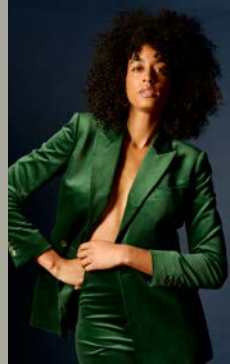
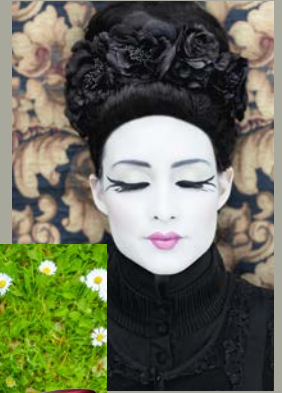


SLOANE SQUARE

MEDIA PACK
2020





SLOANE SQUARE



Chelsea is London's most stylish area: including one of the world's most iconic luxury shopping streets, Sloane Street, and the historic cultural icon that is King's Road.

But Chelsea is so much more than its shopping. Unlike other recognised retail areas, it has a strong bond with the people who actually live there – the residents of Chelsea support their local stores, boutiques, restaurants and cultural offerings.

Sloane Square is their magazine.

RELEVANT EDITORIAL

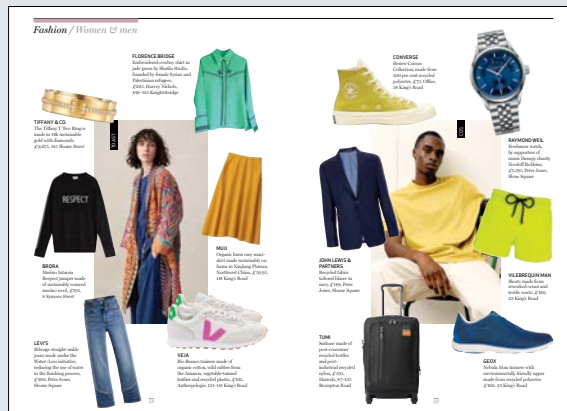
Our mission, always, is to be relevant to our readers, so we write only about what goes on within the Chelsea area.

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

We write about local news and events – real stories about real people working, living in and visiting London's most elegant borough. Topics include art, antiques, culture, fashion, history, food, beauty and shopping.

Sloane Square magazine is perfect-bound and printed in the stylish stretched A5 format on substantial matt coated stock with a matt laminated cover.

Its user-friendly, portable size ensures frequent usage and a long shelf life.



Fashion / Really Wild

ELKANE SQUARE / MAY 2013



REALLY WILD IS THE COUNTRY-CHIC FASHION BRAND NOW IN ELKANE SQUARE. CALY'S QUIRREY TALKS TO ITS FOUNDER, NATALIE LAKE



Why did you pick Elkane for the main store?
Elkane was meant to be a shopping destination for the whole of the South. It's the kind of community with the heart of a hub. One evening, I was in the office of the Mayor, Nicky Manning. He said, "You've got to go and see the real estate in town. You've got to see the potential to make the town a place that's a great place to live."

What are your future plans for Elkane?
We're in a great position to see the potential of the town. We're in a great position to see the potential of the town. We're in a great position to see the potential of the town.



What's the most interesting thing you've learned about the town?
The most interesting thing I've learned about the town is that it's a place where people are really into their community. They're really into their community. They're really into their community.

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Social / People



CHELSEA SUMMER FETE
DANCE OF THE SQUARE

The event was a great success, with a lot of people attending. The event was a great success, with a lot of people attending. The event was a great success, with a lot of people attending.



WOMEN IN LEADERSHIP

The event was a great success, with a lot of people attending. The event was a great success, with a lot of people attending. The event was a great success, with a lot of people attending.



IVY SUMMER PARTY

The event was a great success, with a lot of people attending. The event was a great success, with a lot of people attending. The event was a great success, with a lot of people attending.

A LOYAL READERSHIP

Sloane Square magazine is published on behalf of Cadogan – the founder of modern Chelsea – and has been delighting its loyal readers for over 17 years.

Our 75,000-strong readership are the people who own, run, work in and visit, Chelsea and neighbouring areas.

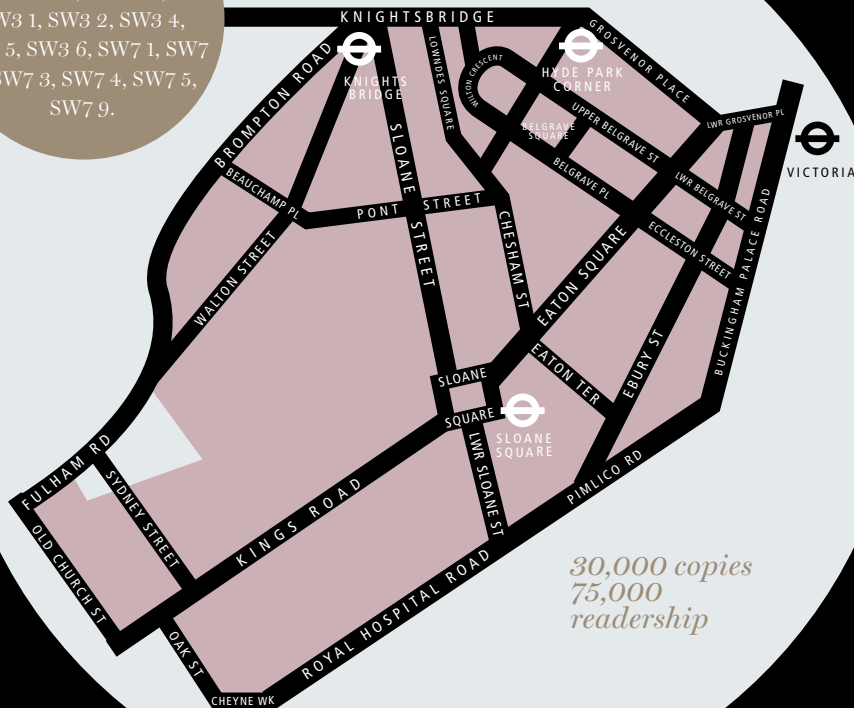
The magazine is dedicated to covering news and events in one of the UK's wealthiest districts.

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 area, which has been fine-tuned over many years.

SW10 0,
SW10 9, SW1W 0,
SW1W 8, SW1X 9,
SW3 1, SW3 2, SW3 4,
SW3 5, SW3 6, SW7 1, SW7
2, SW7 3, SW7 4, SW7 5,
SW7 9.



*30,000 copies
75,000
readership*

Sloane Square magazine provides the perfect vehicle to promote high-quality brands, products and services to an affluent, discerning and sophisticated community.

For businesses and brands, 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 visitors from the UK and around the globe.

Sloane Square magazine is published bimonthly and delivered to homes, hotel rooms, clubs, offices, shops, boutiques, restaurants and bars throughout Chelsea, Knightsbridge and Belgravia.

Copies are also readily available at the Saatchi Gallery and Peter Jones.

October 2019 the first Chelsea Awards took place. A new initiative in Chelsea they ensured that the community that binds Chelsea is nurtured and celebrated. There are seven awards which are individually sponsored and headline sponsorship opportunities are available too.

Publishing Business also create and host the annual Community Awards of Mayfair and St James's, Mayfair and St James's Literary Festival and the Belgravia Awards.

Sloane Square magazine raises a brand's profile and awareness, generates key sales (through profitable footfall), and provides a competitive edge. It also drives visitor traffic to a brand's website to gain further information and make a purchase.

FACTS & FIGURES

£3 billion

Generated for the borough by visitors, with shopping making up 48 per cent, or £1.5 billion, of all expenditure.

RBKC Study of the Visitor Economy



£4,402,963

Average property price for semi detached in Kensington and Chelsea
Zoopla August 2018



15 million

15 million visitors to Harrods each year

7.7 nights

The average length of stay for overseas visitors in the borough.

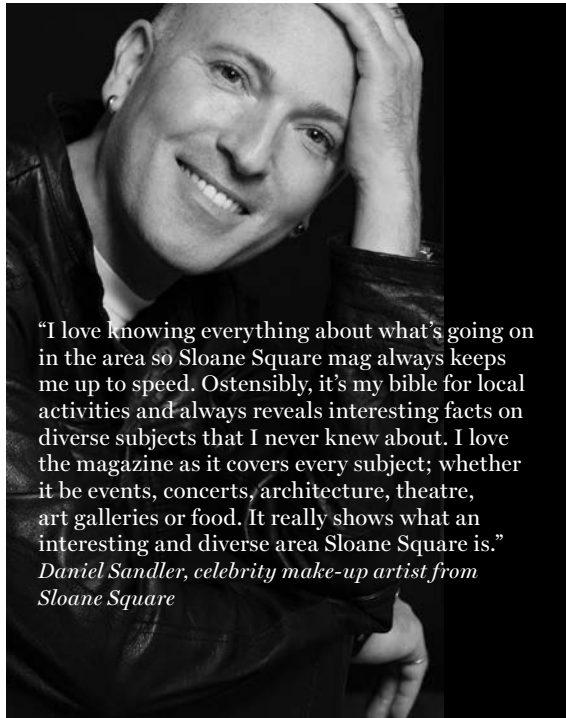
RBKC Study of the Visitor Economy



18,000

Approximate number of businesses in the area
RBK&C

TESTIMONIALS



"I love knowing everything about what's going on in the area so Sloane Square mag always keeps me up to speed. Ostensibly, it's my bible for local activities and always reveals interesting facts on diverse subjects that I never knew about. I love the magazine as it covers every subject; whether it be events, concerts, architecture, theatre, art galleries or food. It really shows what an interesting and diverse area Sloane Square is."

Daniel Sandler, celebrity make-up artist from Sloane Square



"This luxury magazine brings a real community feel to people in Kensington and Chelsea. It offers great ideas and things to do in the local area. We are proud to work with such a great publication and be one of the distribution points of the magazine which makes it accessible to many residents".

*Tony Wheeler, manager,
Peter Jones*

"Sloane Square magazine carefully handpicks valuable contents for its readers who live in and love the Sloane Square area. It is always filled with insightful articles about the most interesting cultural and lifestyle happenings in the area."

*Laurent Feniou, managing
director Cartier UK*



ADVERTISEMENT RATES

Premium

Outside back cover	£2,200
Inside front cover	£1,800
Inside back cover	£1,650
Inside front cover double page spread	£2,600

Display

Double page spread	£2,000
Right hand, front half	£1,500
Full page	£1,300
Half page	£715

Special

Advertorial page	£2,050
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
All rates exclude VAT*

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.

Additionally, we grant vetting rights and the potential to use copy and images elsewhere.

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

PUBLICATION DATES 2020

2020 Issue	Copy date	Publication date
Jan	19 Dec	11 Jan
Mar	21 Feb	7 Mar
May	17 Apr	2 May
Jul	26 Jun	11 Jul
Sep	21 Aug	5 Sep
Nov	23 Oct	7 Nov

PRODUCTION DATA

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

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