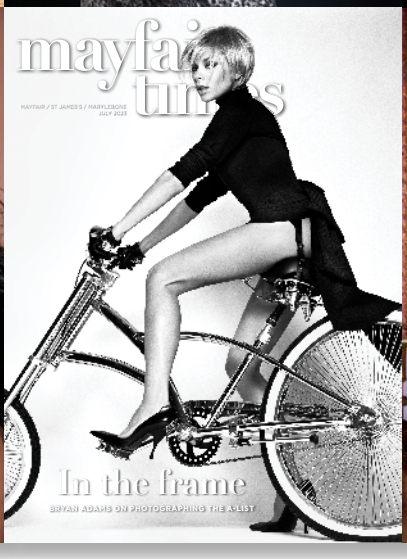
2026
MEDIA PACK

mayfair times



mayfairtimes.co.uk

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 relevence 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.

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 and South Asian focused edition.

Mayfair Times is about individuals who make a difference. The area comprises the highest concentration of philanthropists in the UK 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.

21,408 copies
(Audit Bureau of Circulations, January to December 2024

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.

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

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.

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

SPECIAL EDITIONS & FEATURES

2026

January	Long-haul travel special /health & wellness focus
February	Philanthropy, charity giving guide, Valentine's gift guide
March	Miami and cruise special, Mother's Day gift guide
April	Dubai and UAE
May	Weddings, honeymoons and jewellery
June	Men's special and Father's Day gift guide
July	Middle East and Saudi focus
August	Independent schools' and family special
September	Mayfair meets Monaco, Monaco Yacht Show
October	Indian & South Asian / art focus
November	Marylebone, interiors, bathrooms and kitchens special and ski focus
December	Christmas gift guide, charity giving guide
January 2027	Long-haul travel special /health & wellness focus
February	Miami and cruise special, Valentine's gift 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 Entrepeneur

"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.

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.

2026 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

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2026 PUBLISHING DATES

Issue	Copy date	Publication date
Jan	16 Dec	6 Jan
Feb	21 Jan	3 Feb
Mar	18 Feb	3 Mar
Apr	24 Mar	8 Apr
May	21 Apr	6 May
Jun	19 May	2 Jun
Jul	23 Jun	7 Jul
Aug	21 Jul	4 Aug
Sep	18 Aug	2 Sep
Oct	22 Sep	6 Oct
Nov	20 Oct	3 Nov
Dec	17 Nov	1 Dec
Jan 2027	15 Dec	5 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

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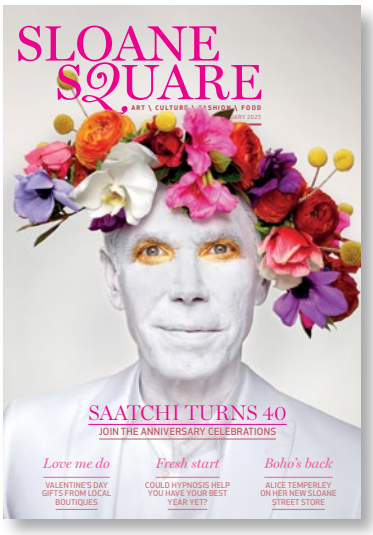
OUR OTHER TITLES



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