

Travel Guide

In association with

NATIONAL GEOGRAPHIC
TRAVELLER



Distributed with the **London Evening Standard** on Monday 15 April & 2 September 2019

Travel Guide is a full-colour, tabloid-sized newspaper, distributed with The Evening Standard and packed with tips and inspiration to help readers plan their next dream holiday. The publication will feature relevant editorial throughout, highlighting the world's most luxurious cruises, hotels, islands and resorts,

Statistics show that Evening Standard readers are not only voracious media consumers, but they are also extremely affluent and well-travelled, taking several holidays every year.

Travel Guide will be published at the start of the year, when many people begin to plan a trip, be it the holiday of a lifetime or a simply a short city break.

If your company offers a travel-related product or service, this newspaper can help you reach a key target audience, delivering poignant, relevant and inspiring copy.

Travel Guide will cover everything from worldwide luxury holidays, to others that are more suitable for those looking for adrenaline and adventure, from heliskiing in the Alps and dog sledding in Iceland to skating frozen lakes in Canada. For readers that also tend to plan several short breaks and days out throughout the year, the publication will highlight some of the UK's best attractions, festivals and events.

Travel Guide will also cover necessities such as travel insurance, as well the latest travel gear, gadgets and luggage.

Readership facts:

- Evening Standard readers have an income 36% higher than the GB average
- They are time-poor professionals who shop on their commute home
- Youngest average audience age of all the mainstream dailies with a median age of 39
- 80% of commuters feel positive during the evening commute – making people suggestible to purchases
- 66% of commuters want brands that help them to achieve their goals
- 65% of readers are ABC1.

Editorial features

Worldwide luxury travel

Discover award-winning cruises, hotels, islands and beautiful resorts

Adventure travel

The best action-packed holidays worldwide for adrenaline seekers, from paragliding to surfing

UK holidays, days out & attractions

Everything from UK city breaks to Britain's best attractions and events

Smart traveller

The latest travel accessories and services such as luggage and insurance

Winter wonderlands

Skiing in the French Alps to dog sledding in Iceland; a round up of idyllic winter breaks

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

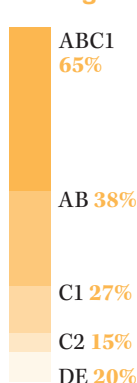
225,000 printed copies distributed with the *Evening Standard* on 15 April & 2 September 2019. Promoted through kiosks and posters outside selected London stations.

250,000 electronic copies

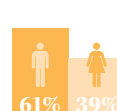
Distributed within the London and Carlton regions

Demographics

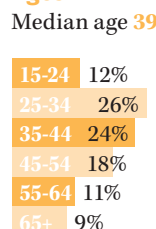
Social grade



Gender*



Ages



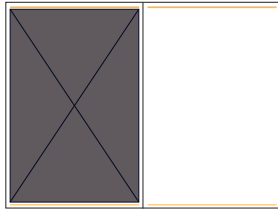
Fast facts

84% of those who read a coverwrapped Standard recalled it afterwards

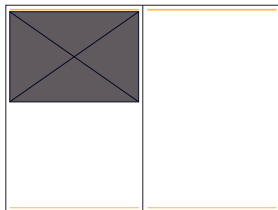
70% have acted upon advertising in the Evening Standard

23% have used a coupon or promo code

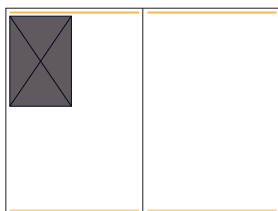
Advertisement sizes



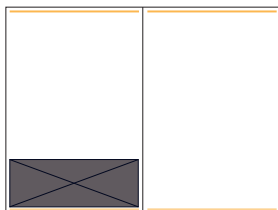
Full page
Height 340mm
Width 268mm



Half page
Height 158mm
Width 256mm



Quarter page
Height 158mm
Width 125mm



Quarter strip
Height 79mm
Width 256mm

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. ESTG0419_YOURCLIENTNAME.pdf

Digital file specifications

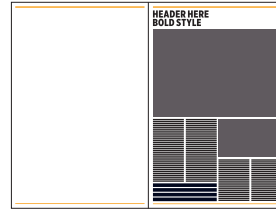
- Our preferred method of delivery is Adobe Acrobat PDF's sent via email. Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewspaper26v4
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher than 245%
- Single line 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.

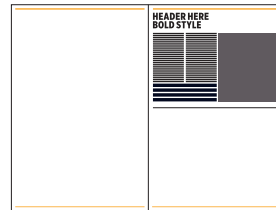
File transfer

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.

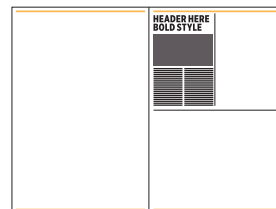
Advertorial feature requirements



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*

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 reserves 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