



2020

*Media
Pack*

mayfair times



mayfairPA



mayfairtimes.co.uk





Mayfair Times magazine has been firmly established in the market place for more than 35 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.



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, travel, food and drink, travel, finance, technology, 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.



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.

21,831 copies*

(Audit Bureau of Circulation,
January to December 2018)

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.

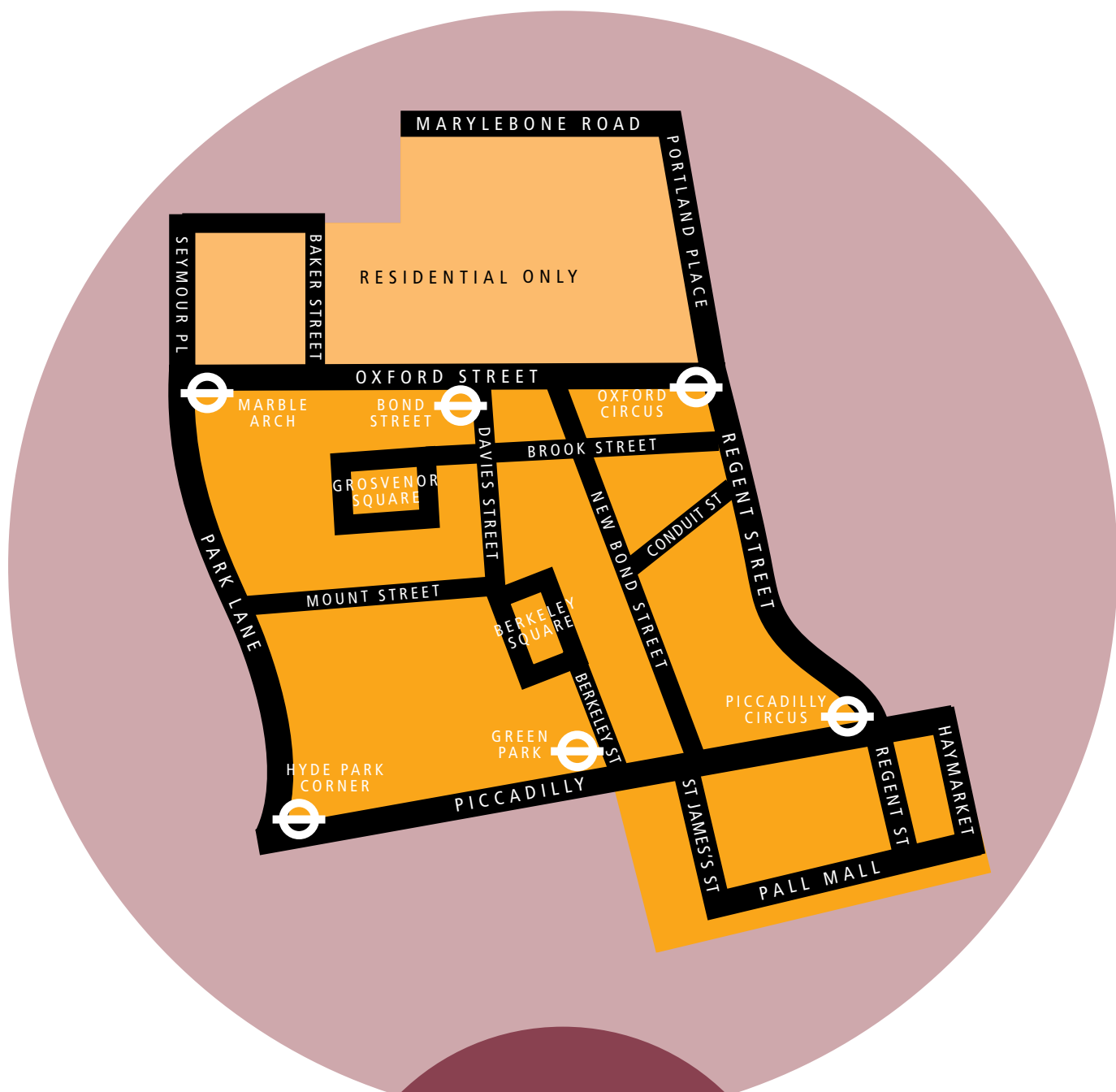
READERSHIP PROFILE

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 boutique, salon, art gallery, 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	Fly Victor
Aspinal of London	Fortnum & Mason
Backes & Strauss	Gaziano & Girling
Bamford	Georg Jensen
Bang & Olufsen	Geo F Trumper
Barbados Tourist Authority	Grosvenor
Beauchamp Estates	Gieves and Hawkes
Bold & Reeves	Giovanni Raspini
Bonhams	Giuseppe Zanotti
Brown's Hotel	Gulf Stream
Bulthaup	Handelsbanken
Burberry	Harrods
Café Royal	Hastens
Calleija	Hawes & Curtis
Canali	Heathrow VIP
Caprice Holdings	Henry Poole
Cartier	House of Garrard
Catherine Best	House of Luxury
Chester Barrie	Hypnos
Chopard	Hugo Boss
Coach	Indian Tourism Board
Conrad Family Office	James Purdey & Sons
Cookson Adventures	Jet Craft
Coutts	JLL
Christie's	Knight Frank
Churches	LAPADA
Cortesi	London Technology Club
Creed	Longchamp
Crockett & Jones	Linley
Crown Estate	Liberty
Cullinan Diamonds	Maddox Gallery
Dorchester	Mandarin Oriental
Duravit	Marina Rinaldi
Elegant Resorts	Mauritius Tourism Promotion Authority
Ettinger	Miripuri Bespoke
Fenwick	



Montegrappa	Savills
Mousiaff	Sea Dream
Net Jets	Seychelles Tourist Board
New & Lingwood	Smeg
Nisquesa	Sobha Realty
Orlebar Brown	Sotheby's
One & Only	Sotheby's International Realty
Osprey	Stratstone Jaguar
PAD	Sunspel
Pastor Real Estate	Theo Fennell
Patek Philippe	Tory Burch
Poliform	Tornabouni
Porsche	The World
Pragnell	Turnbull & Asser
Princess Yachts	Watches of Mayfair
Rolls Royce	Wempe
Ronald Phillips	West One Bathrooms
Rossana	Wetherell
Sahrai Carpets	

**MAYFAIR
TIMES
—
SPECIAL
EDITIONS/
FEATURES
FOR
2020**



<i>January</i>	Luxury travel focus
<i>February</i>	Business travel Interiors and property
<i>March</i>	Dubai special
<i>April</i>	Bridal / honeymoon destinations
<i>May</i>	Millennial Wellness
<i>June</i>	Indian Father's Day gift guide
<i>July</i>	Middle East
<i>August</i>	Visitor special
<i>September</i>	Mayfair / Monaco special
<i>October</i>	Mayfair & St James's Literary Festival Art and Design
<i>November</i>	American
<i>December</i>	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



“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



“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 a great, quality magazine, we love it”

Jean-David Malat,
Director, Opera Gallery



“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



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 PA plus elite parties for high net worth Chinese, Indian, Middle Eastern 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 generate more business for you. 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 sixth year, the Awards evening will once again take place during January 2021. 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 2020. These offer brands the opportunity for an integrated multi platform approach across editorial/advertising/event/sponsorship/social media. Separate booklet available.



Now in its third 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 one week at the end of October/November and will be a series of literary events at various venues throughout Mayfair & St James's. Tailored sponsorship opportunities are available for this. There were 25 events in 2019. Separate booklet available.

2020 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, horizontal	£850

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.

2020 PUBLISHING DATES

Issue	Copy date	Publication date
Jan	11 Dec	6 Jan
Feb	20 Jan	4 Feb
Mar	17 Feb	3 Mar
Apr	16 Mar	13 Mar
May	20 Apr	5 May
Jun	18 May	2 Jun
Jul	22 Jun	7 Jul
Aug	20 Jul	4 Aug
Sep	17 Aug	2 Sep
Oct	14 Sep	29 Sep
Nov	19 Oct	3 Nov
Dec	16 Nov	1 Dec
Jan 2021	10 Dec	5 Jan

Bespoke premium solutions are available on request including:

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

All rates exclude VAT

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

Production

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

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—OUR OTHER TITLES—

