

Valentine's Day *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 **Valentine's Day Checklist** is a full-colour, tabloid-sized double 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 couples and families. The **Valentine's Day Checklist** therefore acts as a useful guide for partners when it comes to splashing on Valentine's Day gifts for that special someone.

The **Valentine's Day Checklist** showcases a high-quality selection of products and services to awaken and inspire your senses, ranging from chocolate and sweets options, jewellery and romantic watches, and staycations for two to romantic travel destinations.

Metro readers can also pore over activities and attractions, the best lingerie, as well as fun gadgets and leather goods for him and her.

The **Valentine's Day Checklist** serves as an essential guide for couples, packed with inspiration for how to give the best possible gift for the one who deserves it most. Published just before the special day, the **Valentine's Day Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience focused on love and romantic gifting.

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.

Valentine's Day checklist

Find romantic gifts, activities and more ideas for Valentine's Day

Gorgeous flowers delivered right to your door

From the Metro 2021, we've selected the best flower delivery services to make your Valentine's Day special. Choose from a range of options, from classic red roses to more unusual combinations. Delivery is available nationwide, with same-day service available in many areas.

Visit the iconic city of Bath in style

Experience the beauty of Bath, a UNESCO World Heritage site, with a luxury staycation. Enjoy the city's famous Roman Baths, the Royal Crescent, and the Jane Austen Centre. Book your stay now at [Visit Bath](#).

A timeless addition to any shirt

Discover the art of the button-down shirt. From classic white shirts to more adventurous patterns, there's a shirt for every style. Visit [The Shirt Company](#) for more information.

Rediscover Northumberland at Walwick Hall

Experience the beauty of Northumberland with a staycation at Walwick Hall. Enjoy the hall's historic architecture, the surrounding gardens, and the nearby coastline. Book your stay now at [Walwick Hall](#).

Fusing environmental wellness and sophisticated botanic wine

Discover the art of the wine with a staycation at Floreat. Enjoy the hall's historic architecture, the surrounding gardens, and the nearby coastline. Book your stay now at [Floreat](#).

Newly reimagined Le Meridien Ile Maurice in Mauritius

Experience the beauty of Mauritius with a staycation at Le Meridien Ile Maurice. Enjoy the resort's stunning views, the nearby coastline, and the nearby coastline. Book your stay now at [Le Meridien Ile Maurice](#).

La Gioiosa launch Jubilee Prosecco Rose with designer Yvonne Ellen

Discover the art of the wine with a staycation at La Gioiosa. Enjoy the hall's historic architecture, the surrounding gardens, and the nearby coastline. Book your stay now at [La Gioiosa](#).

1.3m

Daily print readership of Metro

75%

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

38%

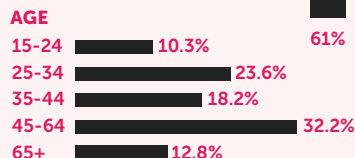
of readers strongly agree "it's important to continue learning new things throughout your life"

63%

agree "I like to try out new food products"

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



GENDER



DISTRIBUTION

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

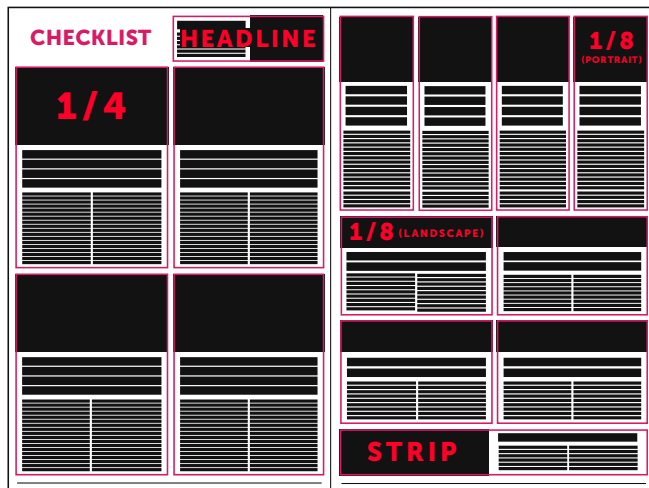
RATE CARD

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

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

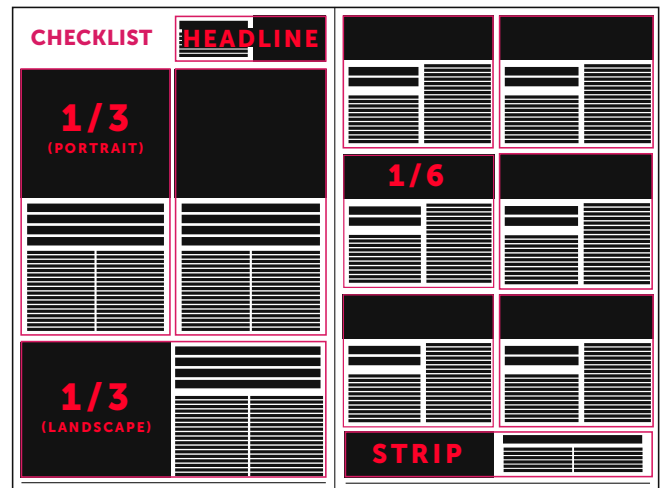
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

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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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