

Best of Travel



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 Travel 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 related to travel. Packed full of inspiration for those who are interested in quality products and services, **Best of Travel** 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 Travel showcases a high-quality selection of products and services to suit all tastes and ages, including day trips, upcoming summer retreats, luggage, luxury holiday destinations, unique accommodations, travel accessories, tourist attractions, spa breaks, sailing excursions and more.

Best of Travel 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 Travel

Whether you're looking for the latest in travel or just want to escape the city, these travel ideas and tips are sure to fit the imagination.

Read more about our featured products and services. [#BestOfTravel](#)

Live life the Cayo way

Whether you're looking for the latest in travel or just want to escape the city, these travel ideas and tips are sure to fit the imagination.

Craving a bit of summer?

Whether you're looking for the latest in travel or just want to escape the city, these travel ideas and tips are sure to fit the imagination.

See the world through a different lens with Nikon's stunning retro camera

Whether you're looking for the latest in travel or just want to escape the city, these travel ideas and tips are sure to fit the imagination.

The summer staycation that will bring you back to your best

Whether you're looking for the latest in travel or just want to escape the city, these travel ideas and tips are sure to fit the imagination.

Summer in the Swiss Alps

Whether you're looking for the latest in travel or just want to escape the city, these travel ideas and tips are sure to fit the imagination.

Harbour Palace Dubai, LXR Hotels & Resorts

Whether you're looking for the latest in travel or just want to escape the city, these travel ideas and tips are sure to fit the imagination.

CERVO - beyond exploring in summer

Whether you're looking for the latest in travel or just want to escape the city, these travel ideas and tips are sure to fit the imagination.

Where time stops and beautiful stories unfold

Whether you're looking for the latest in travel or just want to escape the city, these travel ideas and tips are sure to fit the imagination.

2.5m

Daily print readership of *Metro*

38%

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

75%

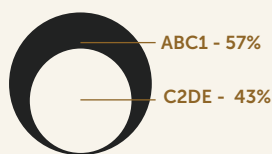
read *Metro* before 9am each day, with most on a train, tube or bus journey

63%

agree "I like to try out new food products"

DEMOGRAPHICS

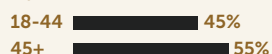
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

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

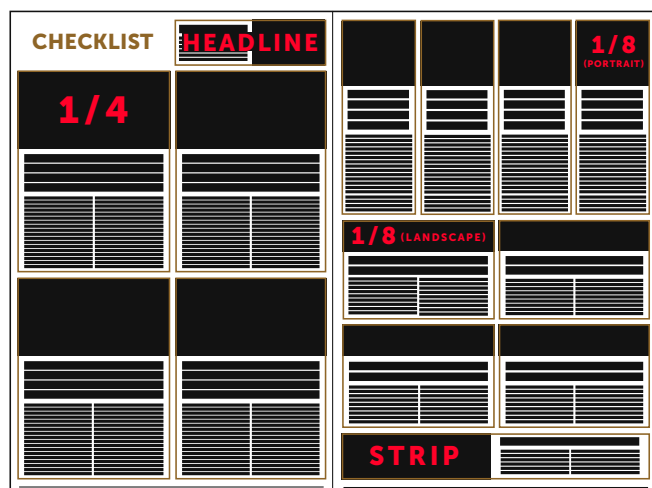
RATE CARD

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

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

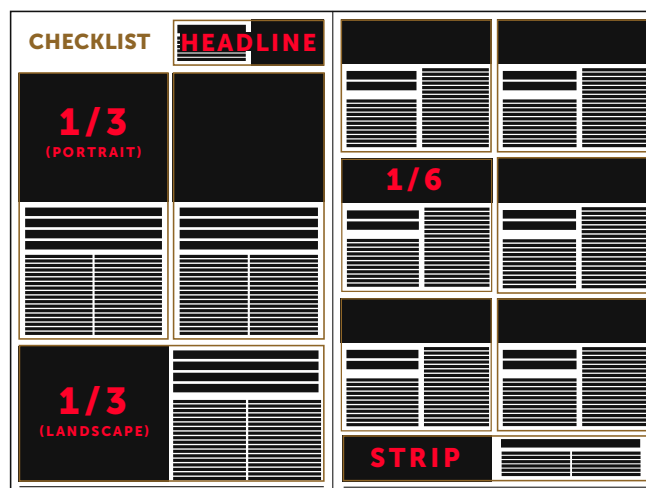
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

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HURST MEDIA
The UK's trusted media partner