

MEDIA  
PACK  
**2019**



# Belgravia

Belgravia  
**AWARDS**

## **Belgravia magazine**

has been delighting its loyal readers for nearly 30 years. These include the people who own, run, work in, live in and visit Belgravia.

Belgravia magazine is published on behalf of Grosvenor and is dedicated to covering news and events in one of the UK's wealthiest and most exclusive residential districts.

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## **EDITORIAL**

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We cover topical news and events, interview local personalities and business owners of note, and feature food, fashion, culture, interiors and property. Belgravia magazine has a very loyal readership who trust the publication to entertain, inform and inspire them, issue after issue. Our dedicated team of journalists and designers are from the same team who also produce Mayfair Times, Sloane Square and Victoria magazines and created and host Mayfair & St James's Community Awards, The Belgravia and The Chelsea Awards.

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

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





## READERSHIP PROFILE

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Belgravia magazine provides the perfect vehicle to promote high-quality and luxury brands, property, products and services to an affluent and sophisticated local 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 Belgravia magazine drives profitable footfall into the local boutiques, salons, showrooms, art galleries, health and beauty clinics, property agents and restaurants 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

Belgravia magazine is published six times a year and delivered to homes, hotel rooms, members' clubs, offices, retailers and restaurants throughout Belgravia.

From April the print run is increasing to 15,000. Of these, 9,000 will be distributed in Belgravia, and will include an 8 page local news section. The remaining 6,000 will be circulated on the periphery of Belgravia, driving visitors into the area. These copies will not include the local news section.

### 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 niche district, which has been fine-tuned over the years.

**15,000 copies**  
**26,586 readership**

including:  
SW1W,  
SW1W O, SW1W 9,  
SW1X 7, SW1X 8,  
SW1X 9



# Testimonials

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## See what our readers and advertisers have to say...

“Congratulations to Belgravia Magazine on celebrating its 150th issue! We have been great supporters of the magazine since it was begun in 1989. A strong community relies on, and creates, the shared stories that knit it together, and this magazine is a wonderful place for those stories. It is informative, often light-hearted, always genuine. We are very proud of our partnership with the team at Belgravia Magazine who put a spotlight on the activity and beauty of the area in every issue. Well done for reaching this milestone. We look forward to the next 150!”

**Craig McWilliam,**  
chief executive, Grosvenor

“Belgravia magazine keeps me in the loop and updated with all our neighbourhood activity. I travel so much for work that it is a tool for me to catch up with all the local news and gossip. I particularly enjoy the Food and Drink pages as (very sadly) I am no great chef.”

**Anya Hindmarch, local resident**

“I am a great fan of Belgravia magazine as I believe it is so important to raise awareness of local issues, not only to enhance community spirit, but also because it galvanises people into action. Some years ago I was very involved in setting up the first Farmers' Market in Westminster, which still thrives today on Picnic Road. There is no doubt Belgravia magazine helped us achieve this and as a result everyone in the area has benefited.

We like to celebrate the success of Belgravia Magazine's 150th issue and for many issues to come”

**David Linley, founder of Linley**

A delightful publication that keeps us up to date and brings us all together, Belgravia Magazine is a champion of all the incredible independent talent in this corner of London. Home to the likes of Philip Treacy and David Linley, Belgravia is awash with design that is in demand around the world. We're a community with so much to offer and such a rich history, this magazine is a celebration of that.

**Joanna Wood**  
retailer and interior designer

It is a great pleasure to be able to congratulate Belgravia Magazine and everyone that works so tirelessly behind the scenes for reaching the very impressive milestone of the 150<sup>th</sup> issue. Not only has the magazine reached its 150<sup>th</sup> issue, but we are fast approaching its 30<sup>th</sup> birthday which I must confess I wish were the case for me!

This landmark is no mean feat, especially as we see the way in which traditional print media has almost been totally subsumed into the online world, to be digested in 140 characters or less. I wish the magazine all the very best for the future and I look forward to the next 150 issues!

**Mark Field, MP for the  
Cities of London and Westminster**

Many congratulations to the Belgravia Magazine for their 150th issue of informing residents, supporting shopkeepers and celebrating the community of Belgravia.

**Jo Malone CBE**

Congratulations to Belgravia magazine on reaching 150 issues. Mosimann's, my dining club has been in Halkin Street for almost 30 years and I have lived around the corner for fourteen years; throughout my association with the area I have always thoroughly enjoyed receiving the Belgravia magazine. There is a great variety of articles giving news of the shops and personalities that live and work in our special corner of London. I always learn something new with each edition.

**Anton Mosimann, OBE, DL**

Huge congratulations to the team at Publishing Business and to all the contributors over the years on this incredible achievement. The magazine is the stalwart of the Belgravia neighborhood, and we are incredibly proud to be part of it here at Marcus. It is fantastic to have a magazine for both residents and local businesses with creative and engaging content that brings the community together. Long may it continue.

**Marcus Waring**  
Restaurateur

# Belgravia

## AWARDS

The Belgravia Awards, now in their 7th year celebrate the local community by recognising the efforts of people and companies that have made a positive contribution to local life. With the support of Grosvenor, six awards are presented to inspiring people who live or work in Belgravia: Local Hero, Charitable Champion, At Your Service, Lifetime achievement, New Friend and Old Friend.

This is very much a celebratory evening for the residents and businesses of Belgravia, to get together and recognise key individuals in their community. Please contact us direct for further details on sponsorship of the awards.

## 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.

Please note we will always consider ideas for joint Belgravia magazine/client promotions.

## Media Rates

### Premium

Outside back cover	£2,500
Inside front cover	£2,250
Inside back cover	£2,000
Inside front cover double page spread	£2,750

### Display

Double page spread	£2,500
Full page	£1,400
Half page	£775
Quarter page	£500
Eighth page	£350
Directory	£120 per annum for a maximum of 16 words Other rates are available for extra wording and logos

### Special

Advertorial page	£1,950
Advertorial double page spread	£3,400
Loose inserts	£70 per thousand

Series/volume discounts are also available on these rates  
All rates exclude VAT

## 2019 Publishing Dates and Specifications

### Contact

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Issue	Copy date	Publication date
Feb	10 Jan	26 Jan
Apr	7 Mar	23 Mar
Jun	9 May	25 May
Aug	11 Jul	27 Jul
Oct	12 Sep	28 Sep
Dec	7 Nov	23 Nov

### Mechanical specifications (depth x width, mm)

DPS – bleed	266 x 426
DPS – trim	260 x 420
Full page – bleed	266 x 216
Full page – trim	260 x 210
Full page type area	229 x 182
Half page horizontal	111 x 182
Half page vertical	229 x 88
Quarter page	111 x 88

### 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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