

# Family checklist



**PUBLISHED WITH  ON FRIDAYS**

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

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

With an average reader age of 45, much of the Metro readership is made up of families and parents-to-be. The **Family Checklist** therefore acts as a useful guide for parents and future parents when it comes to making important choices for their loved ones.

The **Family Checklist** showcases a high-quality selection of products and services to benefit the whole family, ranging from food and drink options, fashion essentials, new mum advice, family friendly travel destinations and family finances. Metro readers can also pore over school and learning essentials, activities and attractions for little ones, books, as well as fun gadgets and games to keep the entire family happy.

The **Family Checklist** serves as an essential guide for parents, packed with inspiration for how to give their children the best start in life. Published at a time when families often focus on future plans for their children, the Family Checklist is the perfect shop window for brands and organisations to benefit from an engaged audience focused on family matters.

## 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 has a 2.3 million daily readership throughout the UK.

**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

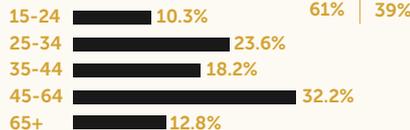
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## DISTRIBUTION

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

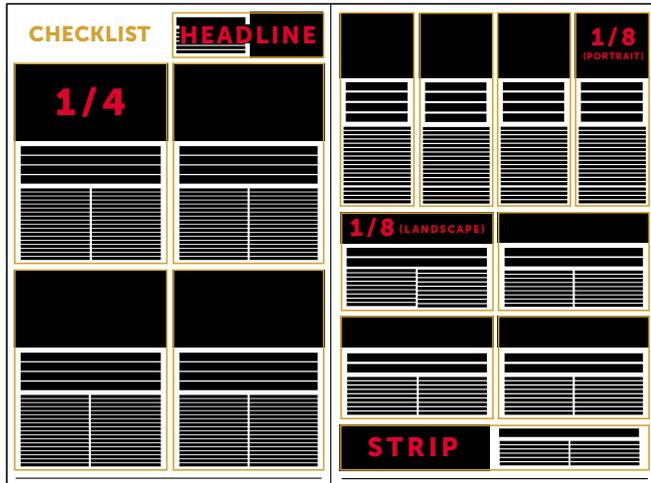
## RATE CARD

Third page	<b>£8,500</b>
Quarter page	<b>£6,750</b>
Sixth page	<b>£5,000</b>
Competition upgrade	<b>£1,000</b>

**CLICK HERE TO SEE THE COMPETITION MEDIA PACK**

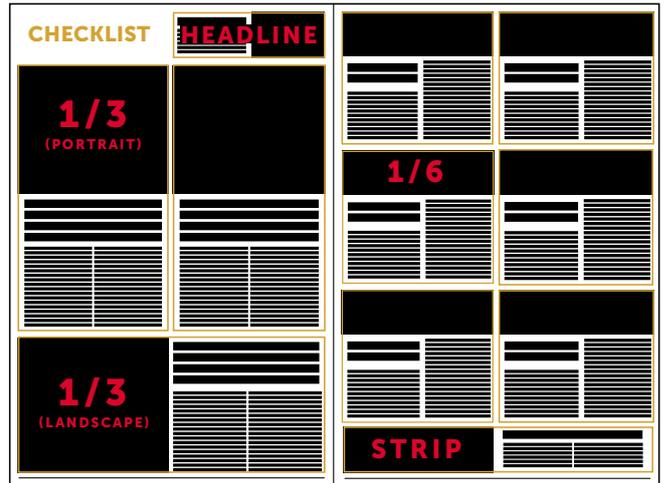
## 1/4 , 1/8 FEATURE REQUIREMENTS

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



## 1/3 , 1/6 FEATURE REQUIREMENTS

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



### QUARTER PAGE

Portrait: 129.5 x 135.7 mm

<b>Total word count</b>	200-250 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2 images + logo

### EIGHTH PAGE

Landscape: 129.5 x 66 mm  
Portrait: 62.8 x 135.7 mm

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

### STRIP Landscape: 263 x 42.5 mm

<b>Total word count</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2 images + logo

### THIRD PAGE

Landscape: 263 x 89 mm  
Portrait: 129.5 x 182.4 mm

<b>Total word count</b>	200-300 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	2-3 images + logo

### SIXTH PAGE

Landscape: 129.5 x 89 mm

<b>Total word count</b>	120-150 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	1-2 image + logo

### HEADLINE Landscape: 129.5 x 42.5 mm

<b>Total word count</b>	60-80 words
<b>Call to action</b>	i.e. Discount offer, website, phone, or social links
<b>Images</b>	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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto: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

Family 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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