



# Best of British checklist



## PUBLISHED WITH LONDON METRO ON 05/05/23

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

Best of British 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.

The Best of British Checklist will serve as an essential guide for readers looking to invest in British products and memorabilia to commemorate the King's Coronation.

The Best of British Checklist showcases a high-quality selection of quintessentially British and Coronation themed products and services, including food & drink, fashion, travel, days out, attractions and limited edition memorabilia.

Published the weekend of the Coronation of Charles III and Camilla, the Best of British Checklist is the perfect shop window for brands and organisations looking to benefit from an affluent and engaged readership at a time of national celebration.

### PARTICULARLY CONSIDERING

- The average age of a Metro reader is 45
- 57% of readers are in the ABC1 social demographic
- 75% of the audience read Metro before 9am each day on public transport.

#### Best British gifts - Olivia Burton's Tea Party collection

Olivia Burton's Tea Party collection is a celebration of British heritage and style. The collection includes a range of elegant teapots, cups and saucers, and a selection of beautiful tea towels. The collection is available in a limited edition box set, making it the perfect gift for tea lovers.

Visit [oliviaburton.com](http://oliviaburton.com) for more information.

#### Original Queen Victoria Gold Half Sovereign - a genuine 130-year-old rarity

The London Mint Office is proud to offer a genuine 130-year-old Queen Victoria Gold Half Sovereign. This rare coin is a true collector's item and a symbol of British heritage. The coin is available in a limited edition presentation box, making it the perfect gift for collectors and history enthusiasts.

Visit [londonmintoffice.com](http://londonmintoffice.com) for more information.

#### The finest in premium men's grooming products

Step into spring in style with the Ted Baker sunglasses range. The range includes a selection of stylish sunglasses, perfect for the warmer weather. The sunglasses are available in a variety of colors and styles, making them the perfect accessory for any outfit.

Visit [tedbaker.com](http://tedbaker.com) for more information.

#### AGA - The most innovative AGA cooker yet

AGA is proud to announce the launch of its most innovative AGA cooker yet. The new cooker is a true masterpiece of engineering, combining traditional AGA style with modern technology. The new cooker is available in a variety of colors and styles, making it the perfect choice for any kitchen.

Visit [aga.com](http://aga.com) for more information.

#### Look for the Red Tractor!

Help protect the health of the Armed Forces family with a gift in your Will. The Red Tractor is a symbol of British heritage and quality. The Red Tractor is available in a variety of colors and styles, making it the perfect choice for any kitchen.

Visit [redtractor.com](http://redtractor.com) for more information.

#### Where jewellery meets creativity

Elizabeth Gage is a leading jeweller and designer. Her work is a blend of traditional craftsmanship and modern design. Her jewellery is available in a variety of styles and materials, making it the perfect choice for any occasion.

Visit [elizabethgage.com](http://elizabethgage.com) for more information.

# 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

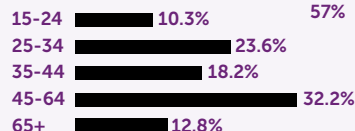
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## DISTRIBUTION

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

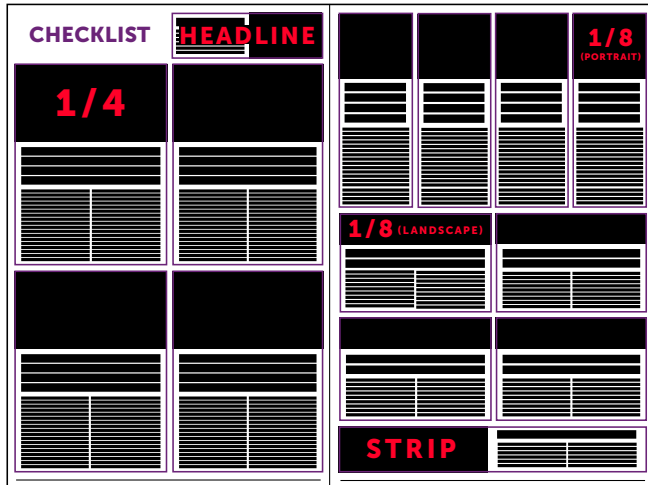
## RATE CARD

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

[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

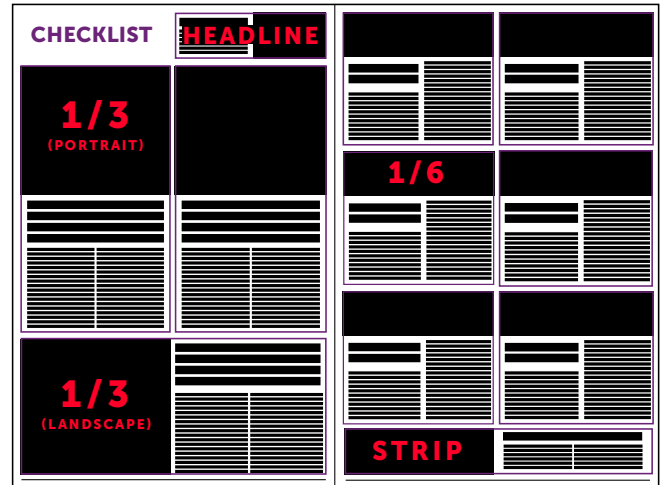
## 1/4 , 1/8 FEATURE REQUIREMENTS

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



## 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)

### MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018  
[sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPARTMENT

Tel: 0203 770 4020  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



**HURST MEDIA**  
The UK's trusted media partner