

2023

MEDIA PACK

mayfair times





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 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, sustainability, travel, finance, 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.

WHY MAYFAIR TIMES?

Mayfair Times has been firmly established in the market for more than 37 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.



DISTRIBUTION

Every month, Mayfair Times is delivered to homes, 5-star hotel rooms, offices, private members' clubs, shops, restaurants and bars in Mayfair, Marylebone and St James's. We provide a saturation circulation 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, Marylebone 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 offices, serviced apartments, private jet companies, heliports and VIP lounges and events such as Art Dubai and the Monaco Yacht Show.

There is also distribution to affluent homes in neighbouring Belgravia, Knightsbridge and Fitzrovia.

20,440 copies
(Audit Bureau of Circulations,
January to December 2021)
Over 100,000 readership

READERSHIP PROFILE

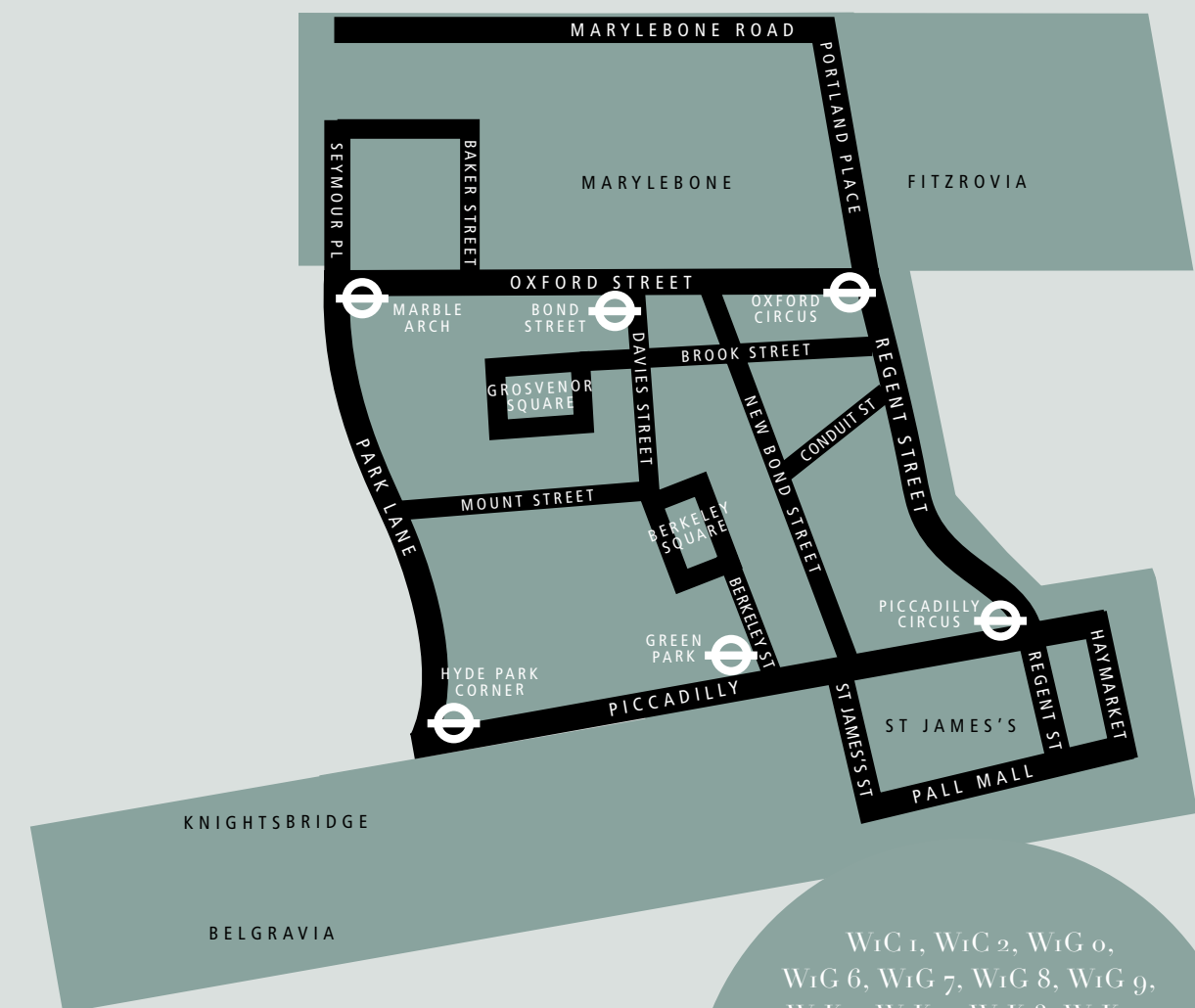
Mayfair Times provides the perfect vehicle to promote high-quality, luxury brands, products and services to a very affluent, discerning and cultured community.

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 and public spaces of more than

40 hotels in Mayfair, Marylebone 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.



A CONSTANT DIGITAL PRESENCE

MAYFAIRTIMES.CO.UK

The Mayfair Times website delivers an international audience built from regular readers of the magazine and people that have an interest in the area or in the themes that the magazine explores.

SUBSCRIBERS' NEWSLETTER

Your piece links to your promotional story which remains on the website for 6 months
£1,000

LEADERBOARD

Pride of place on the Mayfair Times website for one month
£500

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

RECENT ADVERTISERS
INCLUDE

Anya Hindmarch
Aspinal of London
Backes & Strauss
Bahamas Tourist
Authority
Bamford
Bang & Olufsen
Barbados Tourist
Authority
Beauchamp Estates
Bold & Reeves
Bonhams
Brioni
Brown’s Hotel
Bulthaup
Burberry
Café Royal
Calleija
Canali
Caprice Holdings
Cartier
Catherine Best
Chester Barrie
Chesterton
Chopard
Christie’s
Churches
Clive Christian
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

Fawaz Gruosi
Fenwick
Flemings hotel
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
The May Fair hotel
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 Dept
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
Sunseeker
Sunspel
Theo Fennell
Tornabuoni
Tory Burch
Geo F Trumper
Turnbull & Asser
Watches of Mayfair
Wempe
West One Bathrooms
Wetherell



SPECIAL
EDITIONS
&
FEATURES

2023



- January Long-haul travel / wellness focus
- February Miami / branded residences/
Valentine’s gift guide
- March Dubai and the UAE /
yachting destinations
- April Italian special / interiors
- May Sustainability
- June Indian / South Asian special/
Father’s Day gift guide
- July Middle Eastern edition
- August Schools’ special
- September Monaco issue
- October Art and design
- November Technology / international property
- December Christmas gift guide /
watches and jewellery
- January 2024 Long-haul travel / wellness focus
- February Miami / branded residences/
Valentine’s gift guide
- March Dubai and the UAE /
yachting destinations



TESTIMONIALS

What our readers and advertisers say

“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

“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 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 consistently highlights the welcoming spirit of St. James’s and Mayfair... it’s a large and valued part of this precious community spirit.”

Stephen Fry

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 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 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

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

“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,
Former editor, GQ

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

Jean-David Malat,
Director, Opera Gallery

MAYFAIR TIMES AND BEYOND

After 37 years in the market Mayfair Times has established real traction and loyalty with its amazing readership. It has evolved very successfully into hosting prestigious events across a range of sectors: The Mayfair Times Community Awards, the Mayfair & St James’s Literary Festival, Mayfair PA plus elite parties for high net worth Indian, Middle Eastern and other affluent residents in London.



Firmly established in the diary of the community of Mayfair, Marylebone & St James’s, the Community Awards takes place in January. The awards ensure that the community that binds Mayfair, Marylebone & St James’s together, is recognised, nurtured and celebrated. At least ten awards are available to sponsor. These sponsorships offer brands the opportunity for an integrated multi-platform approach across editorial/advertising/event/ sponsorship/social media. Please ask for further details.

mayfairPA

Our community of PAs are key influencers of wealthy and powerful businesses and private individuals in London’s central area. 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 during 2023 and will be a series of literary events at various venues throughout Mayfair and surrounding areas. Tailored sponsorship opportunities are available for this.

Please ask for details.

2023 MEDIA RATES

| | | |
|---------------------------------------|-------------------|--------|
| PREMIUM | | |
| Outside back cover | | £4,200 |
| Inside back cover | | £2,700 |
| Inside front cover double page spread | | £3,550 |
| DISPLAY | | |
| Double page spread | | £3,300 |
| Full page, right hand in front half | | £2,150 |
| Full page | | £1,850 |
| Half page, horizontal | | £1,000 |
| SPECIAL | | |
| Advertorial page | | £2,450 |
| Advertorial double page spread | | £4,300 |
| Loose inserts | £85 per thousand | |
| Tip-ons | £180 per thousand | |
| Gift Guides | | |
| Valentine’s, Father’s Day, Christmas | £600 per entry | |

2023 PUBLISHING DATES

| Issue | Copy date | Publication date |
|----------|-----------|------------------|
| Jan | 12 Dec | 4 Jan |
| Feb | 16 Jan | 31 Jan |
| Mar | 13 Feb | 28 Feb |
| Apr | 20 Mar | 4 Apr |
| May | 18 Apr | 3 May |
| Jun | 12 May | 6 Jun |
| Jul | 19 Jun | 4 Jul |
| Aug | 17 Jul | 1 Aug |
| Sep | 21 Aug | 5 Sep |
| Oct | 18 Sep | 3 Oct |
| Nov | 16 Oct | 31 Oct |
| Dec | 13 Nov | 28 Nov |
| Jan 2024 | 11 Dec | 3 Jan |

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.

Bespoke premium solutions are available on request including:

- Cover wraps
- Gatefolds, front/back/internal
- Sections on special paper
- Gatefolds, front/back/internal

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 |
| Half page vertical | | 265 x 99 |

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

