

Financial and Legal checklist

PUBLISHED WITH LONDON 

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



The **Financial & Legal Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published with Metro.

Metro is designed to brighten up the morning commute for its urbanite audience. It keeps readers up to date with all that they need to know for the day ahead and arms them with plenty of conversation starters.

Metro reaches smart opinion formers in and around London, with the paper read by a predominantly upmarket audience working in professional occupations. The **Financial & Legal Checklist** serves as an essential guide for these wealthy professionals, providing the latest advice for how they can get the most out of their money. It showcases a high quality selection of products and services, ranging from property, insurance, investment opportunities, financial advice, as well as pensions, retirement and banking options.

Published at peak commuter time, the **Financial & Legal Checklist** is therefore the perfect shop window for brands and organisations to benefit from an engaged, affluent and professional ABC1 audience, open-minded about new financial products and services.

PARTICULARLY CONSIDERING

- The average age of a Metro reader is 45
- Metro readers are described as ambitious: 'I want to get to the very top of my career'
- 75% of the audience read Metro before 9am each day on public transport.
- 64% of Metro readers say that they use their commute to plan for upcoming events.

Financial and Legal checklist

Many advisers are now offering... [Read more about this checklist](#)

Award-winning personal and business savings

HTB

Families should seek advice before wrongly paying care home fees

Call the savings care helpline on 0800 123 4567

Get help with your tax affairs from our experts

pannu tax

Property investing without the hassle

Visit [www.propertyinvestor.co.uk](#)

How easyMoney can help solve the savings crisis

easyMoney

A modern approach to wealth management

nutmeg

Make a claim for your cycling injuries

The Bike Solicitors

Take control of your pension savings with an online plan

PensionBee

Dealing with debt

National Debt Expert

Solicitor? Check. Removal? Check. Stamp Duty Land Tax?

CORNERSTONE

1.7m

Daily print readership of Metro

75%

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

38%

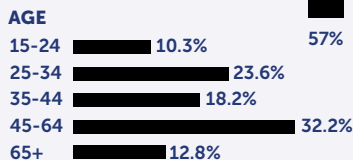
of readers strongly agree "it's important to continue learning new things throughout your life"

30%

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

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



GENDER



DISTRIBUTION

- 670,197 copies of London Metro published daily
- 1,720,000 average London issue readership
- London distribution

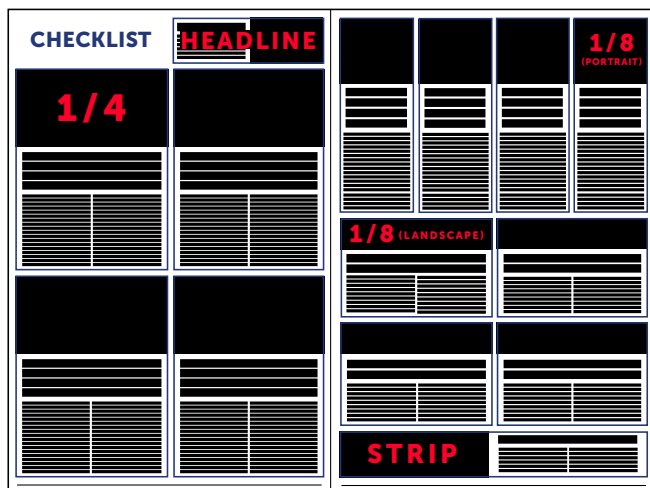
RATE CARD

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

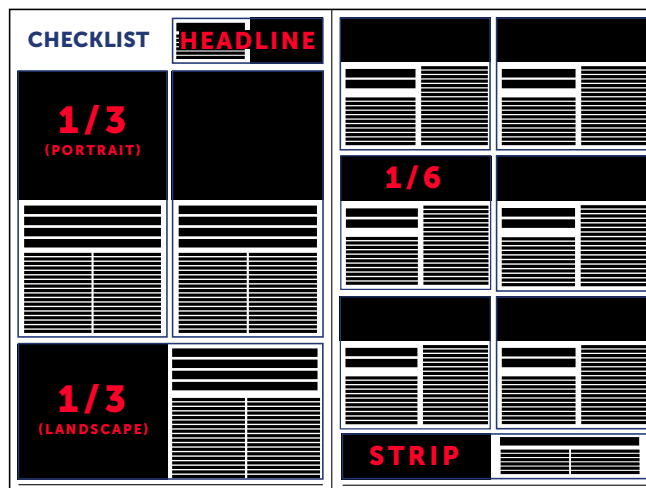
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

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



HURST MEDIA
The UK's trusted media partner