

Music and Culture *checklist* ✓



PUBLISHED WITH LONDON METRO ON THURSDAYS

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

Music & Culture Checklist is a full-colour, tabloid-sized, double-page spread of advertorial content published in the *London Metro* on Thursdays.

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 *Music & Culture Checklist* serves as an essential guide for readers who are interested in everything from the latest music recording technology and popular gigs to exhibitions and museum events.

It showcases a selection of high-quality products and services including instruments, equipment and cutting-edge audio tech as well as pop art, gigs, festivals, magazines, museums, and much more.

Music & Culture Checklist 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.

Discover Britain's rich musical heritage

Discover Britain's rich musical heritage from the BBC Concerts at the Royal Albert Hall. The Royal Albert Hall is a Grade I listed building and a major concert venue in London. It has a long history of hosting musical performances and is home to the Royal Albert Hall Orchestra. The hall is also a popular venue for contemporary music and is known for its excellent acoustics. The Royal Albert Hall is a must-visit for anyone interested in music and culture.

Handel's Messiah at the Royal Albert Hall

Handel's Messiah is a powerful and moving oratorio that has captivated audiences for centuries. It is a masterpiece of Baroque music and is performed by the Royal Albert Hall Orchestra and the Royal Albert Hall Choir. The performance is held in the grand and historic setting of the Royal Albert Hall, making it a truly unforgettable experience.

Jahra Elite 75i - Great calls. Great music. Fits like no other

The Jahra Elite 75i is a premium over-ear headset that offers exceptional call quality and music playback. It features a comfortable and adjustable design, making it perfect for long hours of use. The headset is also compatible with a wide range of devices, ensuring you can stay connected wherever you are.

Yamaha - ahead of the curve for 130 years

Yamaha has been a pioneer in the world of music for over 130 years. From pianos to guitars, they have consistently produced high-quality instruments that are loved by musicians around the world. Their commitment to innovation and excellence has made them a household name in the music industry.

Handcrafted guitars custom built in the UK

Handcrafted guitars custom built in the UK offer a unique and personalized sound. Each instrument is carefully crafted by skilled luthiers, ensuring that every detail is perfect. These guitars are made from the finest materials and are designed to provide the best possible playing experience.

Share your favourite music

Share your favourite music with friends and family using the latest streaming services. Whether you're listening to a classic rock track or a new indie release, there's always a way to share your love of music. Streaming services make it so easy to discover new music and connect with other fans.

Keep making music with Hobgoblin

Keep making music with Hobgoblin, the ultimate portable music system. It features a built-in amplifier and a variety of sound options, making it perfect for outdoor listening. Hobgoblin is also easy to use and has a long battery life, so you can enjoy your music wherever you are.

One of the world's most forward-thinking conservatoires

One of the world's most forward-thinking conservatoires is the Royal Northern College of Music. It is a leading institution for the study of music and offers a wide range of courses and programs. The college is known for its high standards of education and its commitment to nurturing the next generation of musicians.

Focusrite

Focusrite is a leading manufacturer of audio equipment, including microphones, mixers, and interfaces. Their products are known for their high quality and reliability, making them a popular choice among musicians and producers. Focusrite has a long history of innovation and continues to push the boundaries of audio technology.

Jabra GN

Jabra GN is a line of professional-grade headsets designed for business and customer service. They offer clear call quality and comfortable wear, making them ideal for long hours of use. Jabra GN headsets are also compatible with a wide range of devices, ensuring you can stay connected wherever you are.

The Nutcracker live from your local cinema

The Nutcracker is a beloved holiday classic that is being brought to your local cinema. This live performance is a chance to see the beautiful music and costumes of this iconic ballet. The Nutcracker is a must-see for anyone who loves the holiday season.

50 ROYAL NORTHERN COLLEGE OF MUSIC

50 ROYAL NORTHERN COLLEGE OF MUSIC is a leading conservatoire for the study of music. It offers a wide range of courses and programs, including undergraduate and postgraduate degrees. The college is known for its high standards of education and its commitment to nurturing the next generation of musicians.

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%

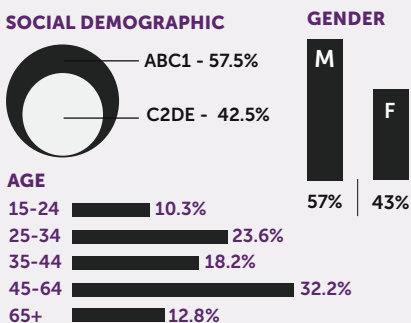
read Metro before 9am each day, with most on a train, tube or bus journey

30%

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

All facts and figures from MailMetroMedia, ABC 2021, PAMCO 2021. PAMCO April 19 - March 20. TGI Jan - Dec 19

DEMOGRAPHICS



DISTRIBUTION

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

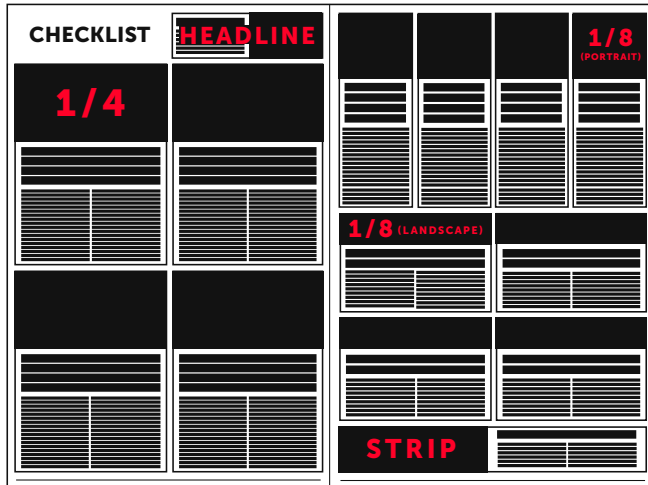
RATE CARD

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

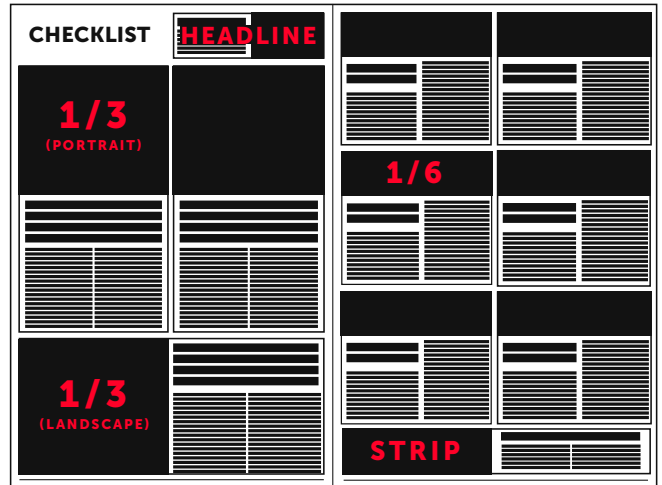
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

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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

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