

Health and Wellbeing checklist



PUBLISHED WITH THE LONDON 

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

Health and Wellbeing Checklist is a full-colour, tabloid sized single-page of advertorial content published in the *Metro*.

As a free daily newspaper, *Metro* has a key stake in commuter life, reaching core demographics at the same time every day, as they make their way to work. *Metro* is the UK's highest circulation print newspaper, and reaches a wide and varied audience, made up mainly of commuters, 57% of whom are in the ABC1 social demographic.

Health and Wellbeing Checklist is perfectly poised to serve as the essential guide to help readers of all ages to make positive changes in order to lead a healthier lifestyle.

It will showcase a selection of high-quality products and services, ranging from specialist clinics, beauty and cosmetic treatments, alternative therapy, diet and fitness advice and homecare and mobility options.

Published at peak commuter time, **Health and Wellbeing 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
- The *Metro* readership is made up of 43% female and 57% male readers
- 64% of readers are in full-time employment.

Health and Wellbeing checklist

Your body has a lot to tell you. Listen to it. Prevent problems before they start. Stay healthy. Stay happy.

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ADVERTISEMENT

Health and Wellbeing checklist

iStent inject® W - the advanced device for glaucoma therapy

Glaucoma is a common eye condition that can lead to blindness if not treated. iStent inject® W is a minimally invasive procedure that can help reduce intraocular pressure (IOP) and prevent vision loss. It is a small, self-sealing device that is implanted in the eye during a quick, outpatient procedure. iStent inject® W is made of medical-grade silicone and is designed to filter excess fluid from the eye, reducing IOP. It is a safe and effective treatment for glaucoma, with a low risk of complications. For more information, visit www.allergan.co.uk/iStent.

When blisters strike, carry on with Compeed®

Compeed® is a leading brand of blister plasters, known for its quick-drying, waterproof, and breathable properties. It is suitable for use on all parts of the body, including the feet. Compeed® plasters are made from a soft, flexible material that conforms to the shape of the blister, providing relief and protection. They are also available in a variety of sizes and shapes to suit different types of blisters. For more information, visit www.compeed.co.uk.

Knee pain sufferers unite with Neo G

Neo G is a revolutionary new treatment for knee pain, designed to provide long-lasting relief. It is a minimally invasive procedure that involves the injection of a special gel into the knee joint. The gel acts as a cushion between the bones, reducing pain and improving mobility. Neo G is a safe and effective treatment for knee pain, with a low risk of complications. For more information, visit www.neog.co.uk.

High-quality contact lenses at affordable prices delivered straight to your door

Discover the world of contact lenses with VisionDirect. We offer a wide range of high-quality contact lenses at affordable prices, delivered straight to your door. Our lenses are made from the latest technology and are designed to provide clear vision and comfort. We also offer a variety of lens options, including daily disposables, monthly lenses, and toric lenses for astigmatism. For more information, visit www.visiondirect.co.uk.

Treat your swallowing and reflux problems

Swallowing and reflux problems can be a real nuisance, but there are ways to treat them. Iqoro is a leading brand of reflux and swallowing products, designed to provide relief and improve quality of life. Iqoro products are made from natural ingredients and are safe and effective. They are also easy to use and can be taken at any time. For more information, visit www.iqoro.co.uk.

Looking to build your own home gym? Look no further...

Build your own home gym with the Urban app. The Urban app is a leading brand of home gym equipment, designed to provide a complete home gym experience. It includes a variety of equipment, including treadmills, ellipticals, and strength training machines. The Urban app is easy to use and can be accessed from anywhere. For more information, visit www.urbanapp.co.uk.

Book at-home massage and more on the Urban app

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Why protein should be top of your priority list

Protein is essential for a healthy diet and can help with a variety of health goals. UP BEAT is a leading brand of protein supplements, designed to provide a complete protein source. UP BEAT products are made from high-quality protein sources and are easy to use. They are also available in a variety of flavors and can be taken at any time. For more information, visit www.upbeat.co.uk.

Making iron better...

Iron is essential for a healthy diet and can help with a variety of health goals. Active Iron is a leading brand of iron supplements, designed to provide a complete iron source. Active Iron products are made from high-quality iron sources and are easy to use. They are also available in a variety of flavors and can be taken at any time. For more information, visit www.activeiron.co.uk.

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%

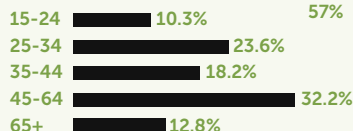
Adults are interested in the education pages of newspapers – more than any other national newspaper

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

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

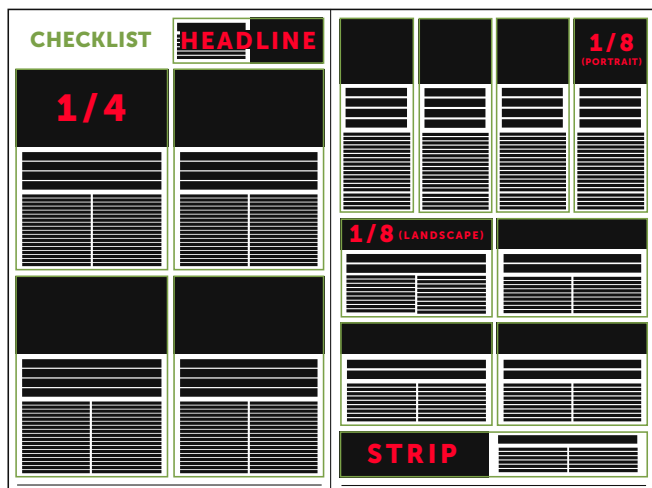
RATE CARD

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

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production@hurstmediacompany.co.uk



HURST MEDIA
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