

MEDIA
PACK
2018



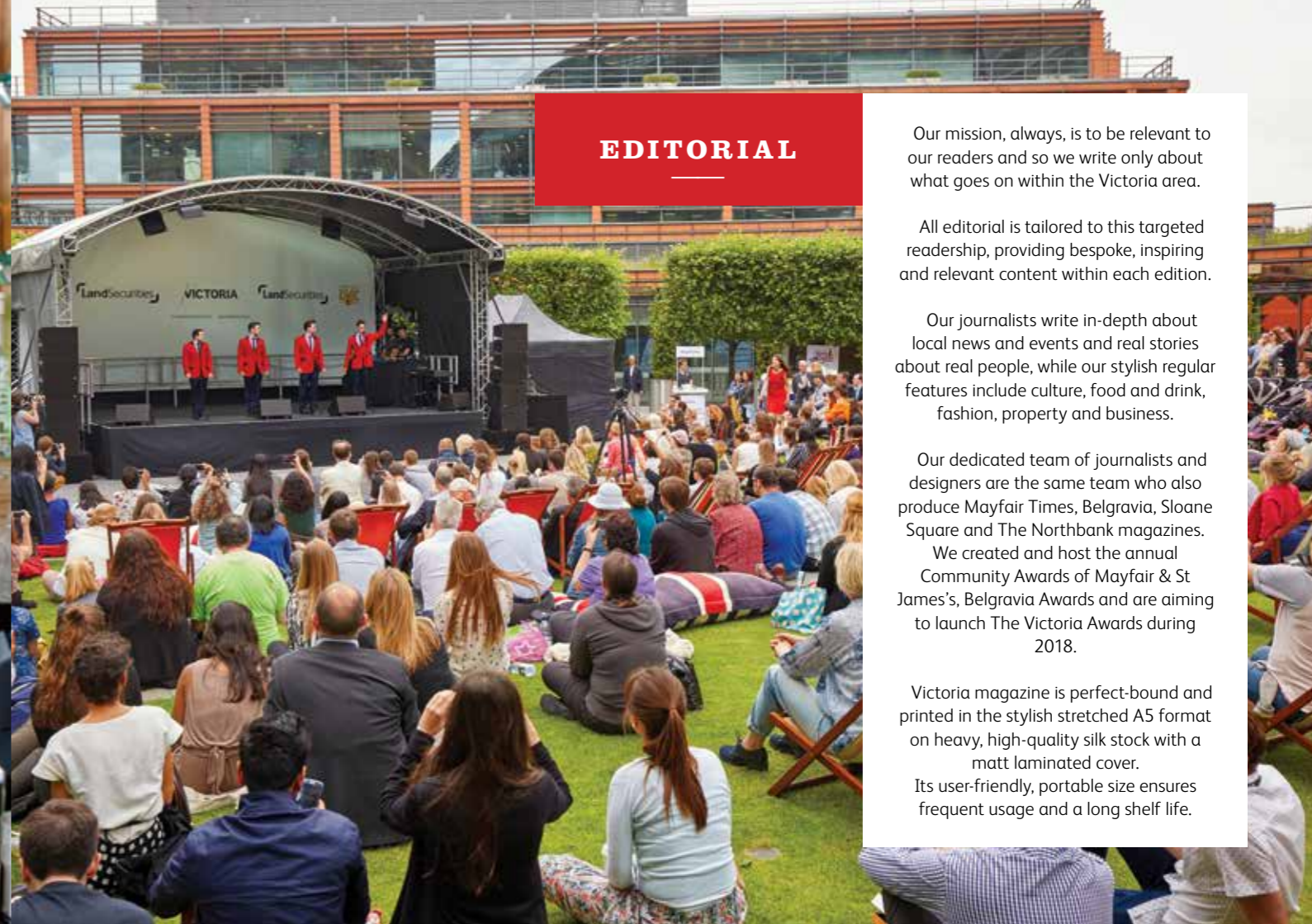
Victoria
LONDON STAR'S HIRE



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 lot over the last few years and continues to do so – it is becoming a key destination in its own right.

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

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



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 created and host the annual Community Awards of Mayfair & St James's, Belgravia Awards and are aiming to launch The Victoria Awards during 2018.

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 in Victoria magazine drives profitable footfall into the local shops, stores, 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.

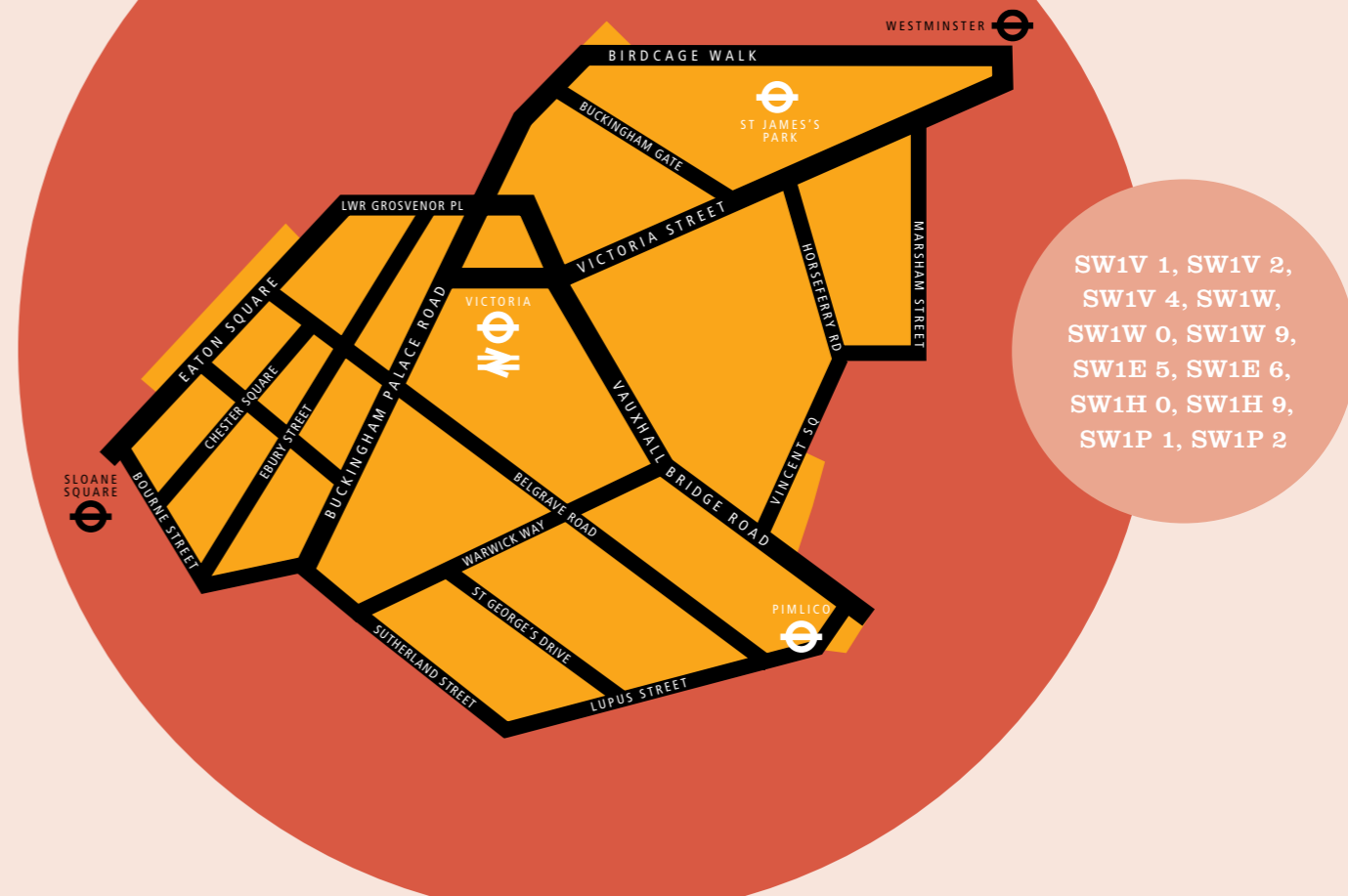
Circulation and distribution

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



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.

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

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

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2018 Publishing Dates and Specifications

Issue	Copy date	Publication date
Spring	22 Feb	7 Mar
Summer	24 May	6 Jun
Autumn	23 Aug	5 Sep
Winter	25 Oct	7 Nov

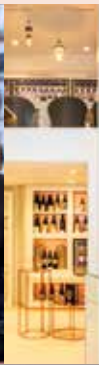
Mechanical specifications (depth x width, mm)

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





Victoria
LONDON STARTS HERE