

# Cost of Living *checklist*



**PUBLISHED WITH LONDON METRO ON FRIDAYS**

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

The Cost-of-Living Checklist is a full-colour, tabloid-sized double-page spread of advertorial content published on Fridays in the *London Metro*. These readers have a definite interest in ways to save money and awareness of daily living expenses.

They are also more likely to have an interest in how to take care of their loved ones financially, in a more economical way. This makes the Cost-of-Living Checklist the perfect guide for money-conscious readers, providing the latest advice for how they can get the most out of their day-to-day essential spending.

It showcases a high-quality selection of products and services, ranging from housing expenses, affordable food and groceries, transportation, healthcare costs, and clothing options for the entire family. There will also be options for business and career advice, financial options, as well as legal services.

The Cost-of-Living Checklist is the perfect shop window for brands and organisations to benefit from an engaged audience, in a newspaper that is in touch with ordinary people.

## PARTICULARLY CONSIDERING

- The average age of a *Metro* reader is 45
- The *Metro* readership is made up of 43% female and 57% male readers
- 57% of readers are ABC1 social groups
- 75% of the audience read *Metro* before 9am each day on public transport.

**Cost of Living checklist**  
This is the perfect guide to saving money on bills, with the latest advice from the experts. Find out more at [metro.co.uk](http://metro.co.uk)

**Try electric without commitment**  
There's nothing so simple as switching to a smart meter. It allows you to monitor your energy usage in real time, so you can adjust your usage to save money. Find out more at [metro.co.uk](http://metro.co.uk)

**Delicious dining in a dash**  
If you're looking for a quick and easy meal, there's nothing better than a ready-made meal. Find out more at [metro.co.uk](http://metro.co.uk)

**Get credit card bill breathing space**  
If you're struggling to pay your credit card bill, there are several options available. Find out more at [metro.co.uk](http://metro.co.uk)

**Use less energy with Smart Thermostats from tado°**  
Smart thermostats can help you save money on your energy bills by adjusting the temperature when you're not at home. Find out more at [metro.co.uk](http://metro.co.uk)

**Win a Trutex gift voucher Worth £250!**  
Trutex is a leading provider of home care services. Find out more at [metro.co.uk](http://metro.co.uk)

**Make the right call when it comes to your mortgage**  
Huxley Mortgage Solutions can help you find the best mortgage for your needs. Find out more at [metro.co.uk](http://metro.co.uk)

**Protect your home against rising energy bills**  
Energy switching can help you save money on your energy bills. Find out more at [metro.co.uk](http://metro.co.uk)

**Is money stressing you out? Make financial wellbeing your priority with Moneyboat**  
Moneyboat can help you manage your money better. Find out more at [metro.co.uk](http://metro.co.uk)

**Cut your motoring costs with Jump Car Finance**  
Jump Car Finance can help you save money on your car finance. Find out more at [metro.co.uk](http://metro.co.uk)

**Win a Free Will with The Society of Will Writers Worth up to £1500**  
The Society of Will Writers can help you create a will. Find out more at [metro.co.uk](http://metro.co.uk)

**1.7m**  
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

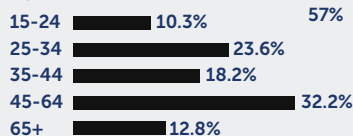
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## DISTRIBUTION

- 670,197 copies of London Metro published daily
- 1,720,000 average London issue readership
- London distribution

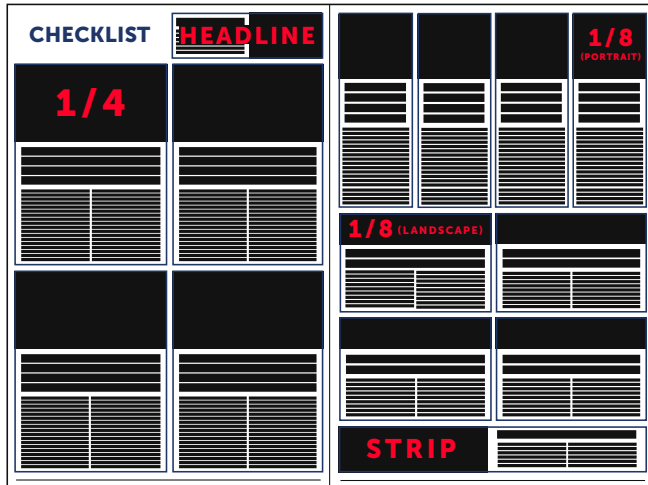
## RATE CARD

Third page	<b>£7,500</b>
Quarter page	<b>£5,625</b>
Sixth page	<b>£3,750</b>
Competition upgrade	<b>£1,000</b>

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

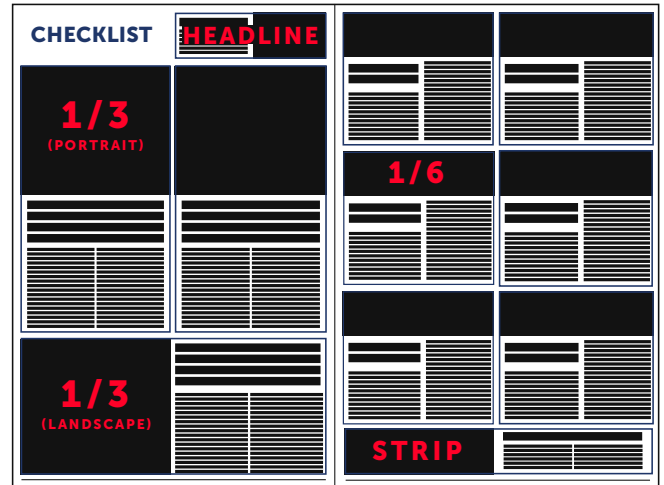
## 1/4 , 1/8 FEATURE REQUIREMENTS

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, 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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