

# Best of Family



PUBLISHED WITH **METRO**

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

**Best of Family** is a full-colour, tabloid-sized, double-page spread of advertorial content published in the *Metro*.

*Metro* is a trusted source of information for everything family related. Packed full of inspiration for those who are interested in quality products and services, **Best of Family** serves as an essential guide for readers who are seeking new and exciting ways to spend. Furthermore, with 57% of ABC1 readers, *Metro*'s receptive readership are interested in high-quality, trusted brands to bring their travel ideas and plans into reality.

**Best of Family** showcases a high-quality selection of products and services to suit all tastes and ages, including food and drink options, fashion essentials, new mum advice, family-friendly travel destinations, family finance solutions, pet food options, the newest tech and gadgets, school supplies, wellbeing products, children's novels and more.

**Best of Family** is the perfect shop window for brands and organisations to benefit from an impressionable audience. Featuring in this spread presents an amazing opportunity to directly target a new and actively engaged reader.

## PARTICULARLY CONSIDERING

- 45% of *Metro* readers are aged 18 to 44
- The *Metro* readership is made up of 54% male and 45% female readers
- The average age of a *Metro* reader is 47
- The *Metro* has a 2.5 million daily readership throughout the UK.

### Best of Family

Whether you like to escape to the other side of the world, or venture closer to home, these travel ideas and tips are sure to get your imagination going.

Read more online: [bestoffamily.metro.co.uk](http://bestoffamily.metro.co.uk) and follow @bestoffamily

Digital magazine subscription app lets you read over 3,000 of your favourite titles in any location

Look no further than the *Best of Family* app to get your hands on the most comprehensive selection of family-friendly content. From travel guides to recipe books, the app has everything you need to make the most of your time with your family.

Available on the App Store and Google Play.

### Make school lunches exciting

Give your kids a healthy and delicious lunch with the *Best of Family* school lunch ideas. From quick and easy recipes to more complex ones, there's something for everyone.

Read more online: [bestoffamily.metro.co.uk](http://bestoffamily.metro.co.uk)

### Build your confidence among the tree tops!

There's nothing more exhilarating than climbing a tree. But if you're not sure how to do it, or if you're looking for a new challenge, the *Best of Family* tree climbing guide is the perfect place to start.

Read more online: [bestoffamily.metro.co.uk](http://bestoffamily.metro.co.uk)

### Fruits, chewy one-a-day snacks, helping your family to be ready and set to go, whatever your day brings

With the *Best of Family* guide to healthy eating, you can make sure your family is getting the most out of their day. From quick and easy recipes to more complex ones, there's something for everyone.

Read more online: [bestoffamily.metro.co.uk](http://bestoffamily.metro.co.uk)

### School bag essentials for kids of all ages

Get your kids ready for school with the *Best of Family* school bag guide. From backpacks to lunchboxes, there's something for everyone.

Read more online: [bestoffamily.metro.co.uk](http://bestoffamily.metro.co.uk)

### A smart watch made specially for kids

Give your kids a smart watch that's designed specifically for them. With features like GPS tracking and emergency calls, it's the perfect way to keep your kids safe.

Read more online: [bestoffamily.metro.co.uk](http://bestoffamily.metro.co.uk)

### Perfect chocolatey brischoe treats for everyone

Give your family a treat with the *Best of Family* chocolatey brischoe recipe. It's a delicious and easy-to-make treat that's perfect for any occasion.

Read more online: [bestoffamily.metro.co.uk](http://bestoffamily.metro.co.uk)

### Meet Longleat's lion kings

Experience the magic of Longleat House and its famous lion collection. From the majestic male lions to the playful lionesses, there's something for everyone.

Read more online: [bestoffamily.metro.co.uk](http://bestoffamily.metro.co.uk)

### A baby-to-toddler trike that grows with your child from 6 - 36 months

Give your baby a trike that will grow with them. From 6 months to 36 months, the *Best of Family* trike is the perfect choice.

Read more online: [bestoffamily.metro.co.uk](http://bestoffamily.metro.co.uk)

# 2.5m

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

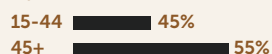
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## DISTRIBUTION

- 1,000,000 copies of *Metro* published daily
- 2,500,000 average issue readership
- National distribution

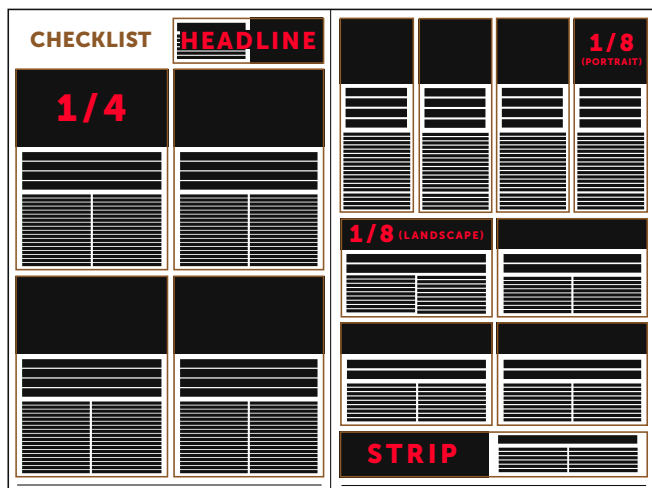
## RATE CARD

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

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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**HURST MEDIA**  
The UK's trusted media partner