

Weddings

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

The Metro reaches more 18-44s than any other national newspaper. The **Weddings Checklist** therefore acts as a useful guide for engaged couples hoping to find unique, quality products and services to make their wedding day extra special.

Weddings Checklist helps brides and grooms plan every facet of their special day, helping to ensure it's an unforgettable event that'll live long in the memory of themselves and their loved ones.

Weddings Checklist showcases a selection of high-quality products and services including everything from wedding planners, cakes, venues and photographers to car hire, DJs, caterers, florists, honeymoon destinations and more.

Published on a Sunday, the **Weddings Checklist** provides the perfect shop window for brands and organisations looking to reach engaged couples who are eager to make their romantic dreams become a reality.

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.

Weddings checklist

Read a selection from [weddingschecklist.co.uk](#) and [weddingschecklist.co.uk](#)

Gorgeous flowers delivered right to your door

Flowers To Go (FTG) is a unique online service offering a national delivery network of florists. From traditional wedding bouquets to creative centrepieces, FTG has everything you need to make your wedding day special. Visit [flowers-togo.co.uk](#) for more information.

A timeless addition to any shirt

Discover the latest in men's fashion with a selection of timeless shirts from the [Gentlemen's Club](#) collection. These shirts are perfect for any occasion, from the office to the weekend. Visit [gentlemenclub.co.uk](#) for more information.

Antique and vintage rings

Discover a selection of antique and vintage rings from the [Antique Rings](#) collection. These rings are perfect for anyone looking for a unique and timeless piece of jewelry. Visit [antiquerings.co.uk](#) for more information.

Alston Hall, South Devon, sleeps 38

Alston Hall is a beautiful Victorian house in South Devon, perfect for weddings and large gatherings. The hall has a capacity of 38 guests and features a large garden and a swimming pool. Visit [alstonhall.co.uk](#) for more information.

Visit the iconic city of Bath in style

Discover the city of Bath in style with a selection of luxury taxis and limousines. These vehicles are perfect for any occasion, from the airport to the city. Visit [bathtaxi.co.uk](#) for more information.

Back a property and consider yourself a landlord

Discover the benefits of owning a property in Bath. With a selection of properties available for sale, you can become a landlord and enjoy the benefits of rental income. Visit [bathproperties.co.uk](#) for more information.

Lily Beach Resort & Spa - the ideal all-inclusive resort retreat in the Maldives

Lily Beach Resort & Spa is an all-inclusive resort in the Maldives, perfect for weddings and honeymoons. The resort features a large beach, a swimming pool, and a spa. Visit [lilybeachresort.com](#) for more information.

Antique and vintage rings

Discover a selection of antique and vintage rings from the [Antique Rings](#) collection. These rings are perfect for anyone looking for a unique and timeless piece of jewelry. Visit [antiquerings.co.uk](#) for more information.

Rediscover Northumberland at Walwick Hall

Walwick Hall is a beautiful Victorian house in Northumberland, perfect for weddings and large gatherings. The hall has a capacity of 38 guests and features a large garden and a swimming pool. Visit [walwickhall.co.uk](#) for more information.

Remember just how good a little self care feels

Discover the benefits of self-care with a selection of luxury products from the [Self-Care](#) collection. These products are perfect for anyone looking for a little self-care. Visit [selfcare.co.uk](#) for more information.

Newly reimagined Le Meridien Ile Maurice in Mauritius

Le Meridien Ile Maurice is a newly reimagined resort in Mauritius, perfect for weddings and honeymoons. The resort features a large beach, a swimming pool, and a spa. Visit [lemeridien.com](#) for more information.

La Gioiosa launch Jubilee Prosecco Rose with designer Yvonne Ellen

La Gioiosa has launched a new Jubilee Prosecco Rose with designer Yvonne Ellen. This sparkling wine is perfect for any occasion, from the office to the weekend. Visit [la-gioiosa.com](#) for more information.

1.3m

Daily print readership of Metro

75%

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

38%

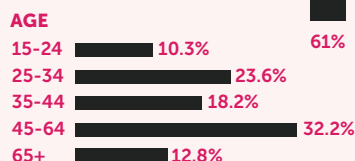
of readers strongly agree "it's important to continue learning new things throughout your life"

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

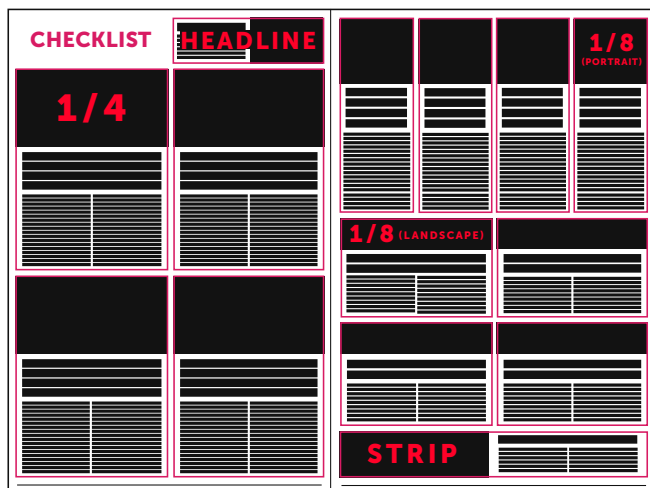
RATE CARD

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

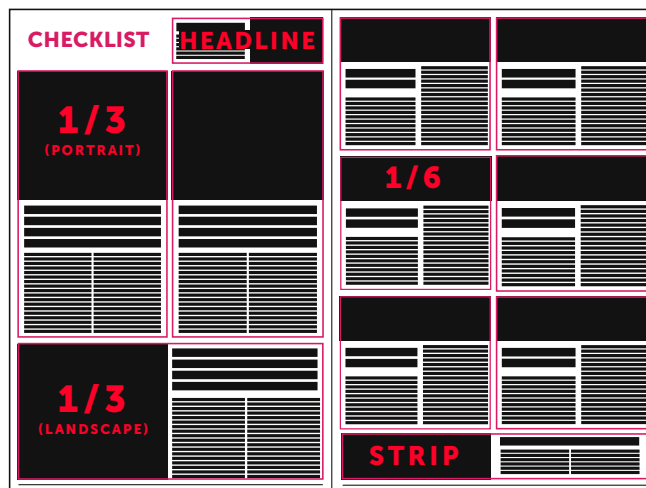
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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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