



2019

Media  
Pack

# mayfair times

|||  
THE  
**COMMUNITY  
AWARDS**  
OF  
Mayfair &  
St James's  
2019  
|||

mayfairPA



[mayfairtimes.co.uk](http://mayfairtimes.co.uk)





Our mission, always, is to be relevant to our readers, so we write only about what goes on within the boundaries of Mayfair, St James's and Marylebone. All editorial is tailored to this unique readership, providing inspiring, intelligent and relevant content within each monthly edition. Our journalists, including well known experts, write in depth about local news and events – real stories about real people. While our stylish regular features include art, culture, fashion, health and beauty, food and drink, travel, interiors, business and property. Mayfair Times is about individuals who make a difference, and the magazine aptly celebrates this fact. Always topical, stylish and aspirational, it really delivers to readers and advertisers alike and engages with this important community.

Mayfair Times is the only quality magazine for Mayfair and continues to be independently ABC audited.

Mayfair Times magazine has been firmly established in the market place for more than 34 years.

This luxury lifestyle magazine continues to create communities and networking opportunities, for both our loyal readers and hundreds of premium and luxury brands.

Much more than just a magazine, at Mayfair Times we facilitate important lasting connections.

## EDITORIAL

Our readers include residents, affluent visitors and the discerning and sophisticated working population of Mayfair, St James's and Marylebone.

They are some of the wealthiest people, not just in the UK, but in the world.



## Circulation and Distribution

Mayfair Times is delivered every month to all the homes, 5-star hotel rooms, offices, private members' clubs, shops, restaurants and bars in Mayfair and St James's. We provide a saturation circulation for Mayfair and St James's, which has been fine-tuned over many years.

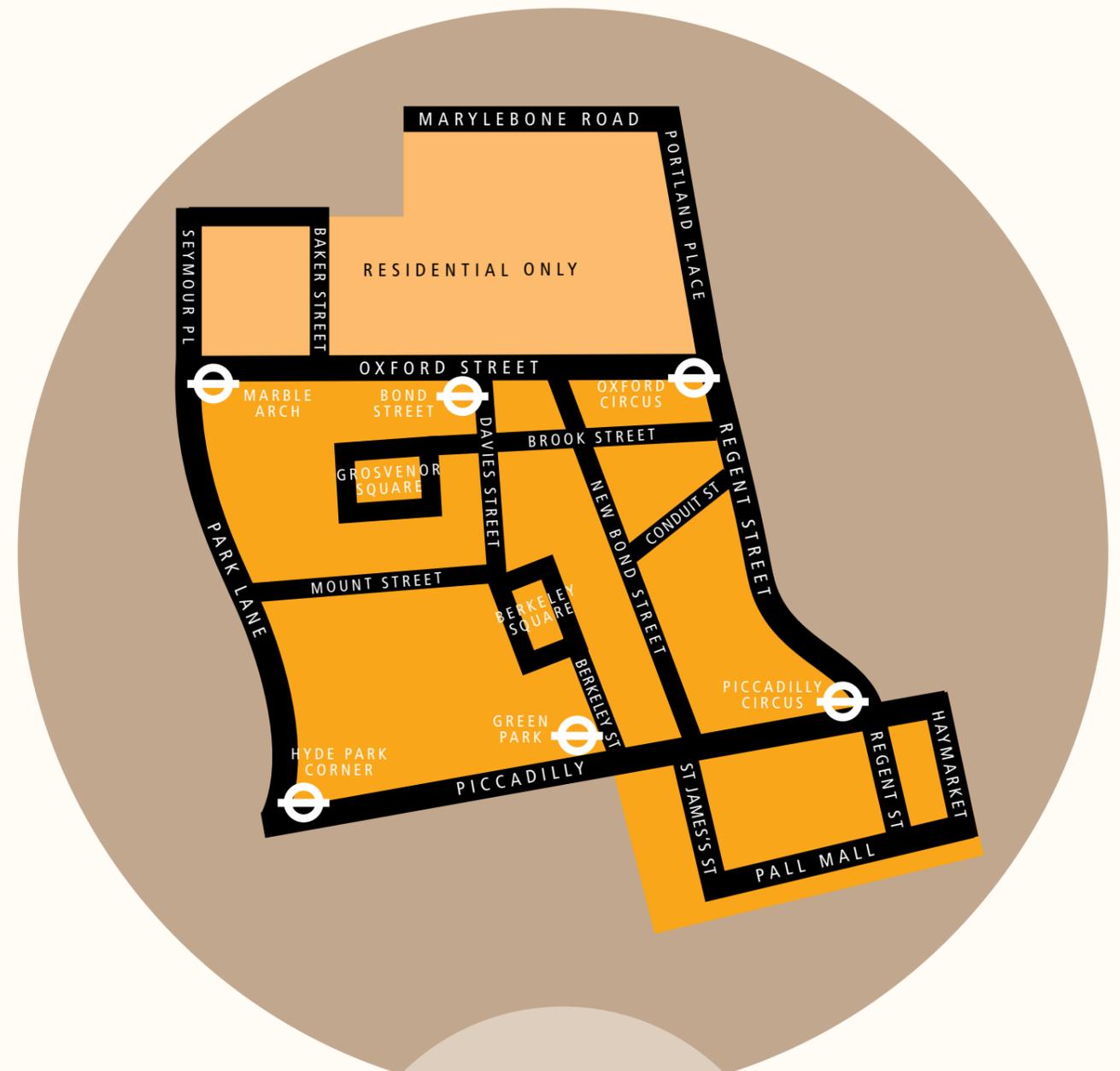
### Geoplan mapping

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 area.

**21,193 copies\***  
(Audit Bureau of Circulation,  
January to December 2017)  
**80,000 readership**

Mayfair Times is the only magazine for Mayfair and St James's that is independently audited.

\* We print and distribute additional copies of Mayfair Times for a number of our international themed editions: First and Business class lounges, family wealth offices, serviced apartments, private jet companies and heliports.



## READERSHIP PROFILE

Mayfair Times provides the perfect vehicle to promote high-quality and luxury brands, products and services to a very affluent, discerning and cultured community.

For local businesses, the magazine presents an unrivalled opportunity to be seen in the homes and offices of local consumers.

The magazine is also available in the rooms of more than 27 hotels in Mayfair and St James's, reaching an elite international leisure and business audience.

Advertising your brand, property, products and services to an exclusive and defined readership through Mayfair Times not only raises profile and awareness but generates real sales, drives traffic to websites and provides a key competitive edge.

W1C 1, W1C 2, W1G 0,  
W1G 6, W1G 7, W1G 8, W1G 9,  
W1K 1, W1K 2, W1K 3, W1K 4,  
W1K 5, W1K 6, W1K 7, W1U 1, W1U 2,  
W1U 3, W1U 4, W1U 5, W1U 7, W1U 8,  
W1S 1, W1S 2, W1S 3, W1S 4, W1B 1,  
W1B 2, W1B 3, W1B 4, W1B 5, W1H 2,  
W1H 5, W1H 6, W1H 7, W1J 0, W1J 5,  
W1J 6, W1J 7, W1J 8, W1J 9,  
SW1A 1, SW1Y 4, SW1Y 5,  
SW1Y 6

**BRANDS THAT  
ADVERTISE INCLUDE:**

Anya Hindmarch	Geo F Trumper
Aspinal of London	Gladstone
Bamford	Grosvenor
Bang & Olufsen	Gieves and Hawkes
Barbados Tourist Authority	Giovanni Raspini
Bonhams	Giuseppe Zanotti
Boucheron	Gulf Stream
Backes & Strauss	Handelsbanken
Brown's Hotel	Harrods
Buccellati	Hastens
Bulthaup	Hawes & Curtis
Burberry	Heathrow VIP
Café Royal	Henry Poole
Calleija	Holly Hunt
Canali	House of Garrard
Cartier	House of Luxury
Catherine Best	Hypnos
Caprice Holdings	Hugo Boss
Chester Barrie	Indian Tourism Board
Chopard	James Purdey & Sons
Coach	Jet Craft
Christie's	Knight Frank
Churches	LAPADA
Cortesi	Lasvit
Creed	Longchamp
Crockett & Jones	Linley
Crown Estate	Liberty
Coutts	Mandarin Oriental
Dorchester	Marina Rinaldi
Duravit	Mauritius Tourism Promotion Authority
Elegant Resorts	Mercedes-Benz
Fenwick	Mikimoto
Fly Victor	Montegrappa
Fortnum & Mason	Mousiaff
Gaziano & Girling	Net Jets
Georg Jensen	New & Lingwood



Nisquesa	Board
Orlebar Brown	Smeg
One & Only	Sotheby's
Osprey	Sotheby's International reality
PAD	Stratstone Jaguar
Pastor Real Estate	Sunseeker
Patek Philippe	Theo Fennell
Poliform	Tory Burch
Porsche	Tornabouni
Pragnells	The World
Princess Yachts	Turnbull & Asser
Rigby & Rigby	Vis a Vis
Rolls Royce	Watches of Mayfair
Ronald Phillips	Wempe
Rossana	West One Bathrooms
Sahrai Carpets	Wetherell
Savills	W Salamoon & Sons
Sea Dream	
Seychelles Tourist	

**MAYFAIR  
TIMES  
-  
SPECIAL  
EDITIONS/  
FEATURES  
FOR 2019**



<b>January</b>	Long-haul / luxury travel focus
<b>February</b>	Sustainability Valentine's gift guide
<b>March</b>	Interiors and property Women in business
<b>April</b>	Bridal / honeymoon destinations Watches and jewellery
<b>May</b>	Mayfair / Manhattan USA special
<b>June</b>	Indian Father's Day gift guide
<b>July</b>	Marylebone Middle East
<b>August</b>	Visitor special Diversity
<b>September</b>	Mayfair / Monaco special
<b>October</b>	Golden Week - Chinese Paris focus Art and Design
<b>November</b>	Russian / CIS focus
<b>December</b>	Technology Jewellery and watches Christmas gift guide

## Testimonials

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

“Mayfair Times has a discerning understanding of the Mayfair scene offering prime lifestyle, culture and luxury contents.”

Laurent Feniou,  
Managing Director,  
Cartier UK

“Mayfair Times is obviously the go-to magazine for everything that happens in Mayfair and St James’s. They really engage with the community, and have been an amazing supporter of Savile Row and London Collections Men. They are a brilliant partner!”

Dylan Jones, Editor, GQ

“I make a point of reading Mayfair Times every month – it is the best source of information for what is happening in Mayfair.”

James Caan, TV “Dragon”,  
Hamilton Bradshaw

“Mayfair Times is a great source of local information and I really enjoy reading it each month.”

Ben Goldsmith, WHEB Ventures

“What I like about Mayfair Times is that it is a local magazine for the local residents and professionals. It’s not trying to be something it’s not; rather, it knows exactly what it is. Its greatest strength and asset lie in its knowledge of the locals, its ability to relate to them and to create true partnership of real value for each party.”

Fred Sirieix,  
former General Manager,  
Galvin at Windows,  
London Hilton on Park Lane

“I’m an enthusiastic reader of the Mayfair Times, not least because it always gives good coverage to what is going on at the Royal Academy. But beyond its coverage of the arts and culture, it’s a source of information about new developments and who’s who.”

Charles Saumarez Smith CBE,  
former Chief Executive,  
Royal Academy of Arts

“Mayfair Times has its finger on the pulse when it comes to what’s happening in Mayfair & St James’s - reflecting the true heartbeat of the area. I enjoy the quality of the read, the interesting interviews and its fantastic coverage of fashion and style.”

David Gandy,  
Model and Entrepreneur

“In recent years Mayfair Times has gone from being a local monthly newspaper into an inspirational and journalistic magazine for both the local and business communities.

Mayfair is about individuals who make a difference. The magazine aptly celebrates this fact and as an advertiser and supporter of the publication we receive a focused response from its readers. Mayfair readers are interested in Mayfair people – there is therefore no better place to advertise Mayfair property.”

Peter Wetherell, Wetherell

“Mayfair Times is an essential read for anyone with an interest in Mayfair – it has served the Mayfair community for 30 years and continues to be a great source of information for those who live in, work in or visit this vibrant area.”

Lord Snowden,  
Chairman, Christie’s UK

“Mayfair Times always has its finger on the pulse and engenders a real sense of community in our vibrant part of London; Selma and her team are a delight to work with too and are very supportive of the local business community.”

Arjun Waney,  
Senior Director and Principal  
Shareholder, The Arts Club

“Mayfair Times is a great, quality magazine, we love it”

Jean-David Malat,  
Director, Opera Gallery

For a number of years we have stayed at the Ritz for either two or three nights each visit and we usually do this at least twice a year; plus we will have an occasional lunch visit during the year. Mayfair Times is a most interesting magazine full of varied articles and we enjoy reading it when staying at the Ritz. We are pleased also that it is available to read online.

Anthony and Tessa Baker

## Mayfair Times and Beyond

After 35 years in the market place Mayfair Times magazine has established real traction and loyalty with its amazing readership. We have evolved very successfully into hosting prestigious events over the last decade across a range of sectors: The Community Awards of Mayfair & St James’s, Mayfair & St James’s Literary Festival, Mayfair Times Watch Club, Mayfair PA plus elite parties for high net worth Chinese, Indian, Middle Eastern, Nigerian and Russian residents in London.

### mayfairPA

Mayfair’s PAs are key influencers of wealthy and powerful businesses and private individuals in Mayfair & St James’s. Publishing Business has created a substantial database of PAs in Mayfair, fine-tuned over many years. In essence we invite them to an event at your boutique/hotel/showroom etc, which we help curate with you and feature in the magazine. We ensure you get the quality and numbers that you are looking for to create an enjoyable, bespoke event, which will bring you more business. There is an established monthly programme of events.

### MayfairPA E marketing

We e market our database at a time of your choosing with a tailored and stylish communication. Open rates on these are high.



Firmly established in the diary of the community of Mayfair & St James’s and now in its fifth year, the Awards evening will once again take place during January 2020. These ensure that the community that binds Mayfair & St James’s together, is recognised, nurtured and celebrated. There will be ten awards, which will be available to sponsor from January 2019. These offer brands the opportunity for an integrated multi platform approach across editorial/advertising/event/sponsorship/social media.

Now in its second year Mayfair Times is helping to inject some heart and soul back into an area whose rich literary history is often overlooked. This will take place over six days in October and will be a series of literary events at various venues throughout Mayfair & St James’s. Tailored sponsorship opportunities are available for this.

## 2019 MEDIA RATES

### Premium

Outside back cover	£3,500
Inside back cover	£2,250
Inside front cover double page spread	£2,950

### Display

Double page spread	£2,750
Full page, right hand in front half	£1,775
Full page	£1,550
Half page	£850
Quarter page	£550

### Special

Advertorial page	£2,050
Advertorial double page spread	£3,600
Loose inserts	£70 per thousand
Tip-ons	£150 per thousand

## 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 editorial endorsement.

## PRODUCTION SPECIFICATIONS

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

DPS – bleed	304 x 470
DPS – trim	298 x 464
Full page – bleed	304 x 238
Full page – trim	298 x 232
Half page horizontal	135 x 211
Half page vertical	276 x 103
Quarter page	135 x 103

### Production

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

## 2019 PUBLISHING DATES

Issue	Copy date	Publication date
<b>Jan</b>	12 Dec	2 Jan
<b>Feb</b>	21 Jan	5 Feb
<b>Mar</b>	18 Feb	5 Mar
<b>Apr</b>	18 Mar	2 Apr
<b>May</b>	23 Apr	8 May
<b>Jun</b>	21 May	4 Jun
<b>Jul</b>	17 Jun	2 Jul
<b>Aug</b>	22 Jul	6 Aug
<b>Sep</b>	19 Aug	3 Sep
<b>Oct</b>	13 Sep	27 Sep
<b>Nov</b>	21 Oct	5 Nov
<b>Dec</b>	11 Nov	26 Nov
<b>Jan 2020</b>	11 Dec	6 Jan

Bespoke premium solutions are available on request including:

- Belly bands
- Sections on special paper
- Gatefolds, front/back/internal
- Spread markers

All rates exclude VAT

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—OUR OTHER TITLES—

