

This double-page feature runs inside *The London Standard* and offers a unique opportunity to reach 375,000 readers. Packed with the inspirational content, the articles featured in this themed double-page spread will provide engaging and city-focused content written for urban professionals.

What is it?

The double-page feature is a native content feature within *The London Standard*, which is distributed across the capital every Thursday. The newspaper is read by approximately 375,000 readers, the majority of whom fall into the ABC1 category. Only a limited number of partners will be selected to work with us on contributing to this unique content package.

Where will it feature?

The double-page spread will be situated within the *The London Standard*, and content will also be available to subscribers.

Why is it worthwhile?

The London Standard has the largest circulation of any non-regional newspaper. It attracts a loyal readership of urban professionals and provides brands with an unparalleled gateway to London's high-net-worth audience. Readers are looking to discover what's new in London, and 62% plan their social activities using information provided by *The London Standard*. Advertisers value the readership for its strong interest in retail (94% shop in London during their lunch breaks). This readership responds well to advertising, as over half have previously acted on features seen in *The London Standard*.

THE LONDON STANDARD STATISTICS

AVERAGE READERSHIP

375,000

DAILY CROSS-PLATFORM READERS

1,300,000

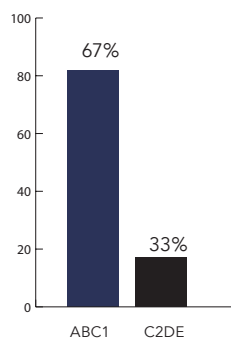
AT A GLANCE

45% OF READERS ARE AGED BETWEEN 15 AND 44, AND 89% OF STANDARD.CO.UK READERS ARE BASED OUTSIDE LONDON.

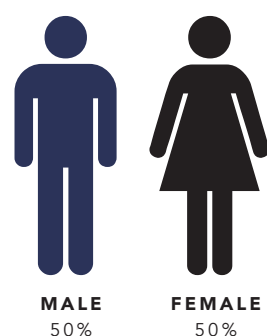
90%

OF READERS LOOK TO THE LONDON STANDARD TO FIND OUT WHAT'S NEW IN THE CAPITAL

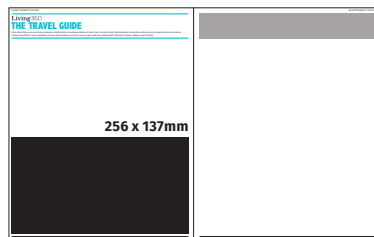
SOCIAL GRADE



GENDER



Article sizes



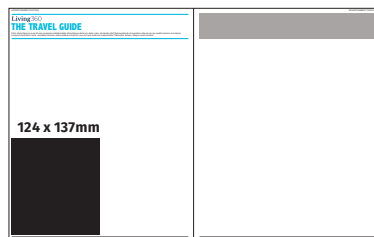
1/2 page

Headline: 10-30 characters

Main body copy: 450-550 words supplied in a Word document. (Please ensure your advertorial is written in third-person)

Box copy: 10-30 words, which could include an offer flash, contact details and address

Images: 1-3 high-resolution images*



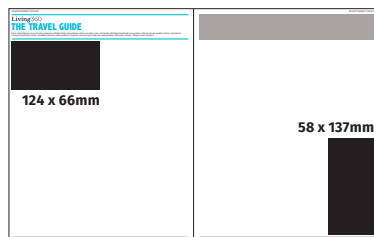
1/4 page

Headline: 10-30 characters

Main body copy: 180-200 words supplied in a Word document. (Please ensure your advertorial is written in third-person)

Box copy: 10-30 words, which could include an offer flash, contact details and address

Images: 1-2 high-resolution images*



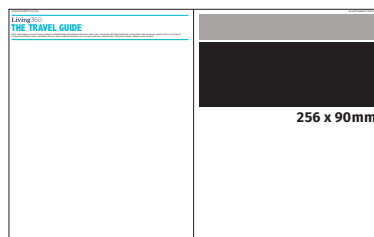
1/8 page

Headline: 10-30 characters

Main body copy: 100-110 words supplied in a Word document. (Please ensure your advertorial is written in third-person)

Box copy: 10-30 words, which could include an offer flash, contact details and address

Images: 1 high-resolution image*



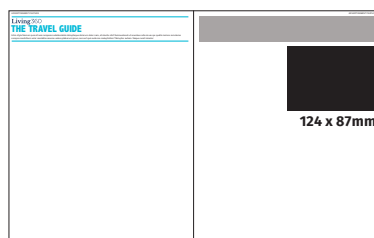
1/3 page

Headline: 10-30 characters

Main body copy: 250-275 words supplied in a Word document. (Please ensure your advertorial is written in third-person)

Box copy: 10-30 words, which could include an offer flash, contact details and address

Images: 1-3 high-resolution images*



1/6 page

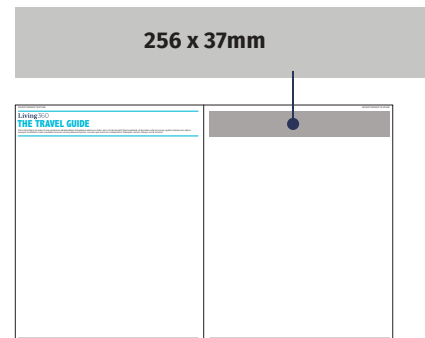
Headline: 10-30 characters

Main body copy: 100-120 words supplied in a Word document. (Please ensure your advertorial is written in third-person)

Box copy: 10-30 words, which could include an offer flash, contact details and address

Images: 1 high resolution image*

Strip ad size



Production requirements

Design process

Once all material is submitted according to specification. APL Media Ltd will lay out/ 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 grammatical changes and corrections to ensure the content adheres to 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 after the two rounds of amendments will incur an 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 cannot use images from a client website as these are too low-resolution for print. **Please note:** we may refuse images that do not meet our editorial standards: such as head shots and graphic imagery of procedures. We can advise about image solutions upon request.

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

† Excludes image(s) cost; image searches £40 per hour; and copywriting £40 per hour.