

# 2025 MEDIA PACK

# mayfair times





## WHY MAYFAIR TIMES?

Mayfair Times has been firmly established in the market for over 40 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 and other targeted areas on the periphery such as Belgravia and Knightsbridge.

They are some of the wealthiest people, not just in the UK, but in the world.

# AUTHENTICITY AND AFFLUENCE

Our mission is to be relevant to our core readership, so there is a concentration on what goes on within the boundaries of Mayfair, St James's and Marylebone. Editorial is tailored to this super wealthy, super influential and discerning group – the people who spend their money locally providing inspiring, intelligent and relevant content every month.

Our journalists write in depth about local news and events – real stories about real people. Our regular features cover art, culture, fashion, travel, food & drink, sustainability, health & wellness, finance, technology, interiors, business and property.

However, with such a cosmopolitan readership, we also devote space to locations worldwide

and create regular issues and features that focus on places such as Monaco and Dubai and will continue as different destinations emerge, as will our yearly independent schools issue.

Mayfair Times is about individuals who make a difference. The area comprises the highest concentration of philanthropists in the UK and perhaps the world – and we reflect this through interviews and features in our monthly philanthropy section.

Always topical, stylish and aspirational, Mayfair Times delivers to readers and advertisers alike by really engaging with this important community. It is the only magazine dedicated to the area and is independently audited by the Audit Bureau of Circulations.



# DISTRIBUTION

Every month, Mayfair Times is delivered to homes, five-star hotel rooms and suites, 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.

State-of-the-art Geoplan mapping and social demographic system, Tactician, is used 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 our international-themed editions, targeting first, business-class and VIP lounges, family offices, serviced apartments, hotels, private jet companies, heliports as well as events such as Art Dubai, the Dubai International Boat Show and the Monaco Yacht Show.

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

21,258 copies  
(Audit Bureau of Circulations,  
January to December 2023)

Over 120,000 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 who have an interest in the area or in the themes that the magazine explores.

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

## SUBSCRIBERS' NEWSLETTER

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

## LEADERBOARD

Pride of place on the Mayfair Times website for one month  
£600

# RECENT ADVERTISERS AND SPONSORS INCLUDE

Away Holidays	Creed	Hampden & Co Private Bank	Maddox Gallery	Philippines Dept of Tourism
Anya Hindmarch	Crockett & Jones	Handelsbanken	Mandarin Oriental	Poggenpohl
Aspinal of London	Cullinan Diamonds	Harrods Estates	Marina Rinaldi	Poliform
Backes & Strauss	The Dorchester	Hawes & Curtis	Mauritius Tourism Promotion Authority	Porsche
Bahamas Tourist Authority	Dukes hotel	Heathrow VIP	Maybourne Group	Pragnell
Bamford	Duravit	Henry Poole	The May Fair hotel	Princess Yachts
Bang & Olufsen	Ettinger	House of Garrard	Miripuri Bespoke	Quintessentially
Barbados Tourist Authority	Falkland Islands Tourist Board	Hugo Boss	Montblanc	Rigby & Rigby
Beauchamp Estates	Flemings hotel	Hurtwood House	Montegrappa	The Ritz
Benenden School	Fly Victor	Indian Tourism Board	Moussaieff	Roedean School
Bentley	Fortnum & Mason	James Purdey & Sons	Neill Strain	Rolex
Beretta	Gaziano & Girling	Jetcraft	NetJets	Rolls Royce
Bold & Reeves	Genting Casinos	Jet Logic	New & Lingwood	Ronald Phillips
Bonhams	Georg Jensen	JLL	Nobu	The Rosewood Chancery
Breitling	Gieves & Hawkes	Knight Frank	Oliver Bernard	Savills
Brioni	Giovanni Raspini	Lanserhof	Orlebar Brown	SeaDream
Brown's Hotel	Giuseppe Zanotti	LAPADA	One&Only	Seychelles Tourist Board
Bulthaup	Grosvenor	London Technology Club	Osprey	Smeg
Burberry	Gulfstream Aerospace	Longchamp	Patek Philippe	Sobha Realty
Café Royal		Liberty		Soneva Fushi
Calleija				Sotheby's International Realty
Canali				Standard Chartered
Caprice Holdings				Stratstone
Cartier				Land Rover
Catherine Best				Sunseeker
Cheltenham Ladies' College				Sunspel
Chester Barrie				Technogym
Chesterton				Theo Fennell
Chopard				Tonbridge School
Christie's				Tornabuoni
Churches				Tory Burch
Cleveland Clinic				Geo F Trumper
Clive Christian				Turnbull & Asser
Conrad Family Office				Watches of Switzerland
Cookson Adventures				Wempe
Cortesi				Wetherell
Coutts				The World



# SPECIAL EDITIONS & FEATURES

2025



- January Travel special /health & wellness focus
- February Mayfair meets Miami, Valentine's gift guide
- March Philanthropy, charity giving guide
- April Dubai and UAE
- May Weddings & honeymoons
- June Saudi Arabia  
Father's Day gift guide
- July Interiors, bathrooms and kitchens focus
- August Independent schools' special
- September Mayfair meets Monaco
- October Indian & south Asian issue
- November Watches and jewellery
- December Christmas gift guide,  
charity giving guide
- January 2026 Travel special /health & wellness focus
- February Dubai and the UAE  
Valentine's gift guide
- March Philanthropy, charity giving guide

# 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

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 40 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

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 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 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-in-chief,  
Evening Standard,  
former editor, GQ

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

Jean-David Malat,  
Director, Opera Gallery



# MAYFAIR TIMES AND BEYOND

For over 40 years 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 Times 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 Mayfair Times Community Awards take place in January every year. The awards ensure that the community that binds Mayfair, Marylebone & St James's together, is recognised, nurtured and celebrated. Fourteen awards are available to sponsor. Sponsorship offers brands the opportunity for an integrated multi-platform approach across editorial/advertising/event/sponsorship/social media. Please ask for further details.



Our community of PAs are key influencers of wealthy and powerful businesses and private individuals in central London. 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.

Taking place during 2025 there will be a series of literary events at various venues throughout Mayfair, Chelsea, St James's, Marylebone and Belgravia. Tailored sponsorship opportunities are available for this.

Please ask for details.

# 2025 MEDIA RATES

## PREMIUM

Outside back cover	£4,500
Inside back cover	£2,900
Inside front cover double page spread	£3,750

## DISPLAY

Double page spread	£3,500
Full page, right hand in front half	£2,350
Full page	£2,000
Half page, horizontal	£1,100

## SPECIAL

Advertorial page	£2,650
Advertorial double page spread	£4,400
Loose inserts	£95 per thousand
Tip-ons	£230 per thousand
Gift Guides	
Valentine's, Father's Day, Christmas	£600 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.

# 2025 PUBLISHING DATES

Issue	Copy date	Publication date
Jan	13 Dec	6 Jan
Feb	21 Jan	4 Feb
Mar	18 Feb	4 Mar
Apr	18 Mar	1 Apr
May	22 Apr	7 May
Jun	20 May	3 Jun
Jul	16 Jun	1 Jul
Aug	21 Jul	5 Aug
Sep	18 Aug	2 Sep
Oct	15 Sep	30 Sep
Nov	20 Oct	4 Nov
Dec	17 Nov	2 Dec
Jan 2026	16 Dec	6 Jan

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

## CONTACT

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# OUR OTHER TITLES

