



mayfair^{times}



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- CLUB -**



mayfairPA

mayfairtimes.com





EDITORIAL

For more than 32 years Mayfair Times has been enjoyed and loved by its loyal readers.

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.

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 and engages with this important community.

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



READERSHIP PROFILE

Mayfair Times provides the perfect vehicle 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 not only raises profile and awareness but generates real sales, drives traffic to websites and provides a key competitive edge.

Circulation and Distribution

Mayfair Times is delivered every month to all the homes, 5-star hotel rooms, offices, private members' clubs, shops, boutiques, restaurants and bars in Mayfair and St James's. We provide a saturation circulation for Mayfair and St James's, which has been fine-tuned over the 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.

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

21,218 copies*

(Audit Bureau of Circulation,
January to December 2016)

80,000 readership

In addition to our audited figure, we print and distribute an extra 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, (see features list). These are distributed into various international First and Business class lounges, family wealth offices, serviced apartments, additional hotels and with private jet companies.



BRANDS THAT
ADVERTISE INCLUDE:

Anya Hindmarch	Fabiana Filippi
Ariadne Galleries	Fenwick
Aspinal of London	Fly Victor
Backes & Strauss	Fortnum & Mason
Bamford	Gaziano & Girling
Bang & Olufsen	Georg Jensen
Barbados Tourist Authority	Geo Trumper
Bentley	Gieves and Hawkes
Bonhams	Gladstone
Boucheron	Hancocks
Brown's Hotel	Harrods
Buccellati	Hastens
Bulthaup	Henry Poole
Burberry	Hirsh
Calleija	Holly Hunt
Canali	Hugo Boss
Cartier	Hypnos
Chaumet	Indian Tourism Board
Chester Barrie	James Purdey & Sons
Chopard	Lalique
Christie's	LAPADA
Churches	Lasvit
Coach	Leviev
Cortesi	Liberty
Coutts	Linley
Creed	Mandarin Oriental
Crockett & Jones	Marina Rinaldi
Dorchester	Masterpiece
Duravit	Mauritius Tourism Promotion Authority
Elegant Resorts	Mercedes-Benz
Elie Saab	Mikimoto
Ermengildo Zegna	Montegrappa



Moussaieff	Seychelles Tourist Board
Nisquesa	Sotheby's
Osprey	The Stafford
PAD	Stratstone Jaguar
Patek Philippe	Sunseeker
Porsche	Theo Fennell
Price Bailey	Tornabouni
Princess Yachts	Tory Burch
Private White	Turnbull & Asser
Raymond Weil	Vis a Vis
Richard Mille	Wempe
Rolls Royce	West One Bathrooms
Ronald Phillips	W Salamoon & Sons
Rossana	
Sahrai Carpets	

MAYFAIR
TIMES
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SPECIAL
EDITIONS/
FEATURES
FOR 2018



January	Long-haul / luxury travel focus
February	Chinese Valentine's gift guide
March	Marylebone International property
April	Alternative investments Watches & Jewellery Bridal
May	Indian
June	Art & interiors Father's day gift guide
July	Marylebone Middle East
August	Middle East Dubai property Nigerian focus
September	Women's style for LFW Interiors - LAPADA and London Design Festival Mayfair/Monaco special
October	Golden Week - Chinese Art - PAD Personal shopping
November	Russian Asian art in London
December	Jewellery and watches Xmas gift guides

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 Collections Men. They are a brilliant partner!”

Dylan Jones, Editor, GQ



“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



“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



“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



“I always look forward to receiving my copy of Mayfair Times. It keeps me current with all that is happening in my neighbourhood, from shopping to dining to culture. It’s well written, insightful and my go-to guide for a bit of discovery in London.”

Ed Burstell, Ex Managing Director,
Liberty, and a Mayfair resident



“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



“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



“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



“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, quality magazine, we love it”
Jean-David Malat,
Director, Opera Gallery

Mayfair Times and Beyond

After 34 years in the market place Mayfair Times magazine has established real traction and loyalty with its amazing readership. We have evolved very successfully into hosting prestigious events over the last decade across a range of sectors: The Community Awards of Mayfair & St James’s, Mayfair Times Watch Club, Mayfair Times Round Table series, Mayfair PA plus elite parties for high net worth Chinese, Indian, Middle Eastern, Nigerian and Russian residents in London.

mayfairPA

Mayfair’s PAs are key influencers of wealthy and powerful businesses and private individuals in Mayfair & St James’s. Publishing Business has created a substantial

database of PAs in Mayfair, fine-tuned over many years. In essence we invite them to an event at your boutique/hotel/showroom etc, which we help curate with you and feature in the magazine. We ensure you get the quality and numbers that you are looking for to create an enjoyable, bespoke event, which will bring you more business. There 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.



Firmly established in the diary of the community of Mayfair & St James’s and now in its fourth year, the Awards evening will once again take place during January 2019. 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 media.



Mayfair Times will collaborate with a brand around a set topic in a given sector. These will cover business areas that have a vested interest in Mayfair and its global elite audience. Mayfair Times will feature this Round Table discussion, plus the brand will benefit from additional coverage in the magazine.



We have a very desirable black book of contacts and are well known for curating very high quality, professional and dynamic events. We can deliver a select number of UHNWs to your boutique/salon for a soirée with a minimum of two months notice.

2018 MEDIA RATES	
Premium	
Outside back cover	£3,500
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
Eighth page	£350
Special	
Advertorial page	£2,050
Advertorial double page spread	£3,600
Loose inserts	£70 per thousand
Tip-ons	£150 per thousand

2018 PUBLISHING DATES		
Issue	Copy date	Publication date
Jan	11 Dec	3 Jan
Feb	22 Jan	6 Feb
Mar	19 Feb	6 Mar
Apr	16 Mar	4 Apr
May	23 Apr	9 May
Jun	21 May	5 Jun
Jul	18 Jun	3 Jul
Aug	17 Jul	7 Aug
Sep	20 Aug	4 Sep
Oct	17 Sep	2 Oct
Nov	22 Oct	6 Nov
Dec	12 Nov	27 Nov
Jan 2019	12 Dec	2 Jan

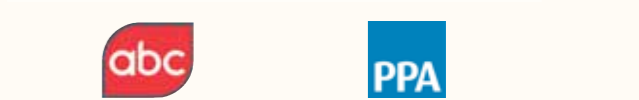
Bespoke premium solutions are available on request including:

- Belly bands
- Sections on special paper
- Gatefolds, front/back/internal
- Spread markers

All rates exclude VAT

PRODUCTION SPECIFICATIONS	
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	
<ul style="list-style-type: none">• Supply as digital artwork only<ul style="list-style-type: none">• Allow for perfect binding• High-resolution CMYK pdf<ul style="list-style-type: none">• Embed all fonts and high-resolution images	

Contact
Caroline Warrick
TELEPHONE 020 7259 1051
E MAIL caroline@pubbiz.com
Bridget Rodricks
TELEPHONE 020 7259 1059
E MAIL bridget@pubbiz.com
Publishing Business
3 Princes Street
London
W1B 2LD
www.pubbiz.com



—OUR OTHER TITLES—



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