

MEDIA
PACK
2018



THE
NORTHBANK



TRAFALGAR SQ · STRAND · ALDWYCH

The Northbank magazine, 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.

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

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 who 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.

The Northbank area is home to over 1,000 separate businesses, so the magazine has a very professional business readership.

Advertising in The Northbank magazine drives profitable footfall into the local shops, restaurants, hotels, property agents and theatres 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

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

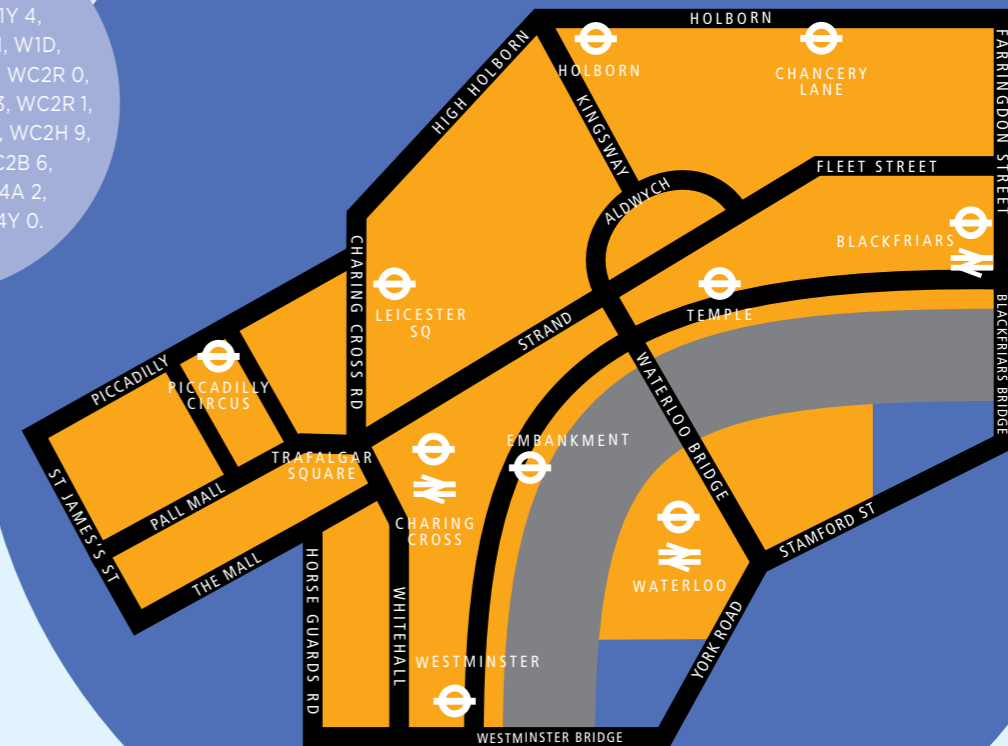
The magazine is in the bedrooms of 10 hotels including those of the Savoy, Strand Palace, Waldorf and ME hotel, thus reaching affluent international leisure and business travellers.

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.



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.



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

Media Rates

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

Directory

Entry into the directory	£500 per annum (4 issues)
Section – picture and 30 words	

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2018 Publishing Dates and Specifications

Issue	Copy date	Publication date
Spring	8 Feb	20 Feb
Summer	17 May	31 May
Autumn	30 Aug	11 Sep
Winter	1 Nov	13 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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