

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.

EDITORIAL

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

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

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 150th issue. Not only has the magazine reached its 150th issue, but we are fast approaching its 30th 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

Caroline Warrick

TELEPHONE 020 7259 1051

E MAIL caroline@pubbiz.com

Bridget Rodricks

TELEPHONE 020 7259 1059

E MAIL bridget@pubbiz.com

Publishing Business

3 Princes Street

London W1B 2LD



| 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



Belgravia