

Retirement Planning checklist



PUBLISHED WITH LONDON Evening Standard

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

The **Retirement Planning Checklist** is a full-colour, tabloid-sized, double-page spread of advertorial content published in *The London Evening Standard*.

As a free daily newspaper, *The Evening Standard* is read by a majority of busy professionals who read on their commute home. **Retirement Planning Checklist** will serve as the essential guide for these readers to ensure they make the most of their time and money when they decide to stop working, as well as providing advice for how they can best care for their parents in retirement.

Whether readers are already enjoying retirement, or providing care for elderly relatives, the **Retirement Planning Checklist** is full of inspirational ideas to help this mature audience make the most of their time and money.

It showcases a high-quality selection of products and services, ranging from activities and leisure, travel options to legal advice, retirement properties, homecare and healthcare options.

Retirement Planning Checklist, published on Wednesdays at peak commuter time, is the perfect shop window for brands and organisations looking to benefit from an affluent and engaged readership, who, when presented with accurate information, are highly suggestible to purchasing new products and services.

PARTICULARLY CONSIDERING

- 70% of readers have acted upon advertising in *The Evening Standard*
- 65% of readers are ABC1 social groups
- 23% have used a coupon or promo code
- 91% of readers are more likely to feel like they are achieving in life
- 62.9% of readers have a household income of £40,000 or more.

Retirement Planning checklist

REGENOVE/IT

Renovate your body!

A BODY REPAIRMENT LINE... **REGENOVE/IT**

Find out how Regenove can help you at regenove.co.uk

Treat your swallowing and reflux problems

ADVERTISMENT

IMQORO

IMQORO is a... **IMQORO**

Feel safe on your stairs with an Acorn Stairlift

ACORN STAIRLIFTS

ACORN STAIRLIFTS... **ACORN STAIRLIFTS**

In need of surgery? Why wait?

CARE

CARE... **CARE**

Are you one of 58% of people yet to make a Will?

INSPIRED

INSPIRED... **INSPIRED**

Discover what's waiting to meet you with a Danbury Campervan

DANBURY

DANBURY... **DANBURY**

Living the retirement you've longed for

SUNLIFE

SUNLIFE... **SUNLIFE**

Knee pain sufferers unite with Neo G

NEO G

NEO G... **NEO G**

Take control of your pension savings with an online plan

PENSIONBEE

PENSIONBEE... **PENSIONBEE**

1.1m

Daily print readership of *The Evening Standard*

70%

have acted upon advertising in *The Evening Standard*

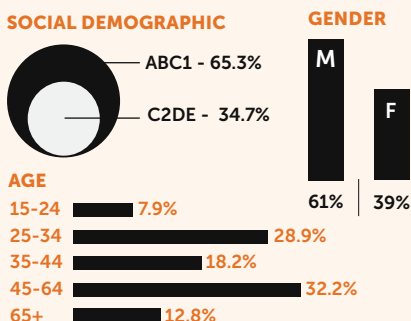
33%

of readers have a higher income than the national average

91%

of readers feel that they are achieving in life

DEMOGRAPHICS



DISTRIBUTION

- 500,000 copies of *The Evening Standard* published daily
- 1,151,000 average issue readership
- Distributed within the London and Carlton regions

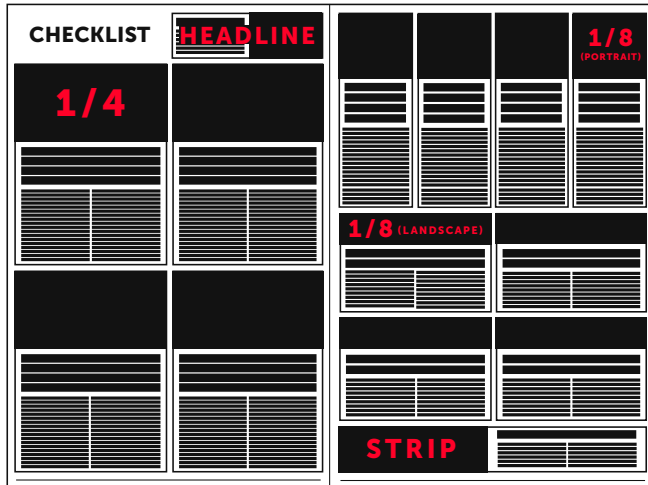
RATE CARD

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

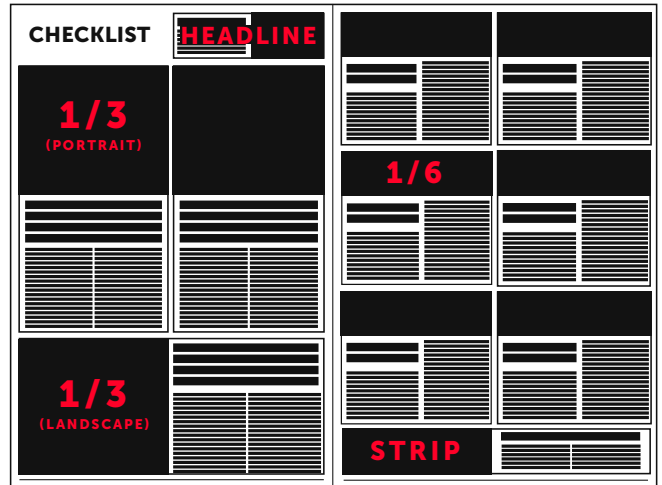
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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 *Evening Standard*
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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