


BRUMMELL

 Media Pack

The little black book for the City



Welcome to Brummell

The little black book for the City is the lifestyle magazine at the heart of Europe's financial community. Distributed throughout the City of London and beyond, Brummell targets some of the City's most affluent professionals, who have a thirst for information, a desire to impress, and a lack of time. Brummell condenses and filters the world of luxury living to give them what they need to know.

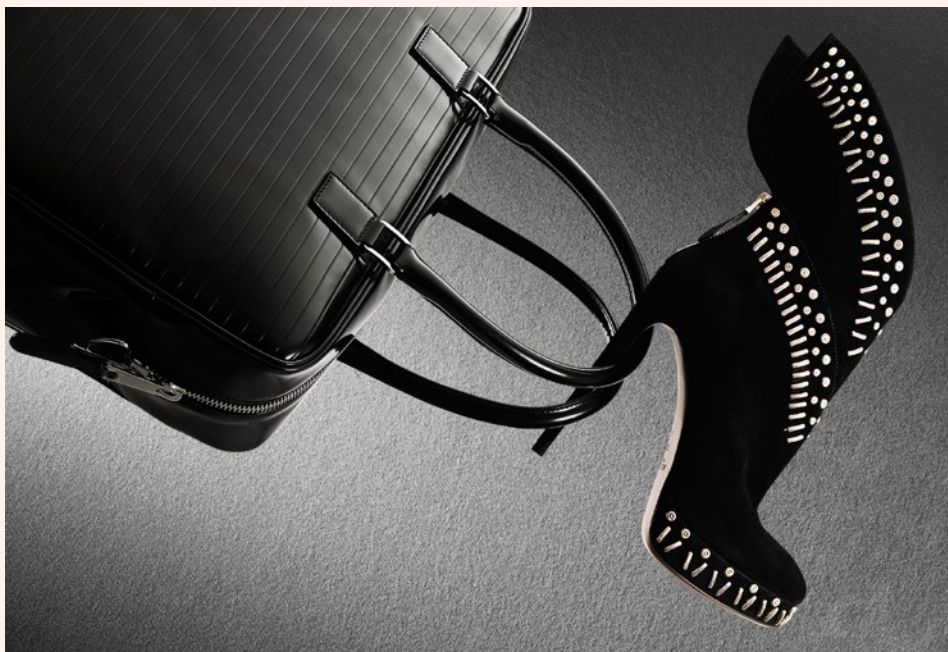
Circulation: 20,000
Frequency: 5 times a year



Brummell Magazine

Brummell is edited and produced by Show Media, known for its quality publications, bringing a wealth of experience in the luxury goods sector and magazine publishing, ensuring that Brummell has the highest design and production values.

Inside the exquisitely designed pages of Brummell, the worlds of luxury goods, fashion and style, travel, art, motoring, fine dining and drink converge with high finance, bridging the gap between business and pleasure, always presented from the unique perspective of the City professional's point of view.



Brummell Distribution

A total of 20,000 copies of Brummell are printed and distributed in and around the City of London. Brummell is distributed direct to some partner banks and other financial institutions who, in turn, are distributing it to their senior staff and to key customers.

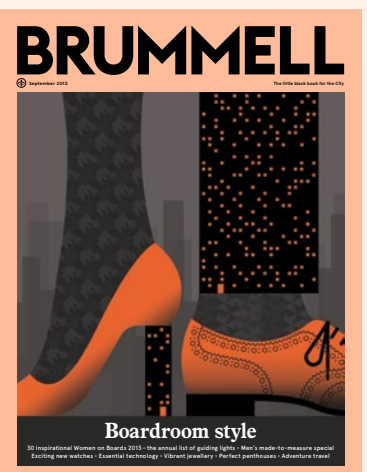
These blue-chip organisations include:

- Morgan Stanley
- ICAP
- Bank of America
- Citigroup
- Deutsche Bank
- Standard Chartered Bank
- Schroders Investment Management Ltd
- American Express
- Sotheby's
- Invesco Perpetual
- Credit Suisse
- HSBC Bank PLC
- Royal Sun Alliance

Brummell is also distributed to a number of private members clubs, hotels and gyms in and around the City including:

- Fitness First Broadgate
- Eight Club
- Four Seasons Canary Wharf
- The Dorchester
- Soho House
- Royal Thames Yacht Club

Copies are also placed in Private Jet Centres and Heliports, through private limo companies, on the Gatwick and Heathrow Express and in the Eurostar terminal and BMI airport lounges.





Reader Survey



In the past year, have you purchased clothes / goods from any of the following?

Burberry: 25.5%
 Dunhill: 19.1%
 Gieves & Hawkes: 22.1%
 Gucci: 26.6%
 Hackett: 26.6%
 Hermès: 25.8%
 Hugo Boss: 37.1%
 Louis Vuitton: 16.9%
 Paul Smith: 33.7%
 Thomas Pink: 36.3%
 Ermenegildo Zegna: 22.8%

Are you interested in the following?

Art: 49%
 Exotic travel: 54%
 European travel: 68.4%
 Weekend breaks: 72.2%
 Cars: 49.4%
 Shooting: 41.4%
 Watches: 39.9%
 Property: 57.8%
 Music: 49%
 Interior Design: 39.5%
 Fashion/style: 48.3%
 Restaurants/dining: 75.7%
 Wine: 62.4%
 Events/society: 39.2%
 Physical/psychological wellbeing: 37.6%

How much, per head, do you expect to spend on your main vacation this year?

I don't have time to take a holiday: 1.1%
 Up to £1,000: 20.1%
 £1,000 - £2,000: 30.2%
 £2,000 - £3,000: 22.8%
 £3,000 - £5,000: 16.8%
 £5,000+: 9%

How much did you spend in total on jewellery (including watch) in the past year?

No purchase made: 25.5%
 £100 - £1,000: 25.5%
 £1,000 - £2,500: 26.2%
 £2,500 - £5,000: 15.4%
 £5,000 - £10,000: 7.1%
 £10,000+ - 6.7%

What The Readers Say



Bilal Raza, Citigroup

"Slick, chic, in touch with City tastes and fashions"

Michael Barrett, Merrill Lynch

Brummell is topical, informative, and in tune with the lifestyle of the modern-day professional. Its content is varied and insightful. It is a must read as far as I'm concerned"

James Johnston, AP Information Services

"A one-stop shop for ideas to reward yourself after all that hard work"

Philippe Gangloff, Bank of America

"Bespoke for Bankers!"

Andrew Reid Thomas, RREV

"It's like a bespoke City version of GQ magazine"

Yudhistra Moodley, Cantos

"This is a well researched magazine with genuinely interesting and intelligent articles about useful things such as wealth management and interesting features such as Rising Stars."

Peter Ferguson, UBS Investment Bank

"Slick, chic, in touch with City tastes and fashions"

Reader survey 2006



Rate Card & Specifications

Positions Rate

Inside front cover double-page spread:	£16,000
2nd double-page spread:	£15,000
Double-page spread:	£11,500
Outside back cover:	£8,500
Facing contents:	£8,500
First right hand:	£8,500
2nd right hand:	£7,500
Special position:	£7,000
ROP:	£6,500

Send Advertisement Copy to:

Show Media

1-2 Ravey Street, London EC2A 4QP
020 3222 0101
production@showmedialondon.com

Brummell Production Specifications

All advertisements must be supplied on disk in hi-res PDF format, in CMYK. Advertisements containing RGB or LAB colour or images below 300dpi **cannot** be processed. Advertisements must be accompanied by a contract proof which has been produced from the PDF supplied.

Single Page: Trim Size

275mm high x 210mm wide

Single Page: With Bleed

281mm high x 216mm wide

Double Page Spread: Trim Size

275mm high x 420mm wide

Double Page Spread: With Bleed

281mm high x 426mm wide

The double page spread ad across the inside front cover spread should have **6mm creep** added to the left and right hand pages.

Brummell is edited and designed by Show Media

Editorial Director Joanne Glasbey: jo@showmedialondon.com
www.showmedialondon.com

Advertisement Booking & Event Enquiries

Duncan McRae

Advertising and Events Director
duncan@flyingcoloursmarketing.com
07816 218059

Julia Pasaron

julia@nbmp.net
020 8741 8967

Agency commission 10%

Cancellation Clauses

100% on special positions 40 days before publication
100% on ROP positions 20 days before publication

2014 Publication Dates & Copy Deadlines

19 February 2014 The Bonus/Adventure issue

Copy deadline: 29.01.14

16 May 2014 The Ones to Watch issue

Copy deadline: 18.04.14

10 September 2014 The Inspirational Women issue plus Menswear supplement

Copy deadline: 16.08.14

05 November 2014 Brummell Horology watches special

Copy deadline: 15.10.14

03 December 2014 The Indulgence issue

Copy deadline: 14.11.14

