

MEDIA
PACK
2018



Belgravia

Belgravia
AWARDS

Belgravia magazine

has been delighting its loyal readers for nearly 30 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 who also produce Mayfair Times, Sloane Square, The Northbank and Victoria magazines and who 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 quality, blade-coated paper 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 in Belgravia magazine drives profitable footfall into the local boutiques, salons, showrooms, art galleries, health and beauty clinics, property agents and restaurants in the area. Advertising raises a brand's profile and awareness, generates key sales and provides a competitive edge. It also drives important visitor traffic to websites, in order to gain further information and make a purchase.

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

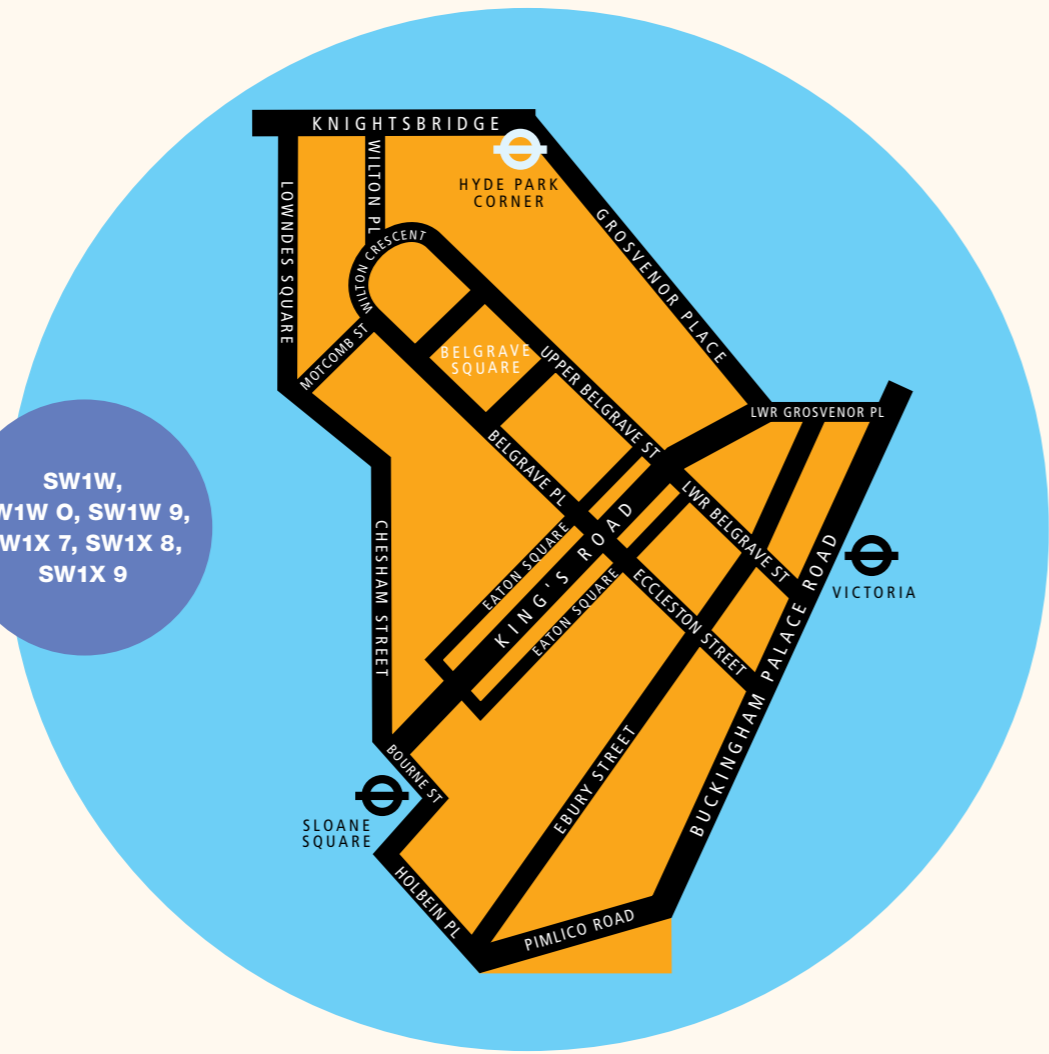
We use state-of-the-art Geoplan mapping and social demographic system, Tactician, to provide a targeted distribution.

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

The 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 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 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

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 5th 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, six awards are presented to inspiring people who live or work in Belgravia: Local Hero, Charitable Champion, At Your Service, Lifetime Achievement, New Friend and Old Friend.

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.

Media Rates

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 £120 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 these rates
All rates exclude VAT

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2018 Publishing Dates and Specifications

Issue	Copy date	Publication date	Mechanical specifications (depth x width, mm)
Feb	9 Jan	27 Jan	DPS – bleed 346 x 496
Apr	6 Mar	24 Mar	DPS – trim 340 x 490
Jun	8 May	26 May	Full page – bleed 346 x 251
Aug	10 Jul	28 Jul	Full page – trim 340 x 245
Oct	11 Sep	29 Sep	Full page type area 303 x 215
Dec	6 Nov	24 Nov	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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