

Fashion 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)

Fashion 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, made up mainly of commuters, 57% of whom are in the ABC1 social demographic. **Fashion Checklist** will serve as an essential guide for these readers to learn more about the world of clothing and accessories and all it has to offer.

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

Published on a Friday, **Fashion Checklist** is the perfect shop window for brands and organisations to benefit from a large and suggestible readership who regularly engage with newspapers on their daily commute.

PARTICULARLY CONSIDERING

- The average age of a *Metro* reader is 45
- 57% of readers are ABC1 social groups
- 64% of readers are in full time employment
- The *Metro* readership is made up of 43% female and 57% male and readers
- 55% of readers are aged between 18- to 44-years-old.

Fashion checklist

Feminine and sustainable clothing from Pink Lemons

Dress to impress (for less) with Choice

Scandinavian design with a green soul

Women's clothing for the individual, not the crowd

Sahara

Glitch Anomaly - lifestyle and fashion

Onesta - ultrasoft luxurious loungewear

Step out in 'the best vegan footwear' in the UK

It takes time to create something timeless

Win a gift voucher for luxury women's clothing Worth £200!

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

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

DEMOGRAPHICS

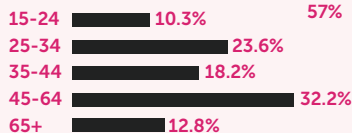
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

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

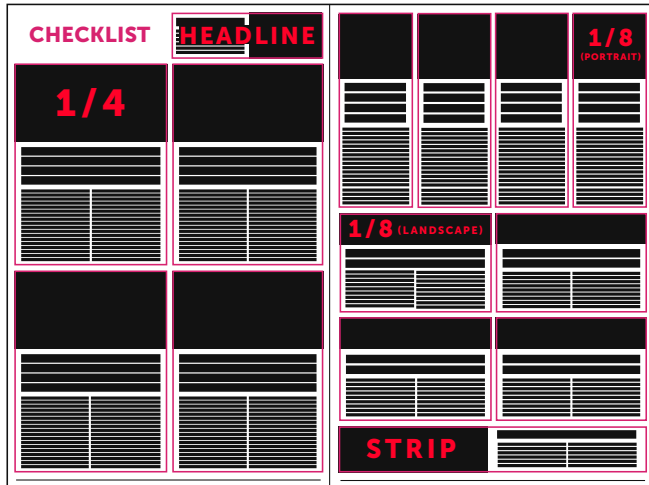
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition upgrade	£1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

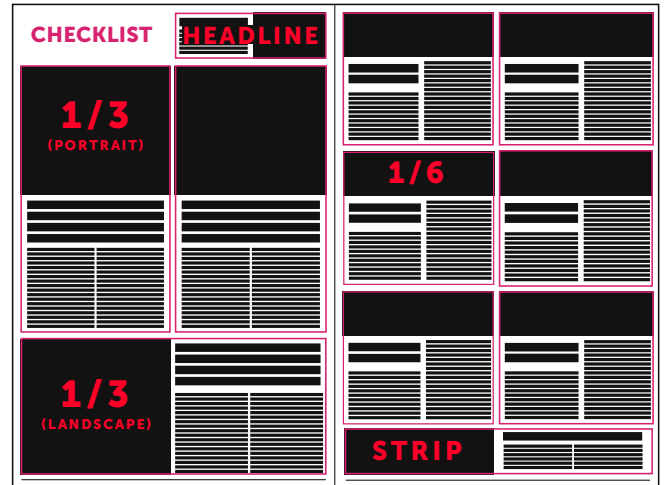
1/4 , 1/8 FEATURE REQUIREMENTS

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



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

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

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

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