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www.pubbiz.com
www.mayfairtimes.co.uk



Distribution area



Mayfair Times is the house magazine for Mayfair: the only magazine specifically designed for the business and residential communities of Mayfair and St James's.

mayfair

times



It has a saturation circulation and a fiercely loyal readership.

In a recent survey 70 per cent of readers surveyed said they had been influenced by an ad in Mayfair Times.

If you want to reach the Mayfair and St James's community, Mayfair Times is simply the best way to do it.



Distribution

20,000 copies are hand-delivered to homes, offices, hotels and businesses throughout the area every month.

Thousands of copies are placed in hotel and club bedrooms, which means that the pass-on readership is huge – we estimate between 50,000 and 80,000.

The area

Mayfair is:

- one of the world's leading financial centres
- one of the world's leading arts centres
- one of the world's leading centres for fashion
- the world's most expensive office location
- one of the world's most expensive residential districts
- Britain's top shopping destination
- a world-class location for fine dining.

Audience

We have the support of a loyal and varied readership: residents in London's most expensive properties; decision makers from London's most exclusive business district; and visitors staying in the capital's finest hotels read Mayfair Times. You can reach them through us.

The magazine

Mayfair's house magazine is one of London's longest-established lifestyle magazines at 24 years old.

Reader survey

Respondents to a recent survey of Mayfair Times gave us a fascinating insight into the way readers use the magazine:

74% said that they read every issue.

37% said that three people or more read their copy.

60% look through the same edition 2-3 times.

59% spend 10-30 minutes reading the magazine.

71% find the design of the magazine to be excellent and outstanding compared to other free magazines.

60% rate the editorial as excellent and outstanding compared to other free magazines.

70% have been influenced by an advert in Mayfair Times.

Complete survey findings can be found in the June 2010 issue of Mayfair Times which can be downloaded at www.pubbiz.com/Resources/MTsurvey.pdf

"I make a point of reading Mayfair Times every month – it is the best source of information for what is happening in Mayfair."

**James Caan, TV Dragon,
Hamilton Bradshaw**

"Mayfair Times is a great source of local information and I really enjoy reading it each month."

**Ben Goldsmith,
WHEB Ventures**

"We have advertised our most prestigious serviced office brand, Argyll in the Mayfair Times for a number of years. Argyll operates nine business centres in Mayfair and Belgravia, and the local readers of the Mayfair Times are a key target market for the Argyll brand. Our advertising in the Mayfair Times is in fact the only advertising we do across the whole Group! This is due to the high quality of the publication, its niche target market and the considerable return on our investment that we achieve year on year."

Emily Smith, Executive Offices Group



Rates

| | |
|--------------------|--------|
| Double page spread | £2,750 |
| Full page | £1,550 |
| Half page | £850 |
| Quarter page | £550 |
| Eighth page | £350 |

Series discounts are available on request

Restaurant directory

£80 per insertion, minimum of 12 insertions

Inserts £70 per thousand

Tip-ons £150 per thousand

Mechanical data depth x width mm

| | |
|----------------------|-----------|
| DPS – bleed | 306 x 470 |
| DPS – trim | 300 x 464 |
| Full page – bleed | 306 x 238 |
| Full page – trim | 300 x 232 |
| Half page horizontal | 135 x 211 |
| Half page vertical | 277 x 103 |
| Quarter page | 135 x 103 |
| Eighth page | 64 x 103 |

Supply as digital artwork only

Allow for perfect binding. High resolution CMYK pdf. Embed all fonts and high resolution images.

Send to sam@pubbiz.com

Have you considered advertising features and promotions?

- Powerful sales tools
- Seen as “extras” and “added value advertising” by readers
- Better sell for complex products and services
- Promotions carry “perceived endorsement” from editorial

You get your message across in the way you want to with help from a team of award-winning writers, designers and photographers. We interview, write, photograph, design, print and distribute on your behalf. You get vetting rights and the potential to use copy and pictures elsewhere. View advertorial examples at www.pubbiz.com/Resources/MTadvertorials.pdf

We will always consider ideas for joint Mayfair Times/Client Promotions.

Mayfair PA

We run a hugely popular website dedicated to PAs, EAs, office managers and secretaries in Mayfair & St James's, quarterly PA supplements, and frequent PA events. This gives us the ear of Mayfair's PAs who are the key influencers of wealthy and powerful businesses and private individuals in Mayfair & St James's.

Contact

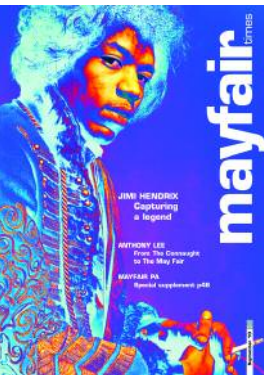
Erik Brown, publisher, or Sam Bradshaw and Bridget Rodricks in advertising, on 020 7259 1050.

Copy dates 2012

| Issue | Copy deadline | Publication date | Issue | Copy deadline | Publication date |
|-------|---------------|------------------|-------|---------------|------------------|
| Jan | 14 Dec | 4 Jan | July | 18 June | 3 July |
| Feb | 23 Jan | 7 Feb | Aug | 23 July | 7 Aug |
| March | 20 Feb | 6 March | Sept | 20 Aug | 4 Sept |
| Apr | 19 March | 2 Apr | Oct | 17 Sept | 2 Oct |
| May | 24 Apr | 9 May | Nov | 22 Oct | 6 Nov |
| June | 14 May | 29 May | Dec | 19 Nov | 4 Dec |

“What I like about Mayfair Times is that it is a local magazine for the local residents and professionals. It's not trying to be something it's not, rather it knows exactly what it is. Its greatest strength and asset lie in its knowledge of the locals, its ability to relate to them and to create true partnership of real value for each party.”

Fred Sirieix, General Manager Galvin at Windows, London Hilton on Park Lane



A selection of companies who have seen the value of advertising in Mayfair Times magazine

| | |
|-------------------------|---------------------------|
| Allied Irish Bank | Lexus |
| Armani Casa | Linley |
| Bang & Olufsen | Marriott Hotels |
| Beretta | Mercedes Benz |
| Bond Street Association | Porsche |
| Canali | Regent Street Association |
| Corrigan's Mayfair | Rigby and Peller |
| The Dorchester | The Ritz |
| Filofax | Sassoon |
| Fortnum & Mason | Savills |
| Grosvenor | Sketch |
| Harrods | Stratstone Jaguar |
| Hirsh | Sunseeker |
| HSBC | Virgin Active |
| Intercontinental Hotel | Wetherell |
| Knight Frank | William and Son |
| The Lakes by Yoo | The World |

Special Features for 2012

January

Fitness, Travel

February

Bridal,
Commercial Property,
Mayfair PA

March

Interiors,
Residential Property

April

Fashion (boutiques),
Food and Drink

May

The Season (Social Calendar)
Spas and Beauty

June

Medical (dentistry/doctors etc)
Executive Travel
Art and Antiques

July

Summer Fashion,
Executive Travel

August

Jewellery, Tourist Guide

September

Country Fashion,
Christmas Venues,
Residential Property

October

Christmas Venues,
Independent Schools
Guide/Parenting,
Commercial Property,
Mayfair PA

November

Christmas Venues,
Christmas Gifts,
Watches and Jewellery

December

Mayfair Boutiques

"We were delighted with the written content of our advertorial and equally delighted with the results. We received a higher than expected response from our target market. We would strongly recommend any company wishing to engage in Mayfair to try it."

Giles Baker, The Raven Group

"Thanks to the advertorial in your June issue, SUQQU received around 30 bookings so far."

**Yuka Kaneko,
E'quipe Japan Ltd
(UK)**

"In the last 6 years Mayfair Times has gone from being a local monthly newspaper into an inspirational and journalistic magazine for both the local and business communities. Mayfair is about individuals who make a difference and the magazine aptly celebrates this fact and as an advertiser and supporter of the publication we receive a focused response from its readers. Mayfair readers are interested in Mayfair people – there is therefore no better place to advertise Mayfair property."

Peter Wetherell, Wetherell



Publishing Business Advertising Terms and Conditions

In these terms and conditions, "Publisher" means Publishing Business Ltd, whose registered office is Blandel Bridge House, 56 Sloane Square, London, SW1W 8AX and "Advertiser" means the party, or any agent acting on their behalf, who makes an order to place advertising with the Publisher.

1. These terms and conditions shall apply to all advertisements which the Advertiser has asked the Publisher to publish in any of their publications ("an Order") and by making such an Order, the Advertiser agrees to be bound by these terms.

Orders

2. All Orders must be made in writing and submitted to the Publisher in the form stipulated by the Publisher and otherwise in accordance with the Publisher's instructions. The Publisher is not obliged to accept any Order and is entitled to reject any Order or advertisement at its sole discretion, in which case the Publisher will notify the Advertiser as soon as possible after receipt of the Order.

3. If the advertisement supplied by the Advertiser is not in the requisite form and does not comply with the Publisher's instructions, the Publisher reserves the right to charge the Advertiser for any additional costs incurred for any production work and/or to publish any previous relevant advertisement received from the Advertiser instead and/or to treat the Order as cancelled.

4. All advertisements for publication must be supplied to the Publisher by the relevant copy date which will be notified to the Advertiser at the time the Order is made. If the advertisement is not received by the stipulated date, the Publisher is entitled to treat the Order as cancelled. In the event that an advertisement is supplied after the copy date and the Publisher decides to publish the advertisement, the Publisher gives no warranty as to the accuracy of the published advertisement.

5. Any notice from the Advertiser to cancel or suspend an Order must be made in writing and received by the Publisher one week before the published deadline. Any cancellation or suspension notice received after this time will be charged in full.

Copy and Publication

6. All advertisements are subject to the Publisher's approval. The Publisher will endeavour to place an advertisement in the section of the publication requested by the Advertiser and/or on the date requested, but the Publisher gives no guarantee about the insertion, position, date or classification of the advertisement. The final decision for publication remains at all times with the Publisher. The Publisher

also reserves the right to place the word "advertisement" or "advertisement feature" with any advertisement received if it deems it necessary to distinguish it from editorial copy.

7. The Advertiser warrants and represents that the advertisement:

- Is legal, decent, honest and truthful, and complies with the provisions of the British Code of Advertising, Sales Promotion and Direct Marketing (the CAP Code) and any other relevant advertising standards or applicable codes;
- Is not defamatory, obscene, offensive or illegal, and does not infringe the intellectual property rights, or any other legal rights, of any third party;
- Complies with all relevant laws, statutes or regulations in the United Kingdom.

8. The Publisher shall retain all copies of the advertisement in whatever format it is received from the Advertiser unless it is agreed at the time the Order is made that the copy shall be returned. Any property, artwork or other items received from the Advertiser are held by the Publisher at the Advertiser's risk and should be insured by the Advertiser against loss or damage from whatever cause. The Publisher shall not be held liable for any loss or damage to any such property or materials, including artwork or photographs, and shall be entitled to destroy, without notification to the Advertiser, any such property or materials which have been in its custody for more than six months.

9. The Advertiser retains all copyright and other intellectual property rights in any artwork provided by the Advertiser to the Publisher for inclusion in the publication, and hereby grants to the Publisher a perpetual, worldwide, non-exclusive licence to publish the artwork in all and any media. The Publisher retains the copyright and all other intellectual property rights in the typographical arrangements of any advertisement which it creates on behalf of the Advertiser.

10. Any copy submitted by the Advertiser to the Publisher for setting must be supplied by the date agreed in the Order. Providing such deadlines are met, the Publisher will supply the Advertiser with proofs which must be returned in adequate time for amendments to be made. The Publisher will not provide proofs of any complete advertisements which are provided for publication.

Payment

11. The Publisher publishes a rate card which sets out the cost of advertising in the relevant publications. The Publisher reserves the right to

review its rates at any time. Unless otherwise agreed in writing between the parties, all orders are accepted on the basis that the price binds the Publisher only in respect of the next publication. Notwithstanding the provisions of clause 5, if the Publisher increases its rate after an Order has been received, the Advertiser shall be entitled either to accept the revised rates for the remainder of the Order or to cancel the remainder of the Order without any further cost.

12. The Advertiser must pay the Publisher on placing an Order, unless the Publisher agrees to credit payment terms, which it shall do so at its sole discretion. The Publisher's credit payment terms are strictly 30 days from the date of the invoice. Without prejudice to any other rights or remedies, the Publisher reserves the right to charge interest on any overdue amounts at the rate of 5% above the base lending rate from time to time of NatWest Bank, which interest shall accrue daily from the due date to the date of actual payment. In the event that the Advertiser fails to pay any sums due on time, the Publisher reserves the right to suspend its performance of its obligations under these terms and/or to terminate the contract with immediate effect.

13. If the Advertiser cancels the balance of an Order for a series of advertisements (except where this has resulted from an increase in the rates), the Publisher shall be entitled to surcharge for any discount that had been agreed in respect of the advertisements that have already been published.

Indemnities and Liability

14. The Advertiser hereby indemnifies the Publisher, and keeps the Publisher fully indemnified, from and against all and any damages, losses, costs and expenses (including the Publisher's reasonable legal expenses) incurred by the Publisher arising out of or in connection with the advertisement and/or any breach by the Advertiser of any of the warranties provided under these terms and conditions.

15. The Publisher shall not be held liable for any costs, claims, liabilities or damages of any kind resulting from any decision by the Publisher to reject any advertisement pursuant to clause 2 of these terms.

16. The Publisher shall use all reasonable endeavours to avoid mistakes but does not accept liability for any errors or omissions in the published advertisement caused by the acts or omissions of any third party or arising as a result of inaccurate or ambiguous instructions by the Advertiser or due to any other occurrences beyond its reasonable control.

The Advertiser hereby acknowledges that a failure by the Advertiser to provide an advertisement before the copy deadline, or in time for any corrections to be made before the publication goes to press, shall not give rise to any liability on the part of the Publisher.

17. The Publisher shall have no liability to the Advertiser if the advertisement is not published on any agreed date because of a strike, lock-out, fire, storm, flood, riot, explosion, power failure, breakdown or failure of systems or machinery or any other event beyond the Publisher's reasonable control.

18. Notwithstanding any of the other provisions in these terms and conditions, the Publisher's liability in contract, tort or otherwise, shall not exceed the price of the Order, and the Publisher shall not be liable for any consequential or indirect loss or damage suffered by the Advertiser, including any loss of income or profit, loss of contracts or damage to goodwill. Such exclusion and limitation shall not apply in respect of fraud, death or personal injury or any other liability which may not be excluded or limited by law.

Miscellaneous

19. These terms and conditions constitute the entire Agreement between the parties and supersede any previous agreement between the parties. The Advertiser shall not be entitled to rely on any representation or warranty, express or implied, which is not contained in these terms or the Order form.

20. A person who is not a party to the terms and conditions has no rights under the Contracts (Rights of Third Parties) Act 1999 to enforce any term.

21. In the event that any term is held to be invalid or unenforceable, the remainder of these terms shall continue in full force and effect and the parties shall use their best endeavours to substitute the invalid or unenforceable term with an appropriate provision which is valid or enforceable to give effect to the intention of the parties.

22. If the Publisher fails to enforce any right or term at any time and for any period, such action will not be construed as a waiver of the right or term in question, and shall not affect the Publisher's right to enforce or exercise the right or term at a later date.

23. These terms and conditions and any terms in the Order form shall be governed and construed in accordance with English law and the Advertiser submits to the exclusive jurisdiction of the English courts in connection with all disputes, claims or actions arising out of or in connection with these terms.