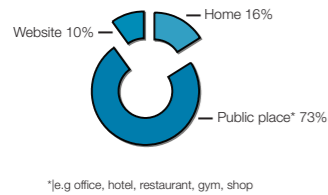


Dear readers...

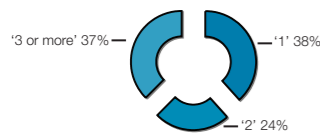
AWARD-WINNING STRATEGIC CONSULTANCY CORPRA (WWW.CORPRA.CO.UK) SET UP A READER SURVEY ON THE MAYFAIR TIMES WEBSITE. THE RESULTS ARE VERY REVEALING

1. Where do you usually obtain your copy of *Mayfair Times*?



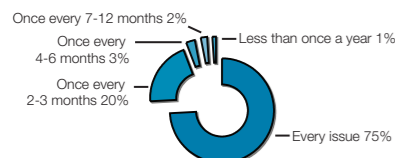
Comment: *Mayfair Times* has a saturation circulation in Mayfair & St James's with a print run of 20,000. As you can see, it is delivered to both homes and businesses. The percentage of readers downloading from the website is relatively high at ten per cent – but that figure might have been influenced by the fact that this was a web-based survey.

2. How many people in your household/public place other than you read *Mayfair Times*?



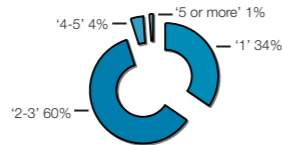
COMMENT: Pass-on readership is always difficult to calculate and may be higher than even this positive response suggests. For example, *Mayfair Times* is placed in the bedrooms of several hotels and each copy may be read as many as 14 times in a month – but few of the respondents to the survey were hotel guests. Still, mustn't grumble, this is a great result.

3. How often do you read *Mayfair Times*?



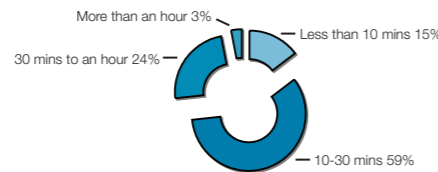
COMMENT: Distribution is always an issue and *Mayfair Times* is popular so it is quite often taken away by readers, which means that it is not always available where you might expect it to be – especially later in the month. Free copies are usually available from J Sainsbury on Berkeley Street.

4. How many times do you read/look through the same copy of *Mayfair Times*?



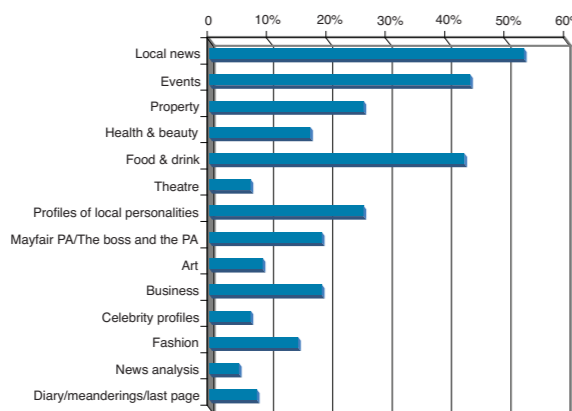
COMMENT: This surprised us, and we're incredibly grateful to those readers who look at the magazine two or three times a month. That pushes up what advertisers call "penetration".

5. How much time overall do you spend reading each issue of *Mayfair Times*?



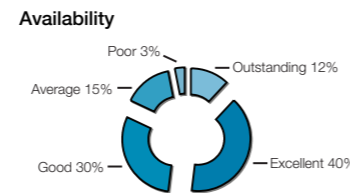
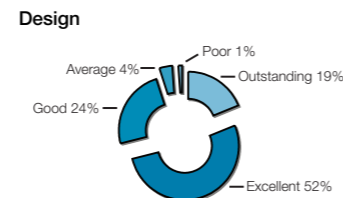
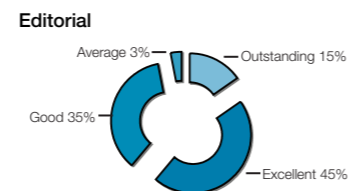
COMMENT: Again this was a surprise, with a quarter of respondents saying they spent up to an hour with *Mayfair Times*. Dwell time is a big factor in reader response to advertising.

6. Please select the top three types of stories appearing in *Mayfair Times* that you are most interested in.



COMMENT: No surprises here – *Mayfair Times* has been the principal source of local news in Mayfair & St James's for 23 years, and it's home to some of the best restaurants and bars in the UK.

7. Compared to other free publications you know, how would you rate *Mayfair Times* in terms of the following:



COMMENT: Our aim is to build readership because it is only by creating a committed reader base that we can hope to deliver response to advertisers. So, we put a vast amount of effort into editorial and design. It's hugely rewarding to get such positive feedback. As for availability – we're working on it. If you want a copy and can't get hold of one email the publisher, erik.brown@pubbiz.com, and we'll have one sent around.

8. Have you ever been influenced by an advertisement in *Mayfair Times*?



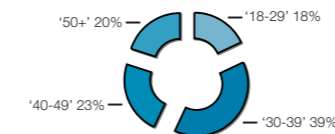
COMMENT: Given the pass-on readership and the length of the dwell time, this is a remarkably high figure – it translates into tens of thousands of readers per issue.

9. Gender



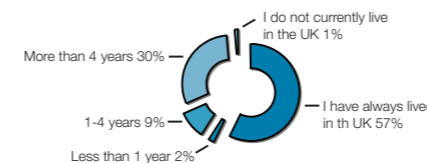
COMMENT: This is close to a 60/40 split, which is perfect.

10. Age group



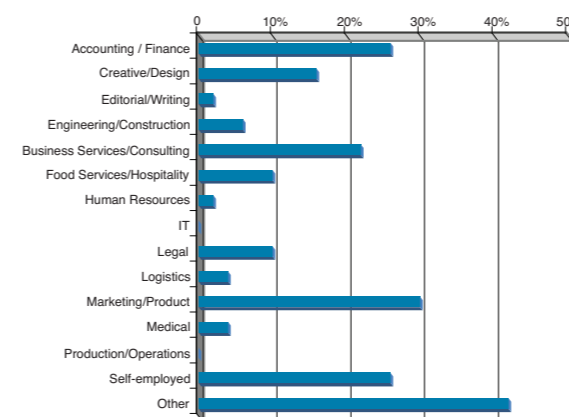
COMMENT: This probably reflects the age group of residents and workers in Mayfair & St James's quite well – 57 per cent of readers are under 39, the rest over. It's a good balance.

11. How long have you lived in the UK?



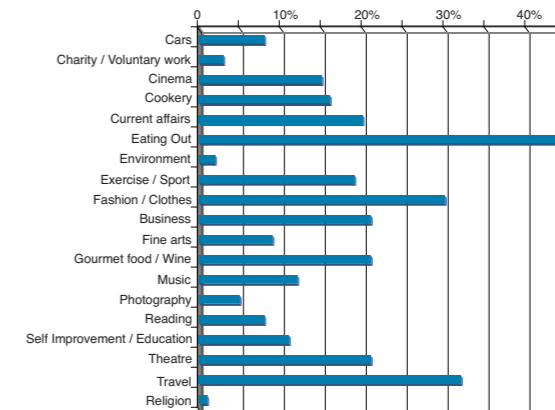
COMMENT: Again, this reflects the mix in two of London's most cosmopolitan districts.

12. What is your occupation?



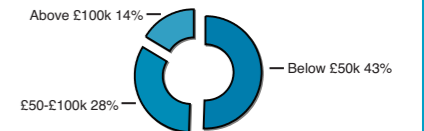
COMMENT: It's no surprise that the self-employed and the finance, consulting and marketing sectors are well represented – that, traditionally, is where the money is.

13. Please choose your three main interests



COMMENT: We might have guessed that that's what the well-paid residents and workers of Mayfair & St James's would chose to spend their money on. We will continue to reflect those interests.

14. Which of the following best describes your gross annual personal income?



COMMENT: Responses had to come from named individuals and since this was an optional question the response rate was lower than for the overall survey. It is also open to interpretation: 42 per cent of the readership may earn more than £50,000 a year, with 14 per cent earning more than £100,000 – but most PAs and secretaries earn less than £50,000 a year and yet they are the largest community of buyers across a vast range of products and services in Mayfair & St James's.



Respondents to the survey were entered into a competition with three prizes.

The winners were:
 George Fox (a meal for four at Theo Randall at the InterContinental London, Park Lane);
 Eliza Sayce (cookery class at The Greenhouse in Hays Mews with Michelin-starred chef Antonin Bonnet);
 Ranjit Singh (a full-page advertisement or advertising feature in *Mayfair Times*).

Our picture shows Mark Jenner, bar manager at the Connaught Hotel, who drew the winning names out of an ice bucket.