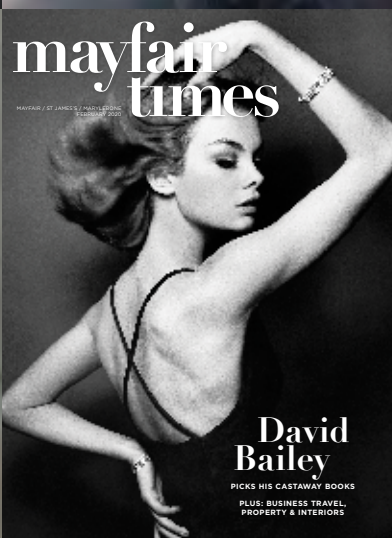


# 2021

MEDIA PACK

# mayfair times



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





## WHY MAYFAIR TIMES?

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

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

Much more than just a magazine, Mayfair Times facilitates important lasting connections and is actually read by UHNW individuals.

Local relevance is a key driver in creating engagement – the content means something to our readers. It is not empty luxury.

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 concentrate on what goes on within the boundaries of Mayfair, St James's and Marylebone. 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. And our regular features cover art, culture, fashion, travel, food and drink, travel, money, technology, interiors, business and property.

Mayfair Times is about individuals who make a difference. 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 is independently audited by the Audit Bureau of Circulations.



# DISTRIBUTION

Every month, Mayfair Times is delivered to 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.

We use the 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.

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, targeting: First and Business-Class lounges, family wealth offices, serviced apartments, private jet companies, heliports and VIP lounges.

During the Covid-19 pandemic, the circulation has not diminished. Any reduction in office and hotel distribution has been balanced by the addition of affluent homes in neighbouring Belgravia, Knightsbridge and Fitzrovia.

21,294 copies  
(Audit Bureau of Circulations,  
January to December 2019)  
80,000 readership

# READERSHIP PROFILE

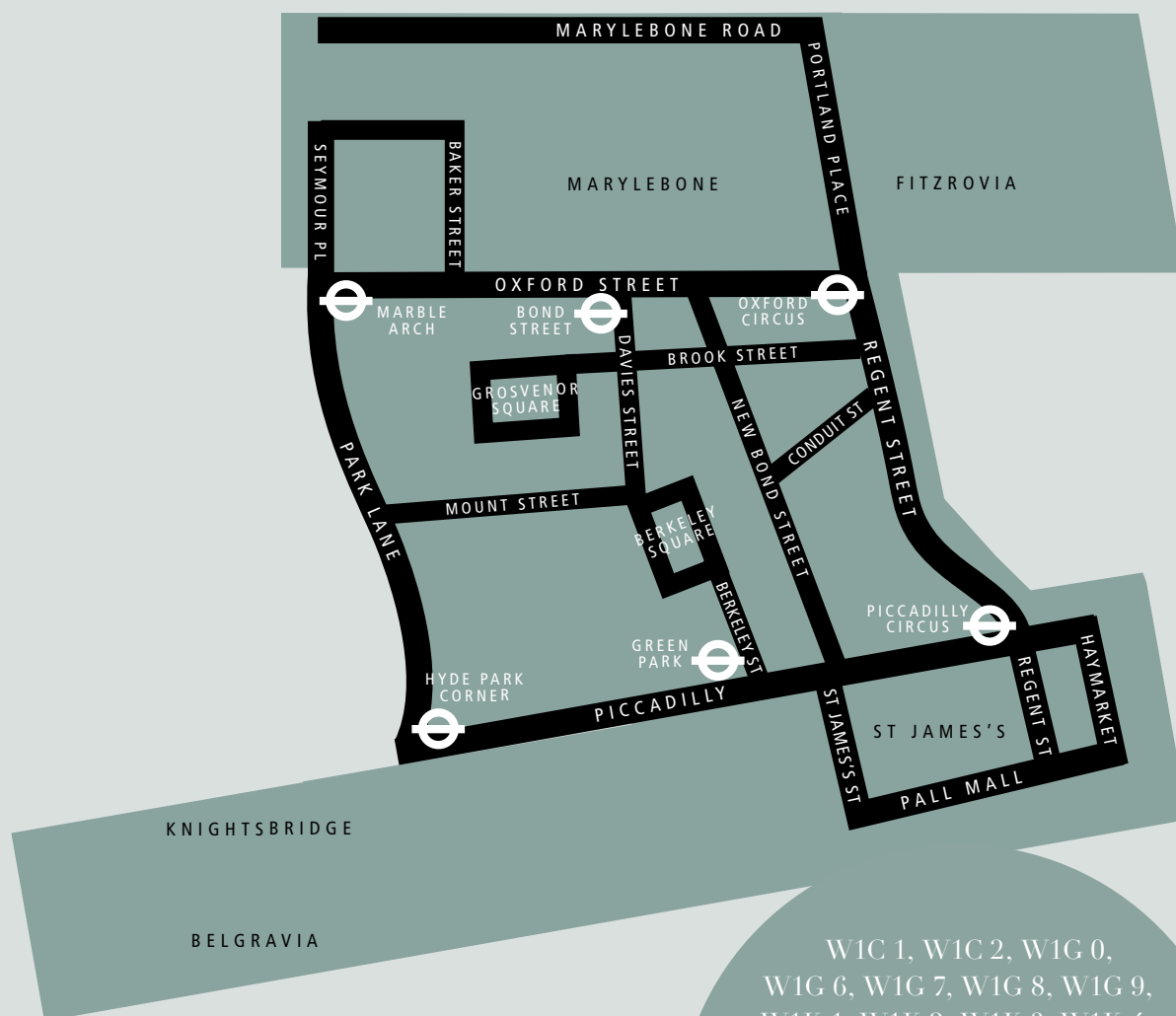
Mayfair Times provides the perfect vehicle to promote high-quality, luxury brands, products and services to a very affluent, discerning and cultured community.

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 30 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

**A CONSTANT  
DIGITAL  
PRESENCE**  
MAYFAIRTIMES.CO.UK

**SUBSCRIBERS'  
NEWSLETTER**  
Your piece links to your advertorial  
story for 2 months  
£500

**LEADERBOARD**  
Pride of place on the Mayfair Times  
website for one month  
970 x 260 PX  
£300

**FEATURE ON CAROUSEL**  
Your splash story also works as a link  
to your story on the Mayfair Times  
website and to your website  
£600

# ADVERTISERS INCLUDE

Anya Hindmarch  
 Aspinal of London  
 Backes & Strauss  
 Bahamas Tourist  
 Authority  
 Bamford  
 Bang & Olufsen  
 Barbados Tourist  
 Authority  
 Beauchamp Estates  
 Bold & Reeves  
 Bonhams  
 Brown's Hotel  
 Bulthaup  
 Burberry  
 Café Royal  
 Calleija  
 Canali  
 Caprice Holdings  
 Cartier  
 Catherine Best  
 Chester Barrie  
 Chopard  
 Christie's  
 Churches  
 Coach  
 Conrad Family Office  
 Cookson Adventures  
 Cortesi  
 Coutts  
 Creed  
 Crockett & Jones  
 The Crown Estate  
 Cullinan Diamonds  
 The Dorchester  
 Duravit  
 Elegant Resorts  
 Ettinger  
 Falkland Islands  
 Tourist Board  
 Fenwick  
 Fly Victor

Fortnum & Mason  
 Gaziano & Girling  
 Genting Casinos  
 Georg Jensen  
 Gieves & Hawkes  
 Giovanni Raspini  
 Giuseppe Zanotti  
 Grosvenor  
 Gulfstream  
 Aerospace  
 Handelsbanken  
 Harrods  
 Hastens  
 Hawes & Curtis  
 Heathrow VIP  
 Henry Poole  
 House of Garrard  
 Hugo Boss  
 Hypnos  
 Indian Tourism  
 Board

James Purdey & Sons  
 Jetcraft  
 Jet Logic  
 JLL  
 Knight Frank  
 Lanserhof  
 LAPADA  
 London Technology  
 Club  
 Longchamp  
 Liberty  
 Linley  
 Maddox Gallery  
 Mandarin Oriental  
 Marina Rinaldi  
 Mauritius Tourism  
 Promotion Authority  
 Miripuri Bespoke  
 Montague Real Estate  
 Montegrappa  
 Moussaieff  
 Neill Strain

NetJets  
 New & Lingwood  
 Nobu  
 Orlebar Brown  
 One&Only  
 Osprey  
 PAD  
 Pastor Real Estate  
 Patek Philippe  
 Philippines  
 Department of  
 Tourism  
 Poliform  
 Porsche  
 Pragnell  
 Princess Yachts  
 Rigby & Rigby  
 Rolex  
 Rolls Royce  
 Ronald Phillips  
 Sahrai Carpets  
 Savills  
 SeaDream  
 Seychelles Tourist  
 Board  
 Smeg  
 Sobha Realty  
 Soneva Fushi  
 Sotheby's  
 Standard Chartered  
 Stratstone Jaguar  
 Sunspel  
 Theo Fennell  
 The World  
 Tornabuoni  
 Tory Burch  
 Geo F Trumper  
 Turnbull & Asser  
 Watches of Mayfair  
 Wempe  
 West One Bathrooms  
 Wetherell





# SPECIAL EDITIONS & FEATURES 2021



- January 2021    Luxury long-haul travel
- February    Interiors / country property special
- March    Dubai special
- April    Bridal / honeymoons
- May    Watches / technology / interiors
- June    Wealth advisors & alternative investments
- July    Aviation    Middle Eastern special
- August    Schools special
- September    Monaco plus interiors special
- October    Philanthropy / Mayfair & St James's Literary Festival
- November    Indian / South Asian special
- December    Christmas gift guide / jewellery, watches & romantic travel destinations
- January 2022    Luxury long-haul travel
- February    Interiors / country property special
- March    Dubai special

# TESTIMONIALS

What our readers and advertisers say

“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

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

Lord Snowdon,  
Chairman, Christie’s UK

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

Ben Goldsmith, WHEB  
Ventures

“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

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

“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 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

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,  
Television personality:  
Remarkable Places to Eat;  
First Dates

“What I like about Mayfair Times is that it is a local magazine for the local residents and professionals.

“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 AND BEYOND

After 35 years in the market Mayfair Times 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, the Mayfair & St James's Literary Festival, Mayfair PA plus elite parties for high net worth Chinese, Indian, Middle Eastern and Russian residents in London.



Firmly established in the diary of the community of Mayfair & St James's, the Community Awards will take place in January 2022. The awards 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 2021.

These offer brands the opportunity for an integrated multi-platform approach across editorial/advertising/event/sponsorship/social media.

Please ask for our separate information sheet.



Our community of 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 and around 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 are high.



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.

Please ask for our separate information sheet.

# 2021 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
Gift Guides	
Valentine's, Father's Day, Christmas	£500 per entry

## 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.

# 2021 PUBLISHING DATES

Issue	Copy date	Publication date
Jan	10 Dec	5 Jan
Feb	18 Jan	2 Feb
Mar	15 Feb	2 Mar
Apr	22 Mar	7 Apr
May	19 Apr	4 May
Jun	17 May	1 Jun
Jul	21 Jun	6 Jul
Aug	19 Jul	3 Aug
Sep	13 Aug	7 Sep
Oct	20 Sep	5 Oct
Nov	18 Oct	2 Nov
Dec	15 Nov	30 Nov
Jan 2022	13 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

