

MEDIA
PACK
2020



Victoria
LONDON STAR'S HERE

Victoria is changing.

Over the past decade this area has seen much investment with substantial development taking place. It has become a key destination in its own right with modern office space, architecturally spectacular homes, designer fashion boutiques and a host of new restaurants.

It has become a very vibrant area, now welcoming a variety of new businesses to the district.

Victoria magazine, launched in 2014, is published quarterly as a key initiative for Victoria's Business Improvement District (BID)

Our readers include the people who own, run, work in, live in and visit Victoria and the surrounding area.



EDITORIAL

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

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

Our journalists write in-depth about local news and events and real stories about real people, while our stylish lifestyle features include culture, food and drink, fashion, property and

business. The transformative journey of Victoria has provided us with the most interesting of stories.

Our dedicated team of journalists and designers are the same team who also produce Mayfair Times, Belgravia, and Sloane Square magazine.

Victoria magazine is perfect-bound and printed in the stylish stretched A5 format on heavy, high-quality silk stock with a matt laminated cover. Its user-friendly, portable size ensures frequent usage and a long shelf life.



READERSHIP PROFILE



Victoria magazine is published quarterly and provides the perfect vehicle to promote brands, property, products and services to a discerning local residential and business 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 Victoria magazine drives profitable footfall into the local shops, stores, restaurants, hotels, property agents and theatres 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 glean further information and make a purchase.

Circulation and distribution

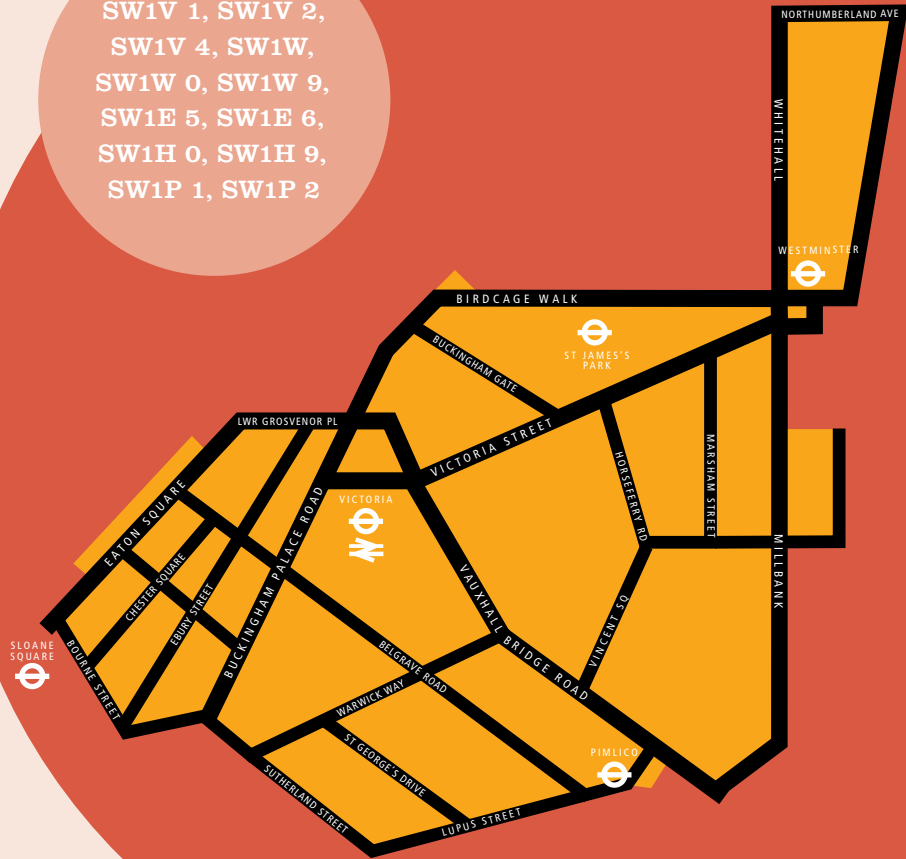
Victoria magazine is published quarterly and delivered to homes, hotel rooms, offices, shops, restaurants and bars throughout the Victoria area and the affluent areas on the periphery such as South Belgravia, Vincent Square, Whitehall and Pimlico.

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 designated area.

25,000 copies
62,000 readership

SW1V 1, SW1V 2,
SW1V 4, SW1W,
SW1W 0, SW1W 9,
SW1E 5, SW1E 6,
SW1H 0, SW1H 9,
SW1P 1, SW1P 2



Testimonials

“Our relationship with Jonathan and the team at Victoria Magazine goes back three years now and we have consistently found that its quality editorial and regional appeal is an asset to Victoria as both a business district and shopping destination. The focus on the arts, local business networks and the individuals who so enrich our community have given Victoria Magazine its credibility.”

**Fiona Barratt-Campbell,
Fiona Barratt Interiors**

“As a restaurant owner in the area, it’s reassuring to know that there is a local publication supporting and promoting the community. We always look forward to reading the magazine!”

Ranald Macdonald, Boisdale

“Victoria magazine is one of my favourite publications. It’s extremely well written by friendly, approachable journalists and is filled with beautiful images. Every time I read an issue, I walk away feeling so much more knowledgeable about my local community!”

**Baroness Soujâtâ Devaris,
resident**

Media Rates

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 editorial endorsement.

Please note we will always consider ideas for joint Victoria London starts here magazine/client promotions.

Premium

Outside back cover	£1,500
Inside front cover	£1,200
Inside back cover	£1,000
Inside front cover double page spread	£1,955

Display

Double page spread	£1,700
Full page	£950
Half page	£520

Special

Advertorial page	£1,150
Advertorial double page spread	£2,000
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
20% on two insertions, 30% on four insertions
BID members receive a further 20% discount
All rates exclude VAT

2020 Publishing Dates and Specifications

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Issue	Copy date	Publication date
Spring	25 Feb	11 Mar
Summer	26 May	10 Jun
Autumn	25 Aug	9 Sep
Winter	27 Oct	11 Nov

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



Victoria

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