

Motoring and Transport *checklist* ✓



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)

Motoring and Transport Checklist is a full-colour, tabloid-sized double-page spread of advertorial content published in the *Metro*.

As the UK's highest circulation print newspaper, the *Metro* reaches a wide and varied audience, 57% of whom are in the ABC1 demographic. The Motoring and Transport Checklist serves as an essential guide for readers to discover more about the world of cars, cycling, transport and other ways of getting around.

It showcases a high-quality selection of products and services, ranging from classic car auctions, cycling essentials, dealerships, insurance and leasing options, mechanics and paint jobs, as well as motoring holidays and days out.

Motoring and Transport Checklist is the perfect shop window for brands and organisations to benefit from a large and aspirational readership who regularly engage with newspapers on their daily commute.

PARTICULARLY CONSIDERING

- The average age of a *Metro* reader is 45 years old
- *Metro* readers are described as ambitious: 'I want to get to the very top of my career'
- The *Metro* reaches more 18-44s than any other national newspaper
- The *Metro* has a 2.3 million daily readership throughout the UK.

The grid contains 12 small advertisements:

- Motoring and Transport checklist**: A small version of the main checklist.
- Explore the world in style at a time to suit you**: Advertisement for a luxury motorhome.
- Essentials run and daily exercise all in one**: Advertisement for a cycling and running bag.
- Buying a used car? Watch out for hidden history**: Advertisement for a car history check service.
- Protect your vehicle's bodywork with MICHELIN**: Advertisement for car bodywork protection.
- Electric bikes: an ethical way to travel**: Advertisement for electric bicycles.
- Don't lose your grip with messy motor restorations**: Advertisement for motorcycle restoration services.
- Park up your worries and protect your vehicle**: Advertisement for car parking and security services.
- Professional grade motoring tools for the everyday car enthusiast**: Advertisement for car tools.
- Don't leave it to luck - lock up!**: Advertisement for car locks and security.
- Are you driving blind? Drive safe with Drivesafe lenses from ZEISS**: Advertisement for car lenses.
- The world's smallest electric vehicle charger**: Advertisement for a portable EV charger.

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

30% Adults are interested in the education pages of newspapers – more than any other national newspaper

DEMOGRAPHICS

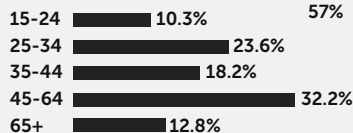
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

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

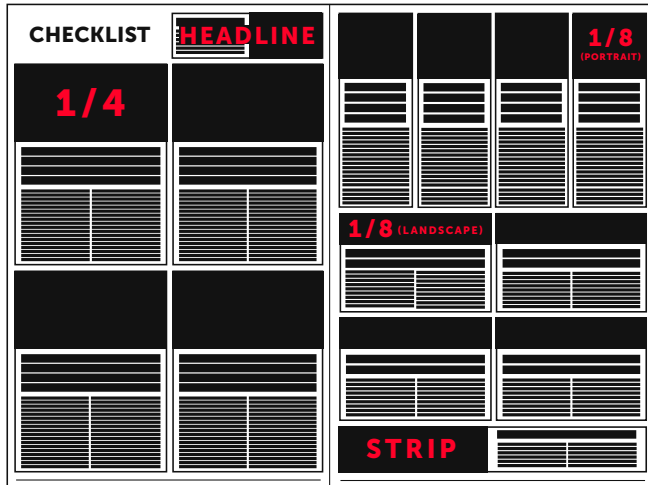
RATE CARD

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

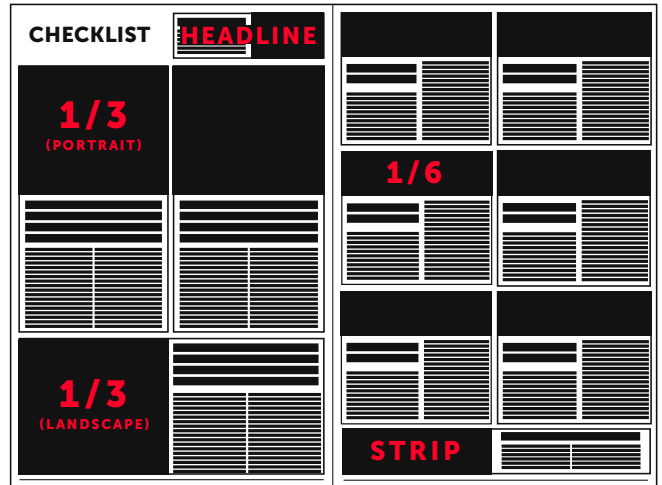
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

Hurst Media Company, 1 Phipp Street, London, EC2A 4PS
Company number: 08375910 VAT number: 161866882

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](https://www.hurstmediacompany.co.uk/hurst-media-advertising-terms)

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