

London Lifestyle

PROMOTIONAL SUPPLEMENT

DISTRIBUTED WITH THE *EVENING STANDARD'S ES MAGAZINE*
ON FRIDAY 28TH MAY 2010



The London Lifestyle Promotional Supplement is an opportunity for companies to promote themselves to over 840,000 of London's *Evening Standard* readers, polywrapped to accompany the *ES Magazine*.

Potential advertisers can reach this wide audience through a **full colour A5 page** advert offering a range of promotions and savings. It also provides an opportunity to offer added value, a range of ideas and information in response to consumer interest, as well as being an ideal platform to reach this select audience.

ADVERTISEMENT SIZES AND RATE CARD

1 full colour page £4,950

For premium positions please call media sales

A5 PAGE DIMENSIONS

Trim: height 210mm x width 148mm
Type area: height 190mm x width 128mm
Half Page: height 92mm x width 128mm

Files under 8MB can be sent via email to production@absolutepublishing.com or copy@absolutepublishing.com
Please contact the Production Department: +44 (0) 20 7553 7372 for further information on file transfer if file size exceeds 8MB.

The London Lifestyle Promotional Supplement will reach *Evening Standard's ES Magazine* regular readership of over 840,000 readers.

Evening Standard embraces the ABC1 demographic profile.

ES MAGAZINE DISTRIBUTION

- On Friday 28th May 2010 readers of the *Evening Standard's ES Magazine* will receive *The London Lifestyle Promotional Supplement*.
- The 250,000 supplements will be polywrapped to accompany the *ES Magazine*.
- 250,000 copies sent by promotional email.

THIS COLOUR PROMOTIONAL A5 SUPPLEMENT PROVIDES A WIDE VARIETY OF SAVINGS, ADDED VALUE, IDEAS AND INFORMATION

AT A GLANCE

- Circulation 250,000 Printed copies
- Distributed throughout Zone 1 and 2 of London and Canary Wharf
- Significant Online Readership
- Adult readership 840,000
- Full colour A5 page
- Male ratio 48%
- Female ratio 52%
- Cost £4,950
- Distributed on: Friday 28th May 2010

TARGET SOCIAL DEMOGRAPHIC

AGE

Age 15-24..... 13%	Age 45-54..... 20%
Age 25-34 31%	Age 55-64..... 6%
Age 35-44 20%	Age 65+ 9%

SOCIAL GRADE

ABC1 73%	C1..... 33%
AB 40%	C2/DE 27%

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SPECIFICATIONS & DIMENSIONS

ADVERTISEMENT SIZES

FULL PAGE DIMENSIONS :

A5 trim = height 210mm x width 148mm

Bleed = height 220mm x width 158mm

Type area = height 190mm width 128mm

HALF PAGE DIMENSIONS :

height 92mm x width 128mm

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 **LIFE10_YOURCLIENTNAME**

DTP SPECIFICATIONS:

Please supply Adobe Acrobat PDFs set up to PPA Standard file formats [www.ppa.co.uk see pass4press section].

ONLINE SPECIFICATIONS FOR PDFS:

It is the client's responsibility to ensure URL links within artwork link through correctly to the online magazine. Please refer to the below guidelines. Failure to observe these guidelines will mean online links will not work.

- Artwork **MUST** be supplied in PDF format – JPEGs, EPSs and TIFFs will not work
- URLs must include www at the beginning of the web address. For example: www.absolutepublishing.com
- Ensure the URLs fit onto one line
- Ensure URLs are text — do not convert text to an outline or a bitmap image as it will not be detectable
- Embed all graphics and fonts in the PDF.

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