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

63%

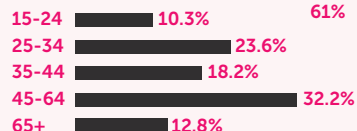
agree "I like to try out new food products"

## DEMOGRAPHICS

### SOCIAL DEMOGRAPHIC



### AGE



### GENDER



## DISTRIBUTION

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

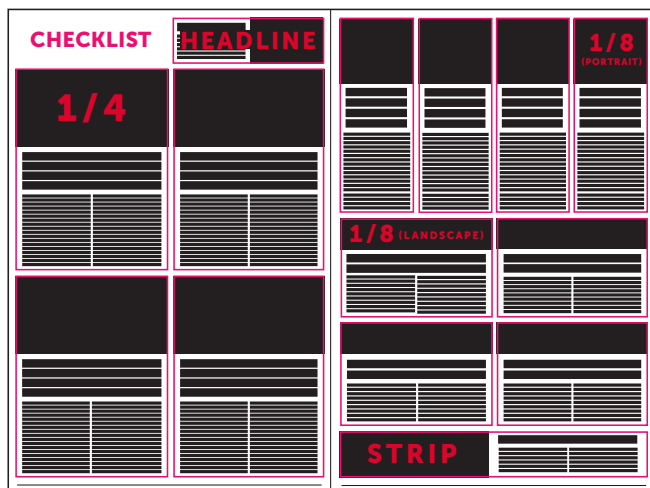
## RATE CARD

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

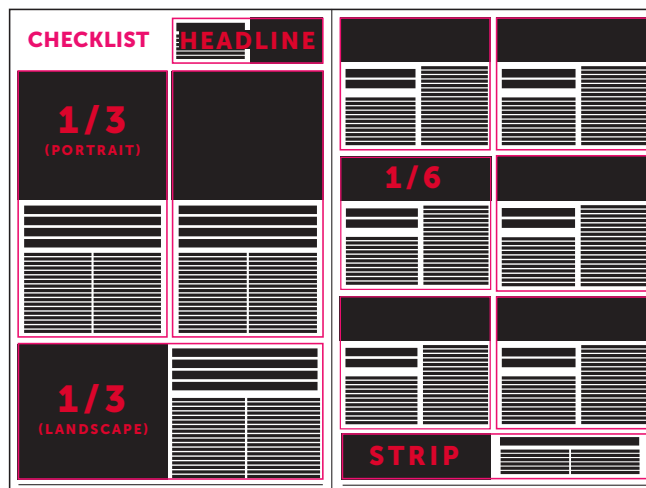
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### 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*

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### 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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