

# Gadgets and Tech



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*Gadgets and Tech* is a full-colour, tabloid sized double-page spread of advertorial content published in *The London Metro*. *Metro* reaches smart opinion formers in and around London, with the paper read by a predominantly upmarket and tech-savvy audience who are working in professional occupations. *Gadgets and Tech* will therefore serve as an essential guide for these readers to discover how to live an easier life with the latest tech trends and devices.

It showcases a high-quality selection of products to benefit these readers, ranging from the best and most up-to-date apps, kitchen and domestic gadgets, computing, gaming, audio and hi-fi products, security options and home automation systems. *Gadgets and Tech* is the perfect shop window for brands and organisations to benefit from an affluent, educated audience, who, when presented with accurate, reliable information, are highly suggestible to purchasing new products and services.

## PARTICULARLY CONSIDERING

- 65% of readers are between the ages of 18-44 years old
- Average age of 39
- 57% of readers are in ABC1 socio-economic groups
- Average reading time of 21 minutes
- 29% of readers are in AB socio-economic groups

### Gadgets and Tech

Make life easier with the latest tech trends and devices, including new apps, domestic products, computing, gaming, security and audio products

#### Get the best from your phone with this hi-tech app

AS A MODERN PERSON, you need a way to make your life easier. The *Gadgets and Tech* app is the perfect solution. It's a free app that gives you access to all the latest tech news, reviews and product information. It's the perfect way to stay up-to-date on the latest tech trends and devices.

#### Save time in the kitchen with the latest appliances

THE LATEST KITCHEN appliances are making life easier. From smart ovens to robotic vacuum cleaners, there's a lot of new tech in the kitchen. *Gadgets and Tech* is the perfect place to find out about the latest kitchen appliances and how they can make your life easier.

#### Don't give the burglars a chance with this security

THE LATEST SECURITY products are making life easier. From smart door locks to security cameras, there's a lot of new tech in the security world. *Gadgets and Tech* is the perfect place to find out about the latest security products and how they can make your life easier.

#### The app that works as your personal assistant

THE LATEST APPS are making life easier. From productivity apps to entertainment apps, there's a lot of new tech in the app world. *Gadgets and Tech* is the perfect place to find out about the latest apps and how they can make your life easier.

#### Experience sound as it should be with this audio home system

THE LATEST AUDIO products are making life easier. From smart speakers to home theatre systems, there's a lot of new tech in the audio world. *Gadgets and Tech* is the perfect place to find out about the latest audio products and how they can make your life easier.

#### Everything at the touch of a button with home automation

THE LATEST HOME AUTOMATION products are making life easier. From smart lighting to smart thermostats, there's a lot of new tech in the home automation world. *Gadgets and Tech* is the perfect place to find out about the latest home automation products and how they can make your life easier.

#### Find the latest gaming tech for your console

THE LATEST GAMING products are making life easier. From gaming headsets to gaming chairs, there's a lot of new tech in the gaming world. *Gadgets and Tech* is the perfect place to find out about the latest gaming products and how they can make your life easier.

#### We've teamed up with Central to offer one lucky reader the chance to win £5,000 worth of home automation equipment

WE'VE TEAMED UP WITH CENTRAL to offer one lucky reader the chance to win £5,000 worth of home automation equipment. This is a fantastic opportunity to win some of the latest home automation products. To enter, visit [www.gadgetsandtech.co.uk](#).

**2.2m**  
Daily print readership  
of *The Metro*

**52%**  
"I try to keep up with  
developments in technology"

**40%**  
"People come to me for advice  
before buying new things"

**57%**  
"I like to be surrounded by  
different people, cultures,  
ideas and lifestyles"

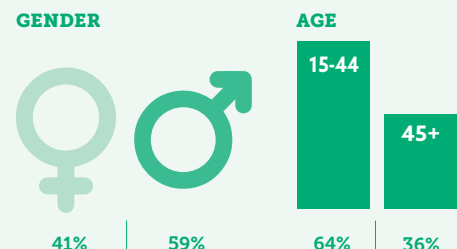
## RATE CARD

Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A

## DISTRIBUTION

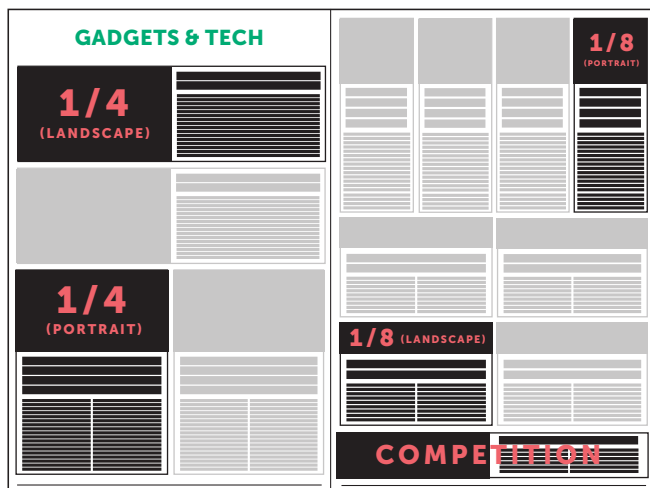
- 892,814 ABC circulation
- 2,200,000 average issue readership
- Distributed within London and Greater London

## DEMOGRAPHICS



## 1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



### QUARTER PAGE

Landscape: 261 x 67 mm  
Portrait: 128.5 x 137.7 mm

<b>Headline</b>	Written in-house	<b>Headline</b>	Written in-house
<b>Main body copy</b>	160-250 words	<b>Main body copy</b>	60-90 words
<b>Contact</b>	Website, phone number	<b>Contact</b>	Website, phone number
<b>Images</b>	1-2 high resolution images*	<b>Images</b>	1 high resolution image*

### EIGHTH PAGE

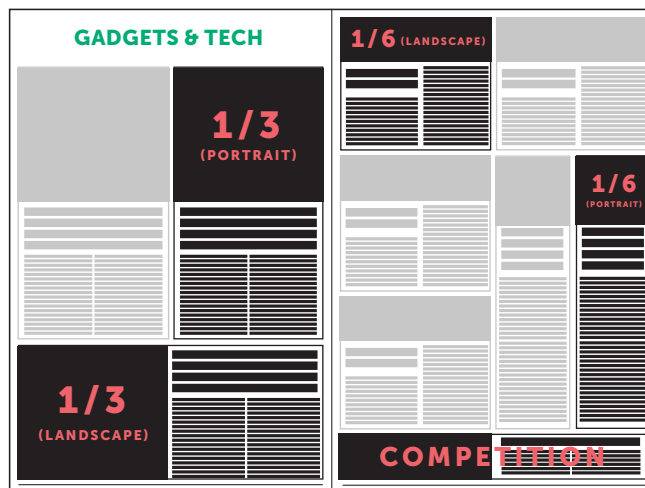
Landscape: 128.5 x 67 mm  
Portrait: 62.25 x 137.7 mm

### COMPETITION: 261 x 42.5 mm

<b>Headline</b>	Written in-house	<b>Main body copy</b>	50-70 words	<b>Contact</b>	Website, phone number	<b>Images</b>	1-3 high resolution images*
<b>Prize</b>	Prize and value						

## 1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



### THIRD PAGE

Landscape: 261 x 90.4 mm  
Portrait: 128.5 x 185 mm

<b>Headline</b>	Written in-house	<b>Headline</b>	Written in-house
<b>Main body copy</b>	200-300 words	<b>Main body copy</b>	120-150 words
<b>Contact</b>	Website, phone number	<b>Contact</b>	Website, phone number
<b>Images</b>	1-3 high resolution images*	<b>Images</b>	1 high resolution image*

### SIXTH PAGE

Landscape: 128.65 x 90.4 mm  
Portrait: 128.5 x 62.25 mm

## SUPPLYING CONTENT

### IMAGE SPECIFICATIONS\*

- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- Image ink density limit 240%
- We can not use images from a client website as these are too low resolution to print

We cannot guarantee the quality of the final print for images supplied outside of these specifications. Colour variations will occur if your files do not utilise the colour profile and respect the ink density limit outlined above.

### COPY SPECIFICATIONS

- All copy content provided in word processor file
- Avoid supplying in PDF format

### FILE TRANSFER

Files less than 8Mb can be emailed directly to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

For larger files please send to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wetransfer.com](mailto:wetransfer.com). Please clarify in your message your company name, publication and on sale date as per your booking.

### DESIGN PROCESS

Once all material is submitted according to specification, **Hurst Media Company** will layout your advertorial slot within the house style of the publication. Layouts may vary depending on images and/or text supplied.

Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style.

### APPROVALS & AMENDMENTS

- Hurst Media Company will provide a PDF for client approval
- The client will have the option of two rounds of amendments before final approval is required
- The final third PDF is for fact checking/approval/records only As such please ensure any amendments are clear and concise
- Approval is required within 48 hours

Bespoke advertorials (in which Hurst Media Company 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 use subject to editorial discretion and may vary depending quality, size and layout.  
Full pages: 2-5 used; half pages and smaller, may use just one image.  
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

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