

Christmas

checklist

PUBLISHED WITH **METRO** ON FRIDAYS

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



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


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

The **Christmas Checklist**, 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.



Indulge this Christmas with premium brands

Just a few days before Christmas, the festive season is in full swing. It's time to indulge in the finest of food and drink. The Christmas Checklist is your guide to the best of what's on offer. From premium brands to exclusive offers, it's all here. Visit [www.christmaschecklist.co.uk](#) for more.

Join the festive-teas at Strand Palace

Strand Palace is delighted to be sponsoring the Christmas Checklist. We're offering a special festive-tea for the checklist readers. Book now for a special festive-tea for the checklist readers. Visit [www.strandpalace.co.uk](#) for more.

Discover true sound at home

At Yamaha, we believe in the power of music. Our speakers are designed to bring you the true sound of music. Visit [www.yamaha.co.uk](#) for more.

Gift more for less at ICON Outlet at The O2

ICON Outlet at The O2 is the perfect place to find the best gifts for less. From electronics to home appliances, it's all here. Visit [www.iconoutlet.co.uk](#) for more.

Christmas cocktails and street food in London's snow-covered Winter Forest

Experience the magic of Christmas in London's snow-covered Winter Forest. Enjoy festive cocktails and street food. Visit [www.winterforest.co.uk](#) for more.

Winter cruises with a difference

Experience the magic of Christmas on a winter cruise. From festive food to live entertainment, it's all here. Visit [www.wintercruises.co.uk](#) for more.

SodaStream unveils limited-edition Spirit Gold

SodaStream is proud to announce the launch of its limited-edition Spirit Gold. Visit [www.sodastream.co.uk](#) for more.

2.3m

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

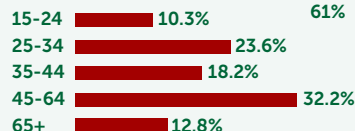
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 1,000,000 copies of *Metro* published daily
- 2,300,000 average issue readership
- National distribution

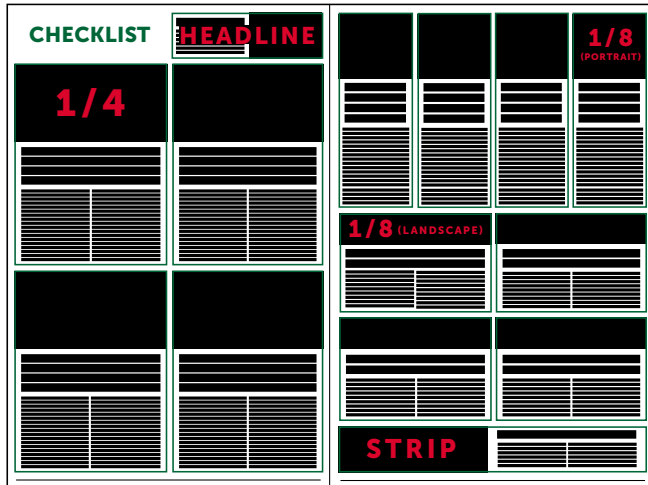
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
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

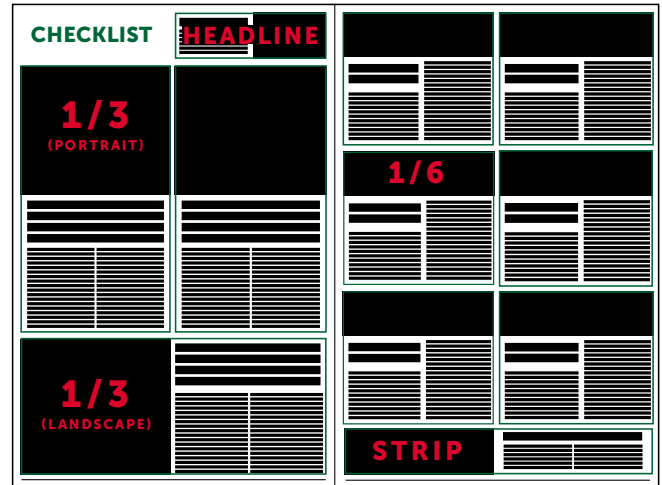
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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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