

MEDIA
PACK
2017



THE
NORTHBANK



TRAFALGAR SQ · STRAND · ALDWYCH

The Northbank magazine, which launched in 2014, is published quarterly as a key initiative for the Northbank's Business Improvement District (BID).

The Northbank is a vibrant and diverse area rich in culture and entertainment, hotels, restaurants, bars and retailers, as well as being home to several multinational companies.

Our readers include the people who own, run, work in, live in and visit Trafalgar Square, Strand, Covent Garden, the Aldwych and Temple areas.





EDITORIAL

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

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

Our journalists write in depth about local news and events and real stories about real people, while our stylish regular features include culture, food and drink, fashion, property and business.

Our dedicated team of journalists and designers are the same team that also produce Mayfair Times, Belgravia, Sloane Square and Victoria magazines.

The Northbank magazine is perfect-bound and printed in the stylish stretched A5 format on heavy, high-quality silk stock with a matt laminated cover. Its user-friendly, portable size ensures frequent usage and a long shelf life.



READERSHIP PROFILE



The Northbank magazine provides the perfect vehicle to promote quality brands, products and services to a discerning leisure, business and residential 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, products and services to an exclusive and defined readership through the Northbank will:

- **Raise awareness of your brand and business -** by becoming an advertiser in The Northbank 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 and visiting customers to your store/hotel /theatre/restaurant/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 -** The Northbank 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.
- **Highlight your support for the BID initiative**

Circulation and distribution

The Northbank is published quarterly and delivered to homes, hotel rooms, clubs, offices, shops, restaurants and bars throughout the Northbank area.

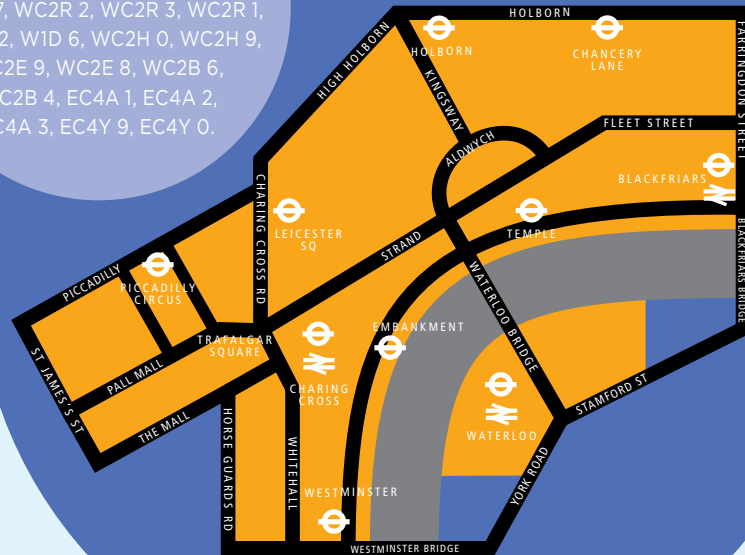
We are in the bedrooms of 10 hotels including those of The Savoy, Strand Palace, Waldorf and ME hotel, thus reaching affluent international leisure and business travellers.

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.

20,000 copies
50,000 readership

SE1 9, SE1 8, WC2A 3,
WC2A 4, WC1R, SW1Y 4,
SW1Y 5, SW1A 2, EC1N, W1D,
WC1A, WC2N 5, WC2N 6, WC2R 0,
WC2E 7, WC2R 2, WC2R 3, WC2R 1,
WC2A 2, W1D 6, WC2H 0, WC2H 9,
WC2E 9, WC2E 8, WC2B 6,
WC2B 4, EC4A 1, EC4A 2,
EC4A 3, EC4Y 9, EC4Y 0.





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 Northbank/client promotions.

Premium

Outside back cover	£1,500
Inside front cover	£1,200
Inside back cover	£1,000
Inside front cover double page spread	£1,955

Display

Double page spread	£1,700
Full page	£950
Half page	£520

Special

Advertorial page	£1,150
Advertorial double page spread	£2,000
Loose inserts	£70 per thousand
Tip-ons	£150 per thousand

Bespoke premium solutions are available on request.

Spread markers

Series/volume discounts are available on above display rates

20% on two insertions, 30% on four insertions

BID members receive a further 20% discount

All rates exclude VAT

2017 Publishing Dates and Specifications

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Issue	Copy date	Publication date
Spring	9 Feb	21 Feb
Summer	22 May	1 Jun
Autumn	31 Aug	13 Sep
Winter	2 Nov	15 Nov

Mechanical specifications (depth x width, mm)

DPS - bleed	246 x 342
DPS - trim	240 x 336
Full page - bleed	246 x 174
Full page - trim	240 x 168
Half page horizontal	103 x 144
Half page vertical	210 x 70

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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