

# Business

## checklist

PUBLISHED WITH **Evening Standard**

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



The **Business Checklist** is a full-colour, tabloid-sized double-page spread of advertorial content published in *The Evening Standard*.

As a free daily newspaper, *The Evening Standard* has a key stake in London life, reaching the city's core business demographic at the same time every day. And with London the start-up capital of the UK, this makes the **Business Checklist** the perfect content for *Evening Standard* readers.

The **Business Checklist** will serve as an essential guide for those embarking on their first business venture, as well as current business owners. It will give these readers a deeper insight into everything they need to know about starting their own company and bettering their business.

Showcasing a high-quality selection of products and services, the **Business Checklist**, published with *The Evening Standard* will include financial and legal services, IT and technology, networking spaces, recruitment options and corporate venues.

Published at peak commuter time, the **Business Checklist** is the perfect shop window for brands and organisations looking to benefit from an affluent and engaged readership, who, when presented with accurate information, are highly suggestible when it comes to purchasing new products and services.

### PARTICULARLY CONSIDERING

- 70% of readers have acted upon advertising in *The Evening Standard*
- 65% of readers are ABC1 social groups
- 23% have used a coupon or promo code
- 91% of readers are more likely to feel like they are achieving in life
- 62.9% of readers have a household income of £40,000 or more.

### The Business Owners' checklist

With a checklist of 100 items, you can ensure your business is up to date with all the latest regulations and standards. This checklist is available for free download at [www.eveningstandard.co.uk/businesschecklist](http://www.eveningstandard.co.uk/businesschecklist)

**ArchOver connects high-growth SMEs with the cash they need to succeed. How can they help you?**

ArchOver is a leading UK-based business-to-business (B2B) platform that connects high-growth SMEs with the cash they need to succeed. The platform offers a range of services, including:

- **Business-to-business (B2B) platform**: ArchOver connects high-growth SMEs with the cash they need to succeed.
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### Looking for a lawyer? Look no further

Q&A: Looking for a lawyer? Look no further. Q&A: Looking for a lawyer? Look no further. Q&A: Looking for a lawyer? Look no further.

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### Taking the pain out of payroll

Payroll is a complex and often painful task. Payroll is a complex and often painful task. Payroll is a complex and often painful task.

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### GoDaddy Websites + Marketing: empowering entrepreneurs

GoDaddy Websites + Marketing is a leading provider of website design and marketing services. GoDaddy Websites + Marketing is a leading provider of website design and marketing services.

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### Helping you get on the road, and stay there

Northgate is a leading provider of travel services. Northgate is a leading provider of travel services. Northgate is a leading provider of travel services.

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### How a happy workplace can help your business thrive

WorkLife is a leading provider of workplace solutions. WorkLife is a leading provider of workplace solutions. WorkLife is a leading provider of workplace solutions.

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### Your handy online investment management tool

Nutmeg is a leading provider of investment management services. Nutmeg is a leading provider of investment management services. Nutmeg is a leading provider of investment management services.

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### Small and powerful: discover an A3 colour printer that's compact, eco-friendly and offers endless possibilities

OKI is a leading provider of printing services. OKI is a leading provider of printing services. OKI is a leading provider of printing services.

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### Escape corporate accounting

AIMS is a leading provider of accounting services. AIMS is a leading provider of accounting services. AIMS is a leading provider of accounting services.

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### Time to scale-up your eCommerce business?

BuzzBrand is a leading provider of eCommerce services. BuzzBrand is a leading provider of eCommerce services. BuzzBrand is a leading provider of eCommerce services.

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1.1m

Daily print readership of  
The Evening Standard

70%

have acted upon advertising  
in The Evening Standard

33%

of readers have a higher income  
than the national average

91%

of readers feel that they  
are achieving in life

### DEMOGRAPHICS

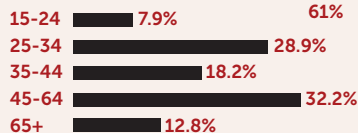
#### SOCIAL DEMOGRAPHIC



#### GENDER



#### AGE



### DISTRIBUTION

- 500,000 copies of The Evening Standard published daily
- 1,151,000 average issue readership
- Distributed within the London and Carlton regions

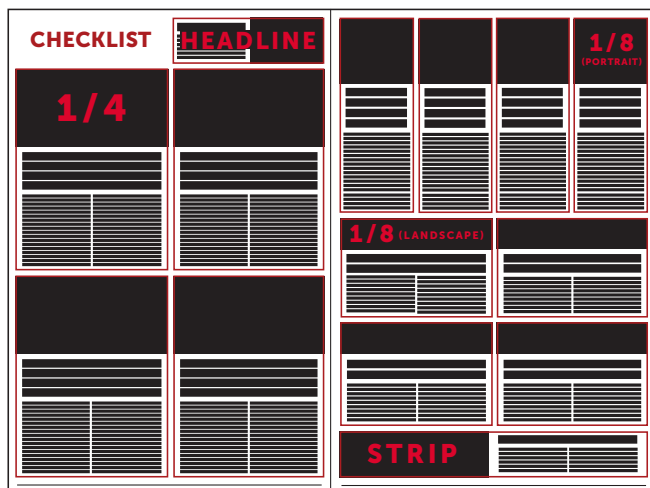
### RATE CARD

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

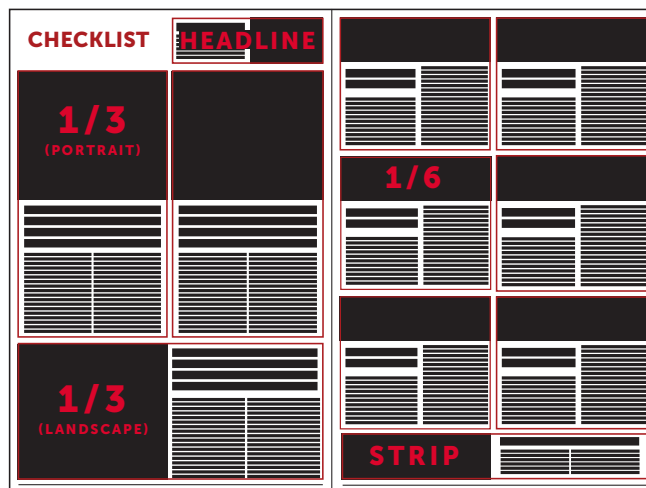
<b>Total word count</b>	70-100 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1 image + logo

### 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

**Business Owners Checklist** is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Evening Standard*. All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](https://hurstmediacompany.co.uk/hurst-media-advertising-terms)

### MEDIA SALES

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### PRODUCTION DEPARTMENT

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[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



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The UK's trusted media partner