

Best of Motoring



PUBLISHED WITH LONDON **METRO**

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

Best of Motoring is a full-colour, tabloid-sized double-page spread of advertorial content published in the *London Metro*.

As the UK's highest circulation print newspaper, the *Metro* reaches a wide and varied audience, 57% of whom are in the ABC1 demographic. The **Best of Motoring** serves as an essential guide for readers to discover more about the world of cars, cycling, transport and other ways of getting around.

It showcases a high-quality selection of products and services, ranging from classic car auctions, cycling essentials, dealerships, insurance and leasing options, mechanics and paint jobs, as well as motoring holidays and days out.

Best of Motoring is the perfect shop window for brands and organisations to benefit from a large and aspirational readership who regularly engage with newspapers on their daily commute.

PARTICULARLY CONSIDERING

- The average age of a *Metro* reader is 45 years old
- *Metro* readers are described as ambitious
- The *Metro* reaches more 18-44s than any other national newspaper
- The *Metro* has a 2.3 million daily readership throughout the UK.

Best of Motoring ADVERTISEMENT
Get revved up for a luxury driving experience Hertz
 Discover the new Land Rover at Kentdale
 Custom engineered for any battle
 Invest in your vehicle's security now. With a Scorpion tracker
 Savour these new moments of Triumph
 Continental tyres: all weathers, all winners
 Mercedes-Benz Retail Group
 COOPER
 TALOS VEHICLES

1.7m

Daily print readership of London 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

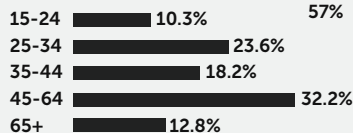
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

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

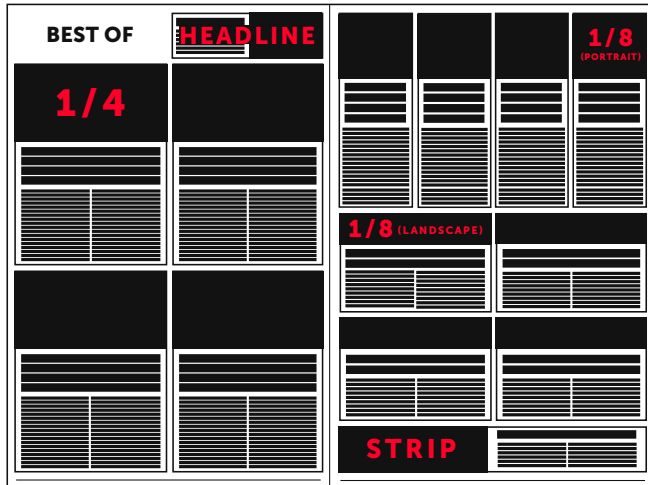
RATE CARD

| | |
|---------------------|--------|
| 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.



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

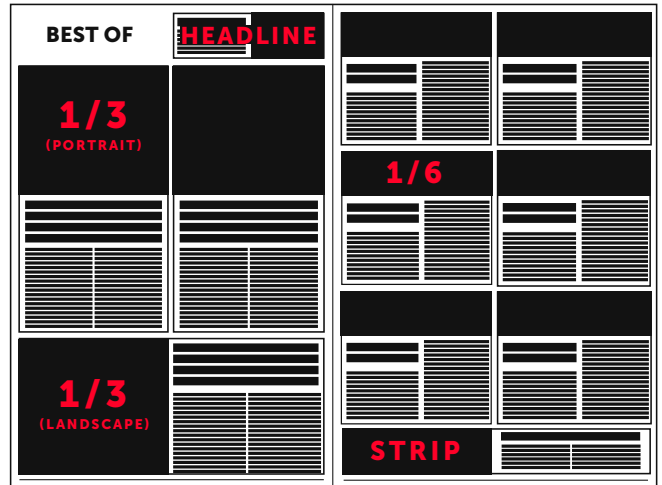
| | |
|-------------------------|--|
| Total word count | 70-100 words |
| Call to action | i.e. Discount offer, website, phone, or social links |
| Images | 1 image + logo |

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. 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

Best of 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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The UK's trusted media partner