

MEDIA
PACK
2017



Belgravia

Belgravia
AWARDS

Belgravia magazine

has been delighting its loyal readers for more than 25 years.

These include the people who own, run, work in, live in and visit Belgravia.

Belgravia magazine is published on behalf of Grosvenor and is dedicated to covering news and events in one of the UK's wealthiest and most exclusive residential districts.



EDITORIAL

We cover topical news and events, interview local personalities and business owners of note, and feature food, fashion, culture, interiors and property. Belgravia magazine has a very loyal readership who trust the publication to entertain, inform and inspire them, issue after issue. Our dedicated team of journalists and designers are from the same team that also produces Mayfair Times, Sloane Square, The Northbank and Victoria magazines and created and host The Community Awards of Mayfair & St James's and The Belgravia Awards.

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

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

Belgravia magazine is printed on high quality stock, and its large stylish format and "newsy, neighbourhood content" deliver the perfect community magazine.



READERSHIP PROFILE



Belgravia magazine provides the perfect vehicle to promote high-quality and luxury brands, property, products and services to an affluent and sophisticated local community.

For local businesses the magazine presents an unrivalled opportunity to be seen in not only the homes and offices of local consumers, but also the hotel rooms of business and leisure visitors from the UK and around the globe.

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

- **Raise awareness of your brand and business** – by becoming an advertiser in Belgravia magazine your profile and standing within your industry are greatly enhanced, helping you to position your business at a higher level within the community.
- **Maximise visits/contacts** – draw more local customers to your boutique/restaurant/hotel/property agency, etc.
- **Increase sales** – a higher profile, more awareness and more visitors improve 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** – Belgravia magazine 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.

Circulation and distribution

Belgravia magazine is published six times a year and delivered to homes, hotel rooms, members' clubs, offices, retailers and restaurants throughout Belgravia.

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 this designated area.

We provide a saturation circulation for this niche district, which has been fine-tuned over the years.

8,465 copies
21,165 readership

SW1W,
SW1W 0, SW1W 9,
SW1X 7, SW1X 8,
SW1X 9



Testimonials

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



"I am a great fan of Belgravia magazine as I believe it is so important to raise awareness of local issues, not only to enhance community spirit, but also because it galvanises people into action. Some years ago I was very involved in setting up the first Farmers' Market in Westminster, which still thrives today on Pimlico Road. There is no doubt Belgravia magazine helped us achieve this and as a result everyone in the area has benefited. Congratulations to the team and here's to the next 100 issues!"

David Linley,
chairman of Linley and Christie's UK



"Belgravia magazine keeps me in the loop and updated with all our neighbourhood activity. I travel so much for work that it is a tool for me to catch up with all the local news and gossip. I particularly enjoy the Food and Drink pages as (very sadly) I am no great chef."

Anya Hindmarch, local resident



"We love having Belgravia magazine for our customers and team to read, while they are enjoying a hot chocolate or coffee at Rococo Motcomb Street. It's always got lots of great local content and naturally the magazine is a beautiful publication. We would expect no less in our neck of the woods."

Chantal Coady, founder and creative director, Rococo Chocolates



"Belgravia is a really stylish and well-written magazine, and I always read it cover to cover. The magazine is a fantastic guide to what is going on in the area and always the best source for news, events, personalities and stories about the local community. It often sits on my desk for weeks as a handy reference for the goings on in the local community."

Joanna Wood, retailer and interior designer



Belgravia magazine is a must read for local businesses and residents alike. With interesting features and helpful shopping tips, I will always find time to read it.

Rachel Vosper, Owner, Rachel Vosper Belgravia



"Belgravia magazine sits on the table in my salon, which serves lots of local people. When it's there, my clients don't go for Hello! or OK! magazines – they pick up Belgravia. They like to know what's going on in their local area and the magazine is invaluable for finding out about the latest news, property, restaurants and shops. The locals who come in really enjoy reading it because it's about their area, but even customers from Chelsea and Westminster find it fascinating. I'm full of praise for Belgravia magazine – you wouldn't know what's going on in the area without it."

Stephen August, hairdresser



Media Rates

Advertorials

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

For select products and services, advertorials are ideal as informative and educational marketing communications. They benefit also 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 Belgravia magazine/client promotions.



The Belgravia Awards, now in their fifth year celebrate the local community by recognising the efforts of people and companies that have made a positive contribution to local life. With the support of Grosvenor, the three awards are presented to inspiring people who live or work in Belgravia: Local Hero, Above and Beyond and Charitable Champion.

This is very much a celebratory evening for the residents and businesses of Belgravia, to get together and recognise key individuals in their community. Please contact us direct for further details on sponsorship of the awards.

Premium

Outside back cover	£2,500
Inside front cover	£2,250
Inside back cover	£2,000
Inside front cover double page spread	£2,750

Display

Double page spread	£2,500
Full page	£1,400
Half page	£775
Quarter page	£500
Eighth page	£350
Directory	£110 per annum for a maximum of 16 words Other rates are available for extra wording and logos

Special

Advertorial page	£1,950
Advertorial double page spread	£3,400
Loose inserts	£70 per thousand

Series/volume discounts are also available on the above rates
All rates exclude VAT

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2017 Publishing Dates and Specifications

Issue	Copy date	Publication date
Feb	10 Jan	28 Jan
Apr	7 Mar	25 Mar
Jun	9 May	27 May
Aug	11 Jul	29 Jul
Oct	12 Sep	30 Sep
Dec	7 Nov	25 Nov

Mechanical specifications (depth x width, mm)

DPS – bleed	346 x 496
DPS – trim	340 x 490
Full page – bleed	346 x 251
Full page – trim	340 x 245
Full page type area	303 x 215
Half page horizontal	144 x 215
Half page vertical	303 x 105
Quarter page	144 x 105
Eighth page	66 x 105

Production

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





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