

Pride checklist



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

Pride Checklist is a full-colour, tabloid-sized, double-page spread of advertorial content published in the London *Metro* on Thursday 27 June to celebrate the end of Pride Month.

The *Metro* is an ally to the LGBTQ+ community and trusted source of information for the latest Pride news and analysis. Packed full of inspiration for those who are interested in quality products and services, **Pride Checklist** serves as an essential guide for readers who are seeking new and exciting ways to spend with community friendly brands and organisations. Furthermore, with 57% of ABC1 readers, The *Metro*'s receptive readership are interested in high-quality, trusted brands to ensure they get the best for themselves and their loved ones.

Pride Checklist showcases a high-quality selection of products and services from various industries for members of the LGBTQ+ community, including travel, health & wellbeing, financial & legal, food & drink, homes & interiors, music & culture, green & ethical, charities and many more.

Pride Checklist 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

- 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.

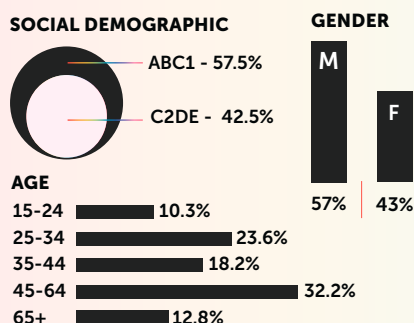
The collage includes several articles and advertisements:

- Escape to the unforgettable at Waldorf Astoria Maldives**: An advertisement for a luxury resort.
- Dress to impress (for less) with Choice**: An advertisement for clothing.
- Need to talk? Switchboard the LGBT+ helpline is here to listen**: An advertisement for a support helpline.
- Turn your resolutions into results**: An advertisement for a fitness program.
- Award-Winning Recipes with Natural Ingredients for Sensitive Dogs**: An advertisement for pet products.
- Gen Z Love, Safe Sex and Expectations**: An article about relationships and health.
- Retirement needn't be a financial leap of faith**: An article about financial planning.
- Pay attention to Carrie Mae Weems - solo exhibition at the Barbican**: An advertisement for an art exhibition.
- Effortless summer style**: An advertisement for sunglasses.
- Gen Z Love, Safe Sex and Expectations**: An article about relationships and health.
- St James's Place**: An advertisement for financial services.
- Finally, a body-inclusive, ultra-flexible vibrator built for every body shape and size**: An advertisement for a vibrator.

The graphic displays four key statistics:

- 1.3m** 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



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*

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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