

MEDIA  
PACK  
**2017**



**Victoria**  
LONDON STAR'S HIRE

**Victoria magazine,** launched in 2014, is published quarterly as a key initiative for Victoria's Business Improvement District (BID).

Victoria is a vibrant and developing area which is a mix of small independent businesses, hotels, restaurants, shops and theatres as well as being home to many corporations. It has changed a great deal over the last few years and is becoming a key destination in its own right.

Our readers include the people who own, run, work in, live in and visit Victoria and the surrounding area.

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A large outdoor event, likely a awards ceremony, is taking place on a grassy area in front of a modern building with a glass facade. A stage is set up with a large arched metal frame. On the stage, four men in red jackets and dark trousers are standing. The stage backdrop features the 'Land Securities' logo and the word 'VICTORIA'. A large, diverse crowd of people is seated on the grass, facing the stage. Some are sitting on chairs, while others are on the ground. The atmosphere appears to be a formal yet relaxed outdoor gathering.

## EDITORIAL

Our mission, always, is to be relevant to our readers and so we write only about what goes on within the Victoria 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 The Northbank magazines. We also created and host the annual Community Awards of Mayfair & St James's, Belgravia Awards and will launch The Victoria Awards in 2017.

Victoria 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



Victoria magazine is published quarterly and provides the perfect vehicle to promote brands, property, products and services to an eclectic and discerning local residential and business 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 exclusively defined readership through Victoria magazine will:

- **Raise awareness of your brand and business** – by becoming an advertiser in Victoria 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 customers to your showroom/boutique/hotel /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** – Victoria 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

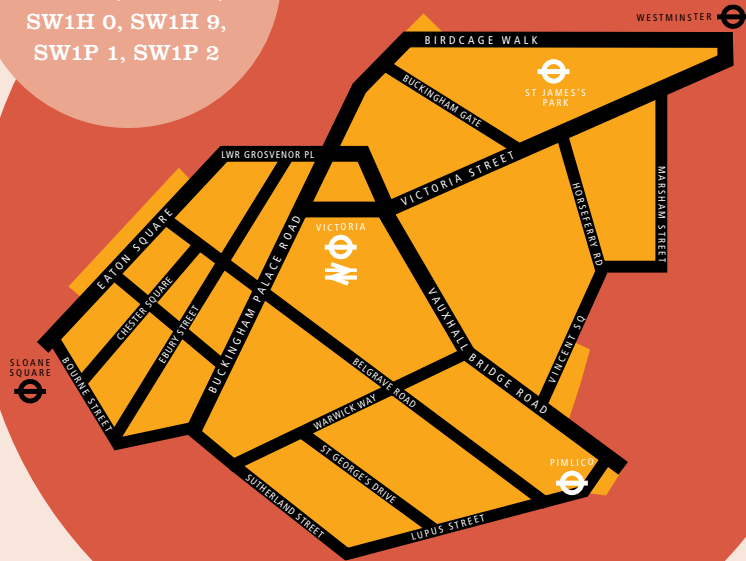
Victoria magazine is published quarterly and delivered to homes, hotel rooms, offices, shops, restaurants and bars throughout the Victoria area and the affluent areas on the periphery such as south Belgravia and Vincent Square.

### 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 designated area.

**20,000 copies**  
**50,000 readership**

SW1V 1, SW1V 2,  
SW1V 4, SW1W,  
SW1W 0, SW1W 9,  
SW1E 5, SW1E 6,  
SW1H 0, SW1H 9,  
SW1P 1, SW1P 2





## 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 Victoria London starts here magazine/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  
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

## Contact

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## 2017 Publishing Dates and Specifications

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Issue	Copy date	Publication date
Spring	16 Feb	1 Mar
Summer	25 May	7 Jun
Autumn	24 Aug	6 Sep
Winter	26 Oct	9 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

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- Supply as digital artwork only
- Allow for perfect binding
  - High-resolution
  - CMYK pdf
- Embed all fonts and high-resolution images





**Victoria**  
LONDON STARTS HERE