

Best of Christmas



PUBLISHED WITH LONDON **METRO**

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

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

With a daily print readership of 2.3 million, the *Metro* reaches a wide and varied audience throughout the UK. 63% of this readership agree that they like to try out new food products. The **Best of Christmas** will serve as the essential guide for festive inspiration and is an excellent opportunity to reach this audience in the run up to the holiday season.

The **Best of Christmas** showcases a selection of high-quality products, services and experiences, ranging from Christmas markets and fairs, indulgent foods and fantastic gifts to celebratory tipplers and decorations, as well as winter fashion and seasonal travel options.

The **Best of Christmas**, published at the most popular time to start present planning, is the perfect vehicle for showcasing your company's products and services to an affluent audience, who are gearing up to the festive season.

PARTICULARLY CONSIDERING

- A majority 53% of *Metro* readers are aged 18 to 44
- The *Metro* readership is made up of 57% male and 43% female readers
- The average age of a *Metro* reader is 45
- The *Metro* is the UK's highest-circulation print newspaper
- The *Metro* has a 2.3 million daily readership throughout the UK.

Best of Christmas

For a festive inspiration, check out our selection of gifts, experiences, and all the things to get you in the festive spirit.

View all the products on the Metro website.

Where jewellery meets creativity

Elizabeth Gage Jewellery is a London-based jewellery designer who creates unique pieces using natural stones and metals. Her designs are inspired by nature and the seasons.

Visit [elizabethgage.co.uk](#) for more information.

The perfect gift for any garden lover

Stiga is a leading brand in garden tools and equipment. Their new range of tools is perfect for anyone who loves the outdoors.

Visit [stiga.co.uk](#) for more information.

A gift of choice this Christmas

Unicall is a leading brand in mobile phone accessories. Their new range of cases and chargers is perfect for anyone who loves their phone.

Visit [unicall.co.uk](#) for more information.

The Langham, London brings joy, music and fantastic food this festive season

The Langham is a luxury hotel in London. They are offering a special festive menu and live music throughout the season.

Visit [thelangham.co.uk](#) for more information.

Get to know Charles Tyrwhitt's autumn essential Merino

Charles Tyrwhitt is a leading brand in men's clothing. Their new range of Merino wool clothing is perfect for the autumn season.

Visit [charles Tyrwhitt.co.uk](#) for more information.

Give the gift of winning this Christmas with the Wolverine V2 Pro

Razer is a leading brand in gaming equipment. Their new Wolverine V2 Pro is perfect for anyone who loves gaming.

Visit [razer.co.uk](#) for more information.

Osprey Talon Earth - the perfect gift for sustainable shoppers

Osprey is a leading brand in outdoor gear. Their new Talon Earth is perfect for anyone who loves the outdoors.

Visit [osprey.co.uk](#) for more information.

Win the ultimate festive feast hamper

Whittard is a leading brand in food and drink. Their new festive hamper is perfect for anyone who loves to entertain.

Visit [whittard.co.uk](#) for more information.

Silent Pool Rare Citrus Gin - the perfect Christmas gift

Silent Pool is a leading brand in gin. Their new Rare Citrus Gin is perfect for anyone who loves gin.

Visit [silentpool.co.uk](#) for more information.

Insipire your family to reach for the stars

Guinness World Records is a leading brand in record-breaking. Their new book is perfect for anyone who loves to break records.

Visit [guinnessworldrecords.com](#) for more information.

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%

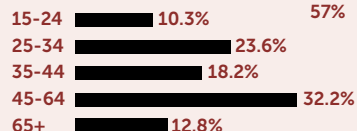
agree "I like to try out new food products"

DEMOGRAPHICS

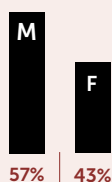
SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 670,197 copies of London *Metro* published daily
- 1,320,000 average London issue readership
- London distribution

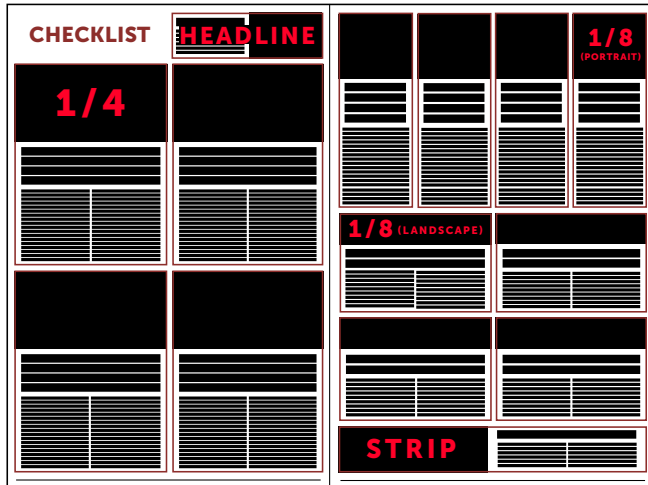
RATE CARD

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

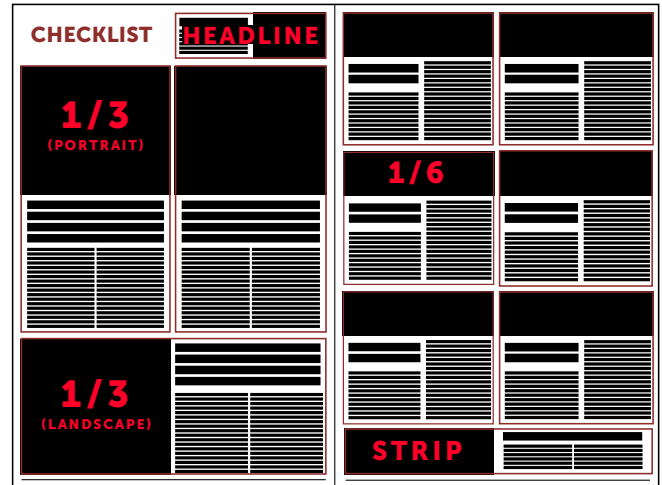
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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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