

Media
Pack
2017



mayfair times

mayfairPA

THE
COMMUNITY
AWARDS
OF
Mayfair &
St James's
2017



Mayfair Times

has been loved by its loyal readers for more than 30 years.

Our readers include residents, affluent visitors and the discerning and sophisticated working population of the twin districts of Mayfair and St James's.

They are some of the wealthiest people, not just in the UK, but in the world.





EDITORIAL

Our mission, always, is to be relevant to our readers, so we write only about what goes on within the boundaries of Mayfair and St James's.

All editorial is tailored to this unique readership, providing inspiring, intelligent and relevant content within each monthly edition.

Our journalists, including well-known experts, write in depth about local news and events – real stories about real people, while our stylish regular features include art, culture, fashion, health and beauty, food and drink, travel, interiors, business and property. Mayfair Times is about individuals who make a difference, and the magazine aptly celebrates this fact. Always topical, stylish and aspirational, it really delivers to readers and advertisers alike, so every issue makes its mark.

Mayfair Times is perfect-bound and printed in a large stylish format on heavy, high-quality silk stock with a matt laminated cover – it exudes sophisticated luxury.

ABC audited.



READERSHIP PROFILE

Mayfair Times provides the perfect platform to promote high-quality and luxury brands, products and services to a very affluent, discerning and cultured community.

For local businesses, the magazine presents an unrivalled opportunity to be seen in the homes and offices of local consumers.

The magazine is also available in the rooms of more than 24 hotels in Mayfair and St James's, reaching an elite international leisure and business audience.

Advertising your brand, property, products and services to an exclusive and defined readership through Mayfair Times will:

- **Raise awareness of your brand and business** – by becoming an advertiser in Mayfair Times your profile and standing within your industry is greatly enhanced, helping you to position your business at a higher level within the community.
- **Maximise visits/contacts** – draw more local customers to your showroom, boutique, salon, hotel, property agency, etc.
- **Increase sales** – a higher profile, more awareness and more visitors improves your opportunity to make more high-level contacts, which in turn increases your sales.
- **Gain a competitive advantage** – elevate the prominence of your brand and stand out from the competition.
- **Provide long-lasting benefits** – Mayfair Times is a “must keep” magazine that plays a key marketing role for your brand, products and services, as it is frequently referred to over the months ahead.

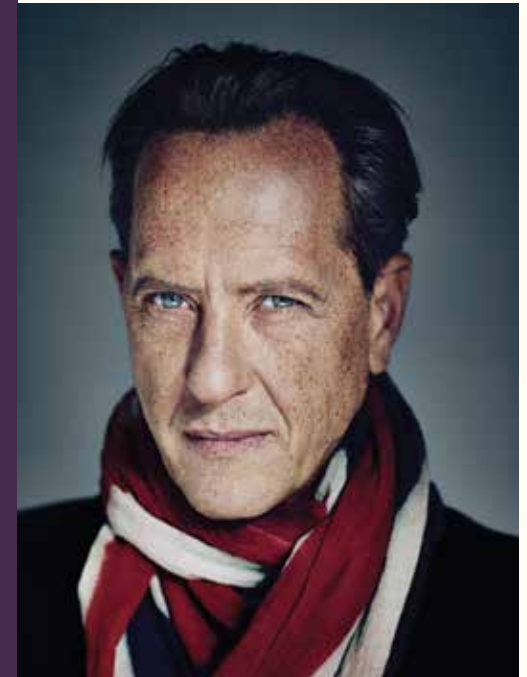


BRANDS THAT ADVERTISE INCLUDE:

Agent Provocateur	Dorchester Collection	Masterpiece
Aspinal of London	Duravit	Mandarin Oriental
Bamford	Fabiana Filippi	Mercedes-Benz
Bonhams	Fenwick	Mikimoto
Boucheron	Fortnum & Mason	Moussaieff
Backes & Strauss	Gaziano & Girling	Osprey
Bally	Gladstone	Patek Philippe
Bang & Olufsen	Gieves and Hawkes	Poliform UK
BMW	Harrods	Porsche
Bonhams	Hastens	Princess Yachts
Brown's	Henry Poole	Private White V.C.
Buccellati	Hirsh	Raymond Weil
Bulthaup	Holly Hunt	Richard Mille
Canali	Hugo Boss	Ronald Phillips
Cartier	James Purdey & Sons	Rosanna
Coach	Lalique	Sotheby's
Chopard	Lasvit	Stratstone Jaguar
Christie's	Leviev	Sunseeker
Churches	Liberty	Theo Fennell
Creed	Marina Rinaldi	Turnbull & Asser
Crockett & Jones		Wempe

**MAYFAIR
TIMES**
—
**SPECIAL
EDITIONS/
FEATURES**
FOR 2017
—

- January** Men's style, Health & wellbeing
- February** Chinese, Women's fashion
- March** Marylebone, International property,
British luxury
- April** Bridal/Honeymoons,
Watches and jewellery
- May** Indian edition, Interiors
- June** Men's style, Art
- July** Marylebone, Middle East edition
(extra distribution in hotels, etc)
- August** Visitors' edition
(extra distribution in hotels, etc)
- September** Fashion, Interiors
- October** Chinese (Golden Week), Art
Marylebone
- November** Russian edition,
Asian art in London
- December** Watches and jewellery,
Christmas gift guide



Circulation and distribution

Mayfair Times is delivered every month to homes, five-star hotel rooms, private members' clubs, offices, shops, restaurants and bars in Mayfair and St James's, and has been for more than 30 years.

Geoplan mapping

We use state-of-the-art Geoplan mapping and social demographic system, Tactician, to provide a targeted distribution. GPS tracking devices are used by our distribution teams to ensure that we reach every part of our area. We provide a saturation circulation for Mayfair and St James's, which has been fine-tuned over the years.

Mayfair Times is the only magazine for Mayfair that is independently audited.

20,840 copies*

(*Audit Bureau Of Circulation,
January – December 2015)
80,000 readership



In addition to our audited figure, we print and distribute up to **1,000 copies** which are mailed to named **hedge fund executives and asset managers**.

There are also **an extra 600 copies** sent to residential blocks within the circulation area.

* We print and distribute additional copies for a number of our international themed editions. These are distributed into various international First and Business class lounges, family wealth offices, serviced apartments and additional hotels, as well as to ultra high net worth individuals.

Testimonials

See what our readers and advertisers have to say...



“Mayfair Times has a discerning understanding of the Mayfair scene offering prime lifestyle, culture and luxury contents.”

Laurent Feniou, Managing Director,
Cartier UK



“Mayfair Times is obviously the go-to magazine for everything that happens in Mayfair and St James’s. They really engage with the community, and have been an amazing supporter of Savile Row and London Fashion Week Men’s. They are a brilliant partner!”

Dylan Jones, Editor, GQ



“Mayfair Times is an essential read for anyone with an interest in Mayfair – it has served the Mayfair community for 30 years and continues to be a great source of information for those who live in, work in or visit this vibrant area.”

David Linley,
Chairman, Christie’s UK



“Mayfair Times always has its finger on the pulse and engenders a real sense of community in our vibrant part of London; Selma and her team are a delight to work with too and are very supportive of the local business community.”

Arjun Waney,
Senior Director and Principal
Shareholder, The Arts Club



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

Ben Goldsmith, WHEB Ventures



“Mayfair Times is my go-to guide for what’s on and who’s who, communicating Mayfair’s culture, lifestyle and luxury in a way that resonates with residents and local businesses.”

Nazy Vassegh, Chief Executive Officer,
Masterpiece London



“Mayfair Times is a great, quality magazine, we love it”

Jean-David Malat,
Director, Opera Gallery



“In recent 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. 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



“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. Star of
Channel Four’s First Dates



“Mayfair Times has its finger on the pulse when it comes to what’s happening in Mayfair & St James’s - reflecting the true heartbeat of the area. I enjoy the quality of the read, the interesting interviews and its fantastic coverage of fashion and style.”

David Gandy,
Model and Entrepreneur



“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



“I’m an enthusiastic reader of the Mayfair Times, not least because it always gives good coverage to what is going on at the Royal Academy. But beyond its coverage of the arts and culture, it’s a source of information about new developments and who’s who.”

Charles Saumarez Smith CBE,
Chief Executive,
Royal Academy of Arts

Advertorials

These are bespoke promotions designed and produced by us on your behalf for maximum impact.

For select products and services, advertorials are ideal for an informative and educational marketing communication. They benefit additionally from “perceived endorsement” from editorial. Additionally, we grant vetting rights and the potential to use copy and images elsewhere.

Please note we will always consider ideas for joint Mayfair Times/client promotions.

mayfairPA

Mayfair’s PAs are key influencers of wealthy and powerful businesses and private individuals in Mayfair & St James’s.

MayfairPA events

Publishing Business has created a substantial database of PAs in Mayfair, fine-tuned over the years. In essence we invite them to an event at your boutique/hotel/showroom etc, which we feature in the magazine. We ensure you get the quality and numbers that you are looking for to create an enjoyable, bespoke and very successful event. This is an established monthly programme of events.

MayfairPA E-marketing

We E-market our database at a time of your choosing with a tailored and stylish communication.

Open rates on these are high.

Please contact us for further information and costings.



Firmly established in the diary of the community of Mayfair & St James’s and now in its third year, the Awards evening will once again take place during January 2018. These ensure that the community that binds Mayfair & St James’s together, is recognised, nurtured and celebrated.

There will be nine awards, which will be available to sponsor from January 2018. These offer brands the opportunity for an integrated multi platform approach across editorial/advertising/event/sponsorship/social.

Please contact us for further information.

MEDIA RATES

Premium

Outside back cover	£3,500
Inside front cover	£2,250
Inside back cover	£2,000
Inside front cover double page spread	£2,950

Display

Double page spread	£2,750
Full page, right hand in front half	£1,775
Full page	£1,550
Half page	£850
Quarter page	£550

Special

Advertorial page	£2,050
Advertorial double page spread	£3,600
Loose inserts	£70 per thousand
Tip-ons	£150 per thousand

Bespoke premium solutions are available on request including: Belly bands • Sections on special paper • Gatefolds, front/back/internal • Spread markers
Series/volume discounts are also available on the above rates

All rates exclude VAT

2017 PUBLISHING DATES AND SPECIFICATIONS

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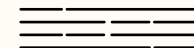
Issue	Copy date	Publication date
Jan	8 Dec	3 Jan
Feb	23 Jan	7 Feb
Mar	20 Feb	7 Mar
Apr	13 Mar	4 Apr
May	17 Apr	3 May
Jun	22 May	6 Jun
Jul	19 Jun	4 Jul
Aug	17 Jul	1 Aug
Sep	21 Aug	5 Sep
Oct	18 Sep	3 Oct
Nov	16 Oct	31 Oct
Dec	13 Nov	28 Nov
Jan 2018	11 Dec	3 Jan

Mechanical specifications (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	276 x 103
Quarter page	135 x 103
Eighth page	64 x 103

Production

- Supply as digital artwork only
 - Allow for perfect binding
 - High-resolution
 - CMYK pdf
 - Embed all fonts and high-resolution images



—OUR OTHER TITLES—





mayfair^{times}