

Christmas in the Capital



Distributed with the **London Evening Standard** Tuesday 20th November 2018

Christmas in the Capital is a full-colour, tabloid-sized newspaper section, distributed with *The Evening Standard* and packed with inspiration to help make Christmas truly memorable. From fantastic gift ideas, to great days out with family and friends, the publication includes relevant high-quality editorial and features to kickstart readers into preparing for the festive season ahead.

This publication represents an excellent opportunity to reach readers of *The Evening Standard* in the run up to the holiday season. Research shows 57% of consumers start planning for Christmas shopping around two months before the big day which means this is a crucial time to showcase your company's products to an affluent and engaged readership.

When it comes to shopping for the holiday season, more ABC1 main household shoppers read this newspaper than any other newspaper and more than 54% of readers look for offers. This highly engaged audience also responds

to print advertising – 70% of readers who recalled a recent campaign reported that they took action as a result of an advert.

To help *The Evening Standard* readers get the most out of the holiday season, *Christmas in the Capital* has dedicated sections on gifts, food and drink, lifestyle and days and nights out with family and friends. During the important lead up to the big day, this publication could also provide you with an ideal platform for introducing your brand to this key audience.

Editorial features

GIFTS FOR CHILDREN

Great gift ideas to make kids of all ages smile

GIFTS FOR HIM & HER

Inspiration for a perfect present starts here...

FOOD & DRINK

Mouth-watering produce and festive drink full of spirit

LIFESTYLE & HOME

Aspirational products to make this Christmas truly special

DAYS & NIGHTS OUT

Memorable ways to spend time with family & friends

RATE CARD

Double page spread	£15,950
One full colour page	£9,950
Half page	£4,950
Quarter page	£2,950
15% premium for advertorial features	
Premium position sponsorship is subject to availability	

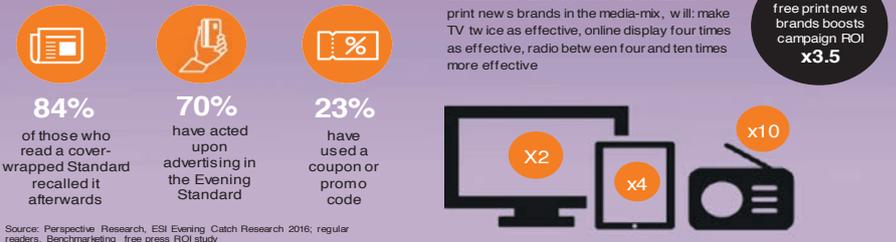
DISTRIBUTION

- 250,000 printed copies distributed with *The Evening Standard* 20 November 2018
- 250,000 electronic copies
- Distributed within the London and Carlton regions

Unique audience

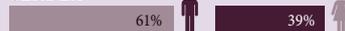


Effectiveness



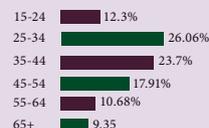
DEMOGRAPHICS

GENDER

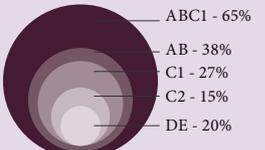


(Source: NRS PADD Apr-Mar 2017)

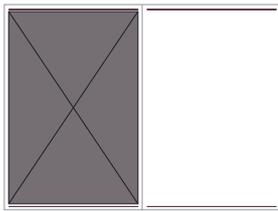
AGE



SOCIAL GRADE



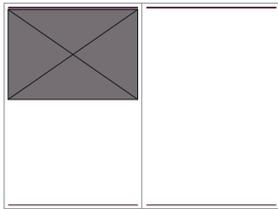
Advertisement sizes



FULL PAGE

DIMENSIONS

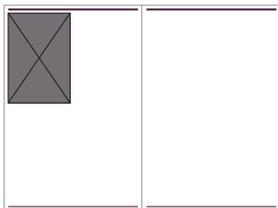
- Height 340mm
- Width 268mm



HALF PAGE

DIMENSIONS

- Height 159mm
- Width 252mm

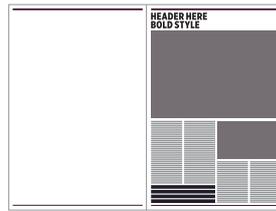


QUARTER PAGE

DIMENSIONS

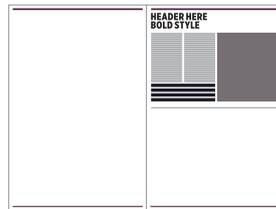
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- Width 124mm

Advertorial feature requirements



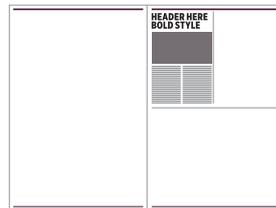
FULL PAGE

- Headline: 10-30 characters
- Main body copy: 480-530 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 2-5 high resolution images*



HALF PAGE

- Headline: 10-30 characters
- Main body copy: 160-350 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 1-2 high resolution images*



QUARTER PAGE

- Headline: 10-30 characters
- Main body copy: 120-150 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 1-2 high resolution images*

SUPPLYING FINAL ARTWORK

NAMING FILES

Artwork should be supplied with a colour proof and be clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg. CITC1118_YOURCLIENTNAME.pdf

DIGITAL FILE SPECIFICATIONS

- Our preferred method of delivery is Adobe Acrobat PDF's sent via email. Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewsaper26v4
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher than 245%
- Single colour text is no smaller than 6pt and is not tinted or screened as they will not be legible.
- Coloured text or reversed out white text on coloured background is no smaller than 8pt bold
- Avoid using fine serif type faces, line weight must not be less than 1pt

We cannot guarantee the quality of the final print for files supplied outside of these specifications. Colours variations will occur if your files do not utilise the colour profile and respect the ink density limit outlined above.

FILE TRANSFER

Files less than 8Mb can be emailed directly to production@aplmedia.co.uk.

For larger files please call the Production Department on +44 (0) 20 7553 7372 for further information.

ADVERTORIAL SUBMISSIONS

DESIGN PROCESS

Once all material is submitted according to specification. APL Media Ltd will layout/design your advertorial within the house style of the publication. Layouts may vary depending on images and/or text supplied. APL Media Ltd reserve the right to make changes to make grammatical changes and corrections to ensure it meets house style.

APPROVALS & AMENDMENTS

- APL Media Ltd will provide a PDF for client approval.
- The client will have the option of two sets of amendments before final approval.
- The final third PDF is for fact checking and approval/records only.
- Amendments over and above the two rounds of amendments, will incur extra charge of £45 per round of changes / per hour. As such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

Where a client cannot provide the advertisement/advertorial material and requires the Publisher to create this content, this will incur a production charge of 25% of the value of the contract, unless otherwise agreed, or a minimum charge of £600†. The service provided is outlined in this Media Pack and online.

IMAGE SPECIFICATIONS

Please supply images as high resolution (300dpi) CMYK JPEGs. We can not use images from a client website as these are too low resolution for print.

*Image use subject to editorial discretion and may vary depending quality, size and layout. Full pages: 2-5 used; half pages and smaller, may use just one image.

† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour