

The collage features four magazine covers. The top-left cover is the 'Evening Standard' with the headline 'HORNS CHARGES OUT OF AUSTRALIAN OPEN' and a photo of a tennis player. The top-right cover is also the 'Evening Standard' with the headline 'INTRODUCING THE LORDNER' and a photo of a man in a suit. The bottom-left cover is 'HARRY'S FRESH START' with a photo of Harry Styles. The bottom-right cover is 'BORIS: MY PLAN TO BUILD MILLION HOMES' with a photo of Boris Johnson and a woman.

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

With 2.56 million cars on the road in London and 54% of London households owning at least one car, the **Motoring Checklist** published with the *Evening Standard* is the perfect vehicle for getting your brand in front of an affluent, engaged and influential ABC1 audience, highly susceptible and confident in making their buying decisions.

- 70% of readers have acted upon advertising in *The Evening Standard*
- 65% of readers are ABC1 social groups
- 23% have used a coupon or promo code
- 91% of readers are more likely to feel like they are achieving in life
- 62.9% of readers have a household income of £40,000 or more

Motoring

checklist of

In the market for a new or used car? We're interested in helping you with what we know: there are a thousand of us out there, just like you.

Buying a used car? Watch out for hidden history

When you buy a used car, you're not just buying a car, you're buying a history. And that history can be a real headache. That's why we've put together this checklist of things to look out for when you're buying a used car. It's a handy guide to help you avoid the pitfalls of buying a used car. It's a handy guide to help you avoid the pitfalls of buying a used car.

Experience BMW luxury class

Experience the BMW luxury class in a way you've never before. The BMW 5 Series is the ultimate in luxury and performance. It's a car that's built to last, and it's a car that's built to impress. It's a car that's built to last, and it's a car that's built to impress.

Freshen up your ride

Refresh your ride with a new set of wheels. We have a wide range of cars to choose from, all of which are built to last and built to impress. It's a car that's built to last, and it's a car that's built to impress.

Continental tires all weathers, all winners

Continental tires are the only tires that can handle all weathers, all winners. They're built to last, and they're built to impress. They're built to last, and they're built to impress.

Savour these new moments of Triumph

Triumph motorcycles are the only motorcycles that can handle all weathers, all winners. They're built to last, and they're built to impress. They're built to last, and they're built to impress.

Protect your vehicle's bodywork with the new MICHELIN parking protectors

Protect your vehicle's bodywork with the new MICHELIN parking protectors. They're built to last, and they're built to impress. They're built to last, and they're built to impress.

MICHELIN parking protectors are the only parking protectors that can handle all weathers, all winners. They're built to last, and they're built to impress. They're built to last, and they're built to impress.

Drive off in a new motor without having to sign a lengthy contract

Drive off in a new motor without having to sign a lengthy contract. It's a car that's built to last, and it's a car that's built to impress. It's a car that's built to last, and it's a car that's built to impress.

A flexible alternative to car leasing. It's a car that's built to last, and it's a car that's built to impress. It's a car that's built to last, and it's a car that's built to impress.

The world's smallest electric vehicle charger

The world's smallest electric vehicle charger. It's a car that's built to last, and it's a car that's built to impress. It's a car that's built to last, and it's a car that's built to impress.

Electric bikes: the new wave of travel

Electric bikes are the new wave of travel. They're built to last, and they're built to impress. They're built to last, and they're built to impress.

A person riding an electric bike. It's a car that's built to last, and it's a car that's built to impress. It's a car that's built to last, and it's a car that's built to impress.

Mercedes-Benz AMG: opening up the world of driving performance

Mercedes-Benz AMG: opening up the world of driving performance. It's a car that's built to last, and it's a car that's built to impress. It's a car that's built to last, and it's a car that's built to impress.

A person using a charging station. It's a car that's built to last, and it's a car that's built to impress. It's a car that's built to last, and it's a car that's built to impress.

Daily print readership of *The Evening Standard*

have acted upon advertising in
The Evening Standard

of readers have a higher income than the national average

of readers feel that they
are achieving in life

Gender	Percentage
M (Men)	61%
F (Women)	39%

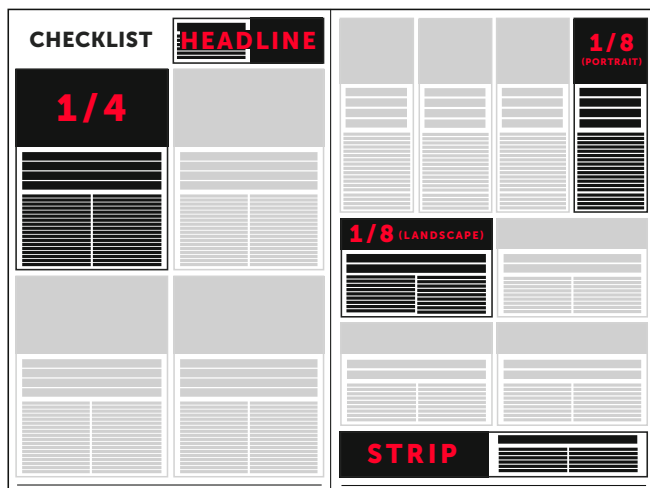
- 886,000 copies of The Evening Standard published daily
- 1,580,000 average issue readership
- Distributed within the London and Carlton regions

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Reputation 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: 134.5 x 137.7 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: 134.5 x 67 mm
Portrait: 65.25 x 137.7 mm

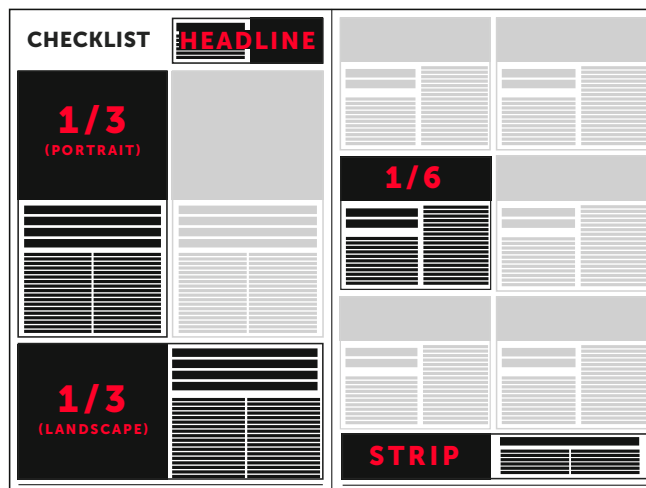
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 267 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: 273 x 90.4 mm
Portrait: 134.5 x 185 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: 134.5 x 90.4 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: 134.5 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, United House, North Road, N7 9DP
Company number: 08357910 VAT number: 161866882

Motoring Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Times*

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