

Fashion checklist



PUBLISHED WITH Evening Standard ON FRIDAYS

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

The **Fashion Checklist** is a full-colour, tabloid-sized double-page spread of advertorial content published in the *London Evening Standard*.

Read by a majority of busy professionals who tend to shop on their commute home, *London Evening Standard* readers are the perfect audience for the **Fashion Checklist**, which will serve as an essential guide for readers to learn more about the world of women and men's clothing and accessories.

Fashion Checklist presents a high-quality selection of products and services to benefit style enthusiasts, ranging from new trends, ethical choices, luxury loungewear, premium pieces as well as timeless accessories, high-quality footwear and vouchers for beautiful clothing.

With London being one of the fashion capitals of the world, the **Fashion Checklist** published with the *London Evening Standard* is the perfect vehicle for getting your brand in front of a stylish, engaged and influential ABC1 audience, highly susceptible and confident in making their buying decisions.

PARTICULARLY CONSIDERING

- 65% of readers are ABC1 social groups
- 64% of readers are in full time employment
- 55% of readers are aged between 18 to 44-years-old.



1.1m

Daily print readership of
The Evening Standard

70%

have acted upon advertising in
The Evening Standard

33%

of readers have a higher income
than the national average

91%

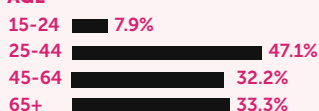
of readers feel that they
are achieving in life

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 500,000 copies of The Evening Standard published daily
- 1,151,000 average issue readership
- Distributed within the London and Carlton regions

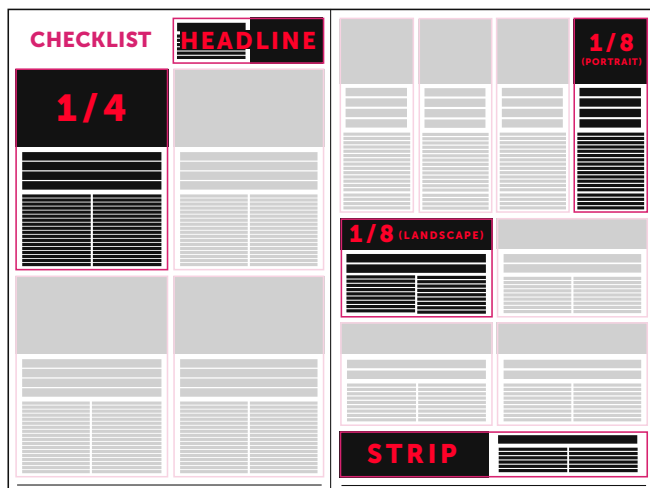
RATE CARD

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: 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

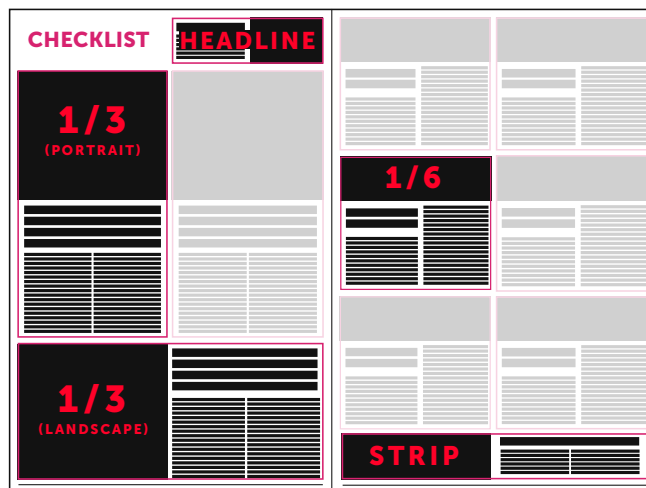
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

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