

SLOANE  
SQUARE  
MEDIA PACK 2017



# SLOANE SQUARE



Chelsea is London's most stylish area: including one of the world's most iconic luxury shopping streets, Sloane Street, and the historic cultural icon that is King's Road.

But Chelsea is so much more than its shopping. Unlike other recognised retail areas, it has a strong bond with the people who actually live there – the residents of Chelsea support their local stores, restaurants and cultural offerings.

Sloane Square is their magazine.

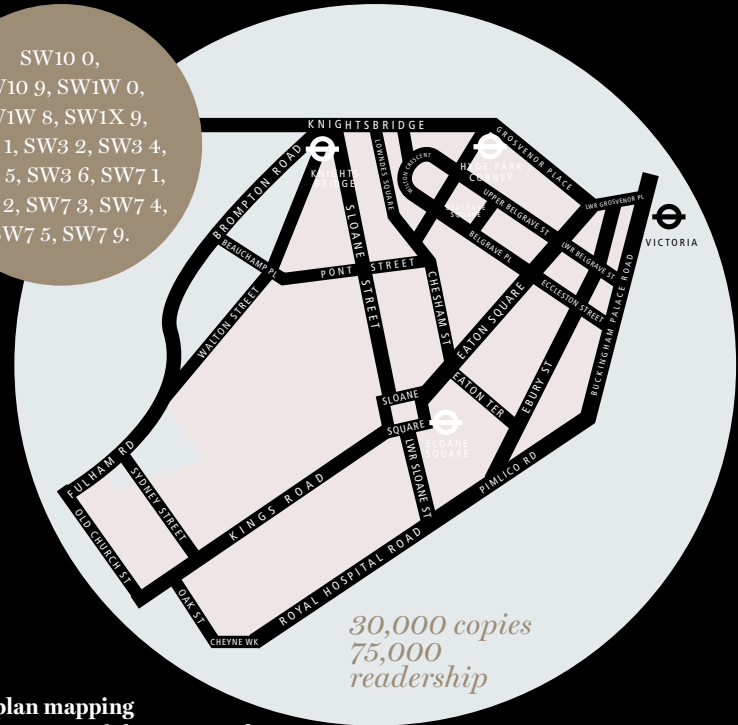
# A LOYAL READERSHIP

Sloane Square magazine is published on behalf of Cadogan – the founder of modern Chelsea – and has been delighting its loyal readers for more than a decade.

Our 75,000-strong readership are the people who own, run, work in and visit Chelsea and neighbouring areas.

The magazine is dedicated to covering news and events in one of the UK's wealthiest districts.

SW10 0,  
SW10 9, SW1W 0,  
SW1W 8, SW1X 9,  
SW3 1, SW3 2, SW3 4,  
SW3 5, SW3 6, SW7 1,  
SW7 2, SW7 3, SW7 4,  
SW7 5, SW7 9.



*30,000 copies  
75,000  
readership*

## 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 area, which has been fine-tuned over many years.

Sloane Square magazine provides the perfect vehicle to promote high-quality brands, products and services to an affluent, discerning and sophisticated community.

For businesses and brands, 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 visitors from the UK and around the globe.

Sloane Square magazine is published bimonthly and delivered to homes, hotel rooms, clubs, offices, shops, restaurants and bars throughout Chelsea, Knightsbridge and Belgravia. Copies are also available at the Saatchi Gallery and Peter Jones.

*Advertising your brand, property, products and services to an exclusive and defined readership through Sloane Square will:*

- Raise awareness and profile of your brand and business
- Maximise visits and contacts
- Increase sales
- Gain a distinct advantage in a competitive landscape
- Market your brand over the long term

# FACTS & FIGURES

*£3.1 billion 7.7 nights 46 per cent 2,762 residents*

Generated for the borough by visitors, with shopping making up 48 per cent, or £1.5 billion, of all expenditure.

*RBKC Study of the Visitor Economy*

The average length of stay for overseas visitors in the borough.

*RBKC Study of the Visitor Economy*



The percentage of all overseas shoppers who visited Harrods during their stay

*RBKC Study of the Visitor Economy*

Kensington & Chelsea has the highest proportion of residents working in real estate,

*RBKC Report to taxpayers 2013*





Kensington & Chelsea is the happiest place in London with an average score of

£8,444,615 7.56 out of 10 £216 11,695 80.9 per cent

Average price of semi detached house.

*Right Move 2015*

*Office for National Statistics 2016*



The average spend for an overnight visitor

*RBKC Study of the Visitor Economy*



Number of small enterprises in

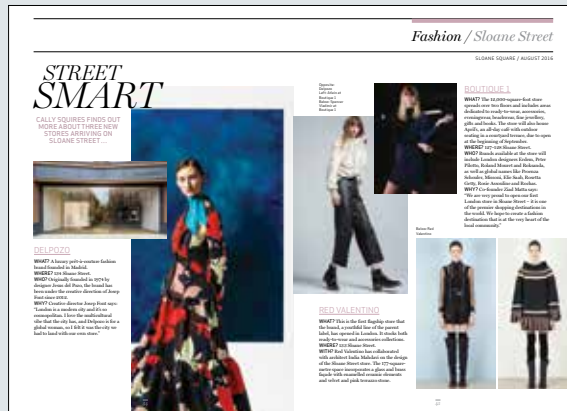
*Office for National Statistics*

Flats account for

of all residential properties  
*RBKC review of 2011 census*



# RELEVANT EDITORIAL



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

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

We write about local news and events – real stories about real people working, living in and visiting London's most elegant borough. Topics include art, antiques, interiors, culture, fashion, history, food, beauty and shopping.

Sloane Square magazine is perfect-bound and printed in the stylish stretched A5 format on substantial matt coated stock with a matt laminated cover.

Its user-friendly, portable size ensures frequent usage and a long shelf life.



**Fashion / Jewellery**  
GUSMAN SQUARES / AUGUST 2016

# Puttin' on the glitz

WE ROUND UP A SELECTION OF THE BEST NEW PRICES LANDING IN STORES FOR AUTUMN BY CALYPSO BOUTIQUE

**ALLOY RINGS**  
Boutique's new collection of rings features a mix of materials, including gold, silver, and rose gold. Prices range from £15 to £100. [View more](#)

**TIFFANY**  
The iconic brand's new collection of rings features a mix of materials, including gold, silver, and rose gold. Prices range from £15 to £100. [View more](#)

**MONICA VINADER**  
Worries Lorna Swainby is the new owner of the brand. Prices range from £15 to £100. [View more](#)

**DIANE VON FURSTENBERG**  
The iconic brand's new collection of rings features a mix of materials, including gold, silver, and rose gold. Prices range from £15 to £100. [View more](#)

**DIANE VON FURSTENBERG**  
The iconic brand's new collection of rings features a mix of materials, including gold, silver, and rose gold. Prices range from £15 to £100. [View more](#)

**DIANE VON FURSTENBERG**  
The iconic brand's new collection of rings features a mix of materials, including gold, silver, and rose gold. Prices range from £15 to £100. [View more](#)

**Social / People**

## Party people

**CASTLE STREET**  
**CASTLE STREET**  
**CASTLE STREET**

**THE GLOUCESTER SOCIETY**  
The Gloucester Society Club, based in the heart of the city, is a members-only club. It was founded in 1850 and has a long history of providing a social and sporting environment for its members. The club is now open to all and is a great place to meet new people and enjoy a night out. [View more](#)

## Doggy Brunch

**DOGGY BRUNCH**  
A new event for dog lovers, featuring a brunch and a dog show. [View more](#)

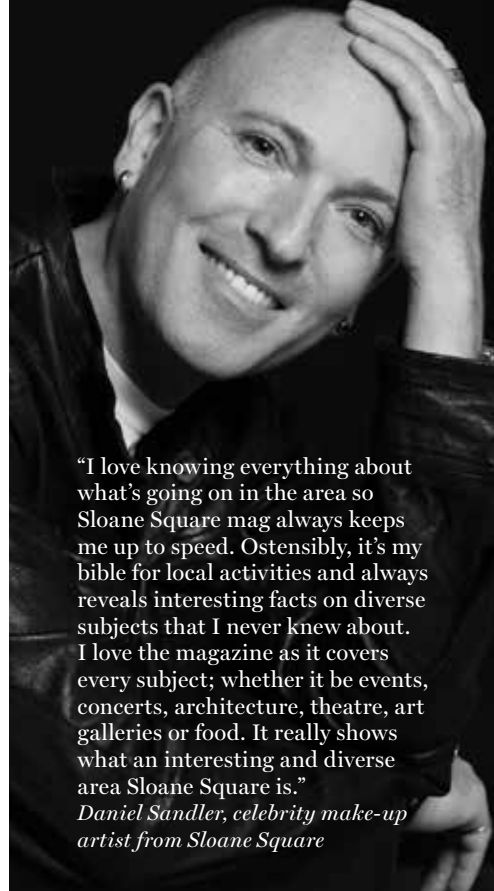
## Children's Solebration

**CHILDREN'S SOLEBRATION**  
A new event for children, featuring a solebration and a dog show. [View more](#)

## French Cole

**FRENCH COLE**  
A new event for French speakers, featuring a French Cole and a dog show. [View more](#)

# TESTIMONIALS



“I love knowing everything about what’s going on in the area so Sloane Square mag always keeps me up to speed. Ostensibly, it’s my bible for local activities and always reveals interesting facts on diverse subjects that I never knew about. I love the magazine as it covers every subject; whether it be events, concerts, architecture, theatre, art galleries or food. It really shows what an interesting and diverse area Sloane Square is.”

*Daniel Sandler, celebrity make-up artist from Sloane Square*



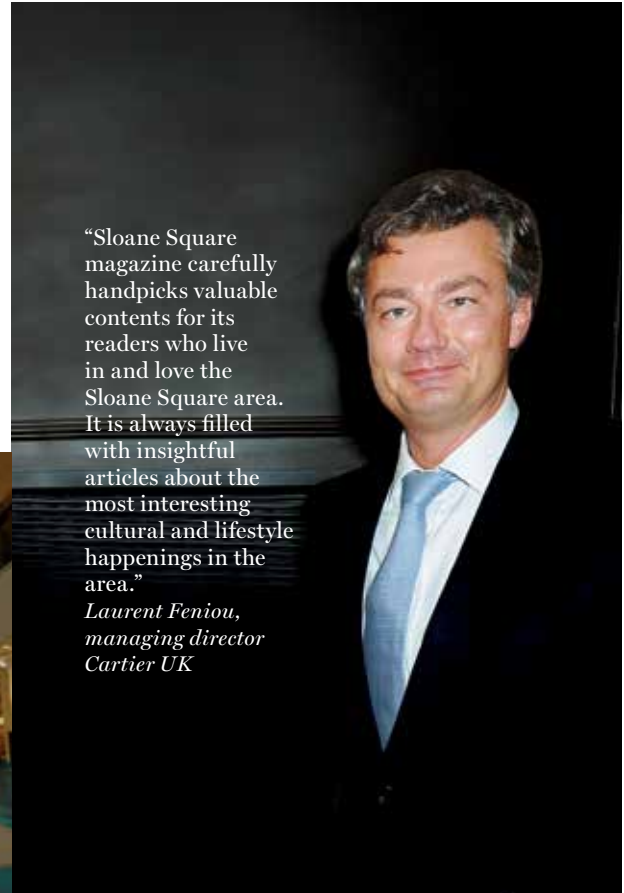
“Sloane Square magazine is our favourite local magazine. It is a must-read for all the latest Chelsea news, including our exhibitions. Whenever we are featured we get lots of lovely visitors to the gallery.”

*Ghislain Pascal, co-founder & director, The Little Black Gallery*



“This luxury magazine brings a real community feel to people in Kensington and Chelsea. It offers great ideas and things to do in the local area. We are proud to work with such a great publication and be one of the distribution points of the magazine which makes it accessible to many residents”.

*Tony Wheeler, manager,  
Peter Jones*



“Sloane Square magazine carefully handpicks valuable contents for its readers who live in and love the Sloane Square area. It is always filled with insightful articles about the most interesting cultural and lifestyle happenings in the area.”

*Laurent Feniou,  
managing director  
Cartier UK*

# ADVERTISEMENT RATES

## Premium

Outside back cover	£2,200
Inside front cover	£1,800
Inside back cover	£1,650
Inside front cover double page spread	£2,600

## Display

Double page spread	£2,000
Right hand, front half	£1,500
Full page	£1,300
Half page	£715

## Special

Advertorial page	£2,050
Loose inserts	£70 per thousand
Tip-ons	£150 per thousand

*Bespoke premium solutions are available on request  
Series/volume discounts are available on above display rates  
All rates exclude VAT*

## 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 also benefit 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 Sloane Square magazine / client promotions.

# DATES & DATA

2017 Issue	Copy date	Publication date
Feb	22 Jan	4 Feb
Apr	13 Mar	1 Apr
Jun	15 May	3 Jun
Aug	17 Jul	5 Aug
Oct	18 Sep	7 Oct
Dec	13 Nov	2 Dec

## 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

# CONTACT

Caroline Warrick  
020 7259 1051  
caroline@pubbiz.com

Bridget Rodricks  
020 7259 1059  
bridget@pubbiz.com

Katie Thomas  
020 7259 1053  
katie@pubbiz.com

Publishing Business  
3 Princes Street  
London  
W1B 2LD





