

Brummell

Media Pack 2019

BRUMMELL

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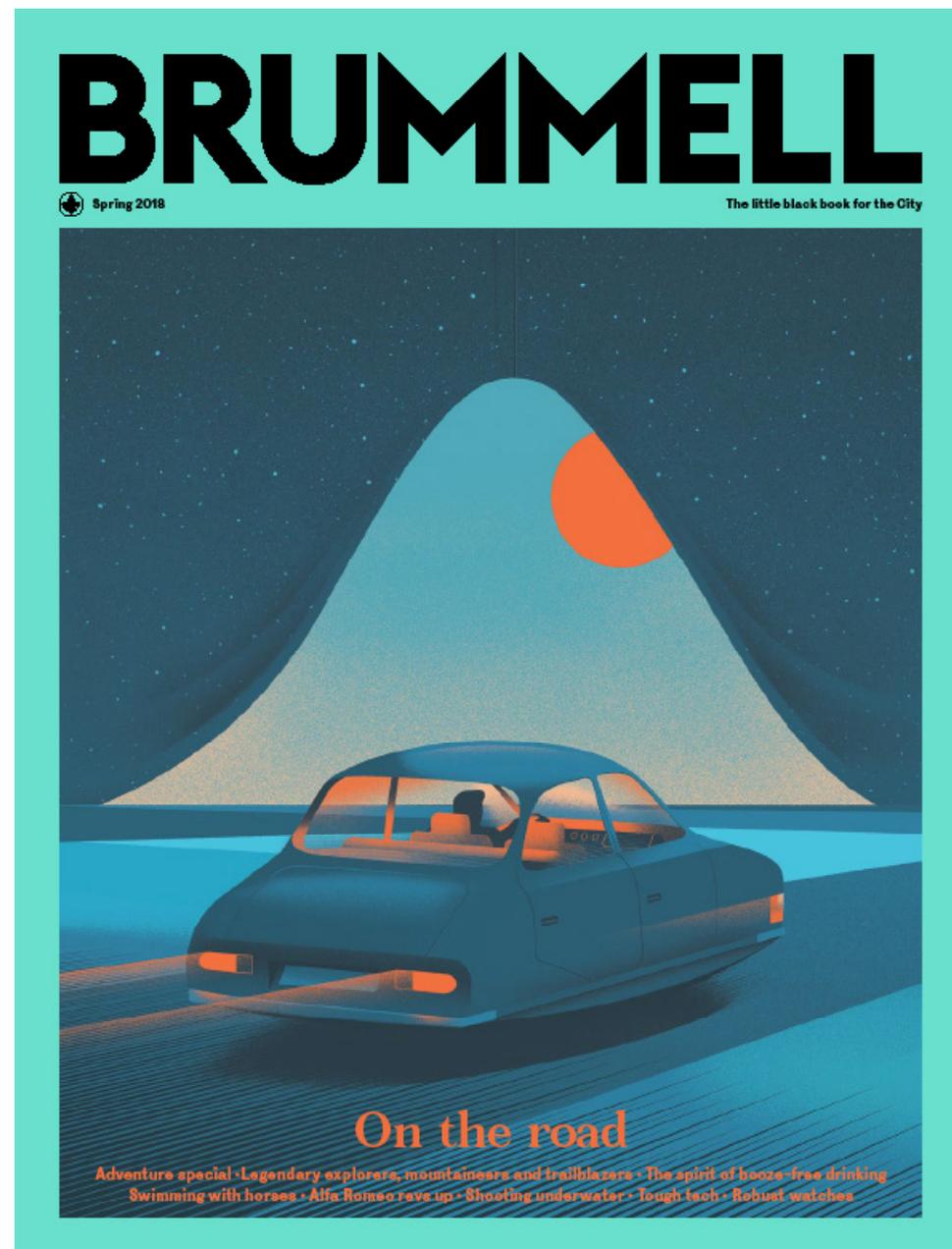


Brummell

Brummell magazine is 'The little black book for the City', curating relevant luxury lifestyle intelligence for a highly targeted male and female City readership. *Brummell* is distributed directly to partner banks and other financial institutions who, in turn, distribute it to their senior staff and key clients.

Circulation: **20,000**

Frequency: **six times a year**



The world of Brummell

Brummell's Ones to Watch and Inspirational Women in the City listings have become key events on the City calendar, focused on promoting the best of the Square Mile's talent, and are an excellent barometer for career success. Each May and September, these listings celebrate the achievement and progress of women in business and young high-achievers in their fields. As a sponsorship opportunity, these awards afford brands engagement with top-tier members of the City, be they established in their career or rising through the ranks at speed.

“Brummell is a stylish magazine and the Ones to Watch piece was a great example of searching below the surface of the City and finding some interesting people doing great things inside work, and making a contribution to the wider society”

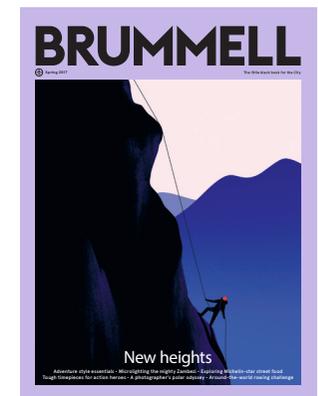
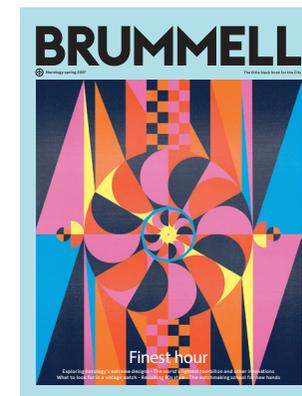
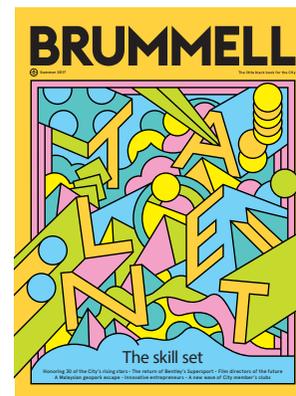
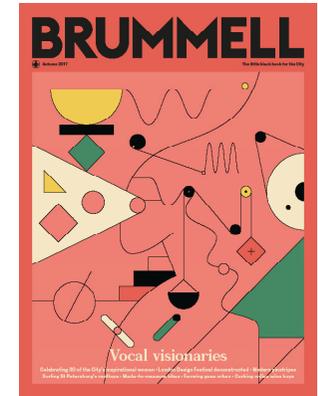
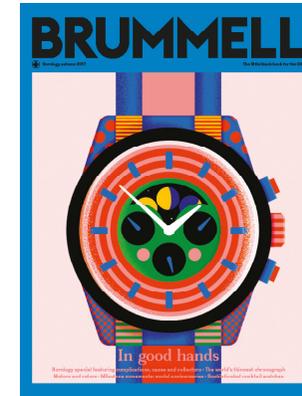
Robert Gardner Co-CEO, Redington

“I am incredibly proud to be part of Brummell's Ones to Watch. I look forward to their regular publications as they capture the heart, tenacity, history and spirit of this wonderful City in each issue.”

Stacey Toder Feldman, Director, Global Export Controls and Sanctions and Head of Women's Network, Deloitte

Issue themes

- 01 **February**
Travel and adventure
- 02 **March**
Spring horology
- 03 **May**
Ones to watch
- 04 **September**
Inspirational City women
- 05 **November**
Autumn Horology
- 06 **December**
Philanthropy and giving



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, distribute it to their senior staff and to key customers.

These blue-chip organisations include:

Bank of America Merrill Lynch

Schroders Investment Management Ltd

Standard Chartered Bank

ICAP

Citigroup

American Express

Sotheby's

Invesco Perpetual

Credit Suisse

HSBC Bank PLC

Royal Sun Alliance



About Beau

Launched in 2016, *Beau* is the *Brummell* newspaper supplement. Bringing a taste of the world of *Brummell* to a wider audience, each issue focuses on a particular theme. *Beau* is distributed with *The Sunday Times* to **190,000** readers across London and the south east.

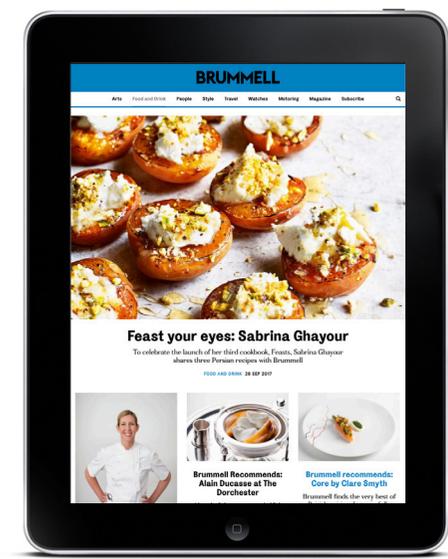
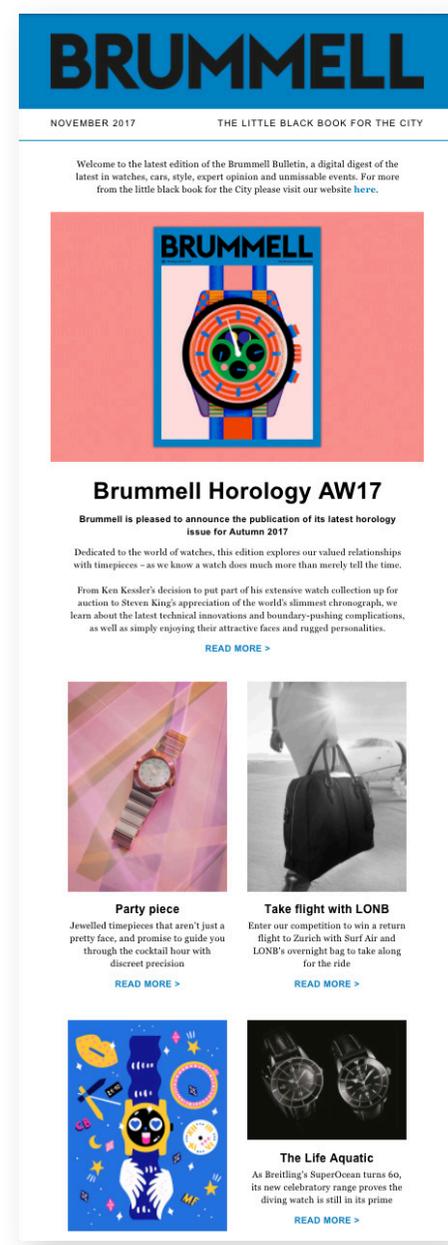


Brummell online

The *Brummell* website brummellmagazine.co.uk is a digital digest of 'The little black book for the City'.

In under a year since the website redesign engagement has grown to **16,000** monthly page views, with **7,000** unique visitors, 60% of which are from the UK.

The *Brummell* e-zine (newsletter) database comprises **4,000** subscribers from *Brummell's* City readership. The e-zine newsletter open rate is on average 22% with a 4-5% click-through rate.



Brummell Women's Club

Since its conception more than ten years ago, *Brummell* has celebrated the vast achievements of women in the City. By honouring those who have been driving positive change, *Brummell* has built relationships with a covetable network of influential women who are on top of their field. We engage with this group of high achievers collectively as the **Women of Brummell**.

Launched in spring 2018, our flourishing network now receives newsletters of tailored content once a month. *Brummell* is proud to offer opportunities for brands to engage with this group directly via carefully chosen event partnerships.

The monthly newsletter goes to a targeted group of **300** City women and has an average open rate of **40%** and a **10%** click-through rate.

WOMEN OF BRUMMELL

MAY 2018 THE LITTLE BLACK BOOK FOR THE CITY

WELCOME TO THE FIRST NEWSLETTER OF THE BRUMMELL WOMEN'S CLUB. IN THIS SPECIAL DIGEST FROM BRUMMELL MAGAZINE WE'RE PROUD TO PRESENT CURATED EDITORIAL, EXCLUSIVE INTERVIEWS AND EVENTS FOR OUR NETWORK OF INSPIRATIONAL WOMEN.



**My best fail:
Helena Morrissey**

Author, City powerhouse and one of *Brummell's* Inspirational Women, Helena Morrissey, explains how her hugely successful workplace equality initiative, the 30% Club, was actually born out of failure.

Helena Morrissey spent more than 20 years working for Newton Investment Management, working her way up from a junior fund manager to CEO. She is now head of personal investing at Legal & General. In 2010, she founded the 30% Club, a UK business initiative aimed at achieving gender-balanced company boards. Her book *A Good Time to be a Girl* was released last month.

[READ MORE >](#)



A model of confidence

Paul Smith has chosen 40-year-old Magosia Reis to model his new women's collection. *Brummell* talks to the two of them about individuality, ageing, what women wear and having fun with fashion.

[READ MORE >](#)



Win a Paul Smith Concertina handbag

Enter our competition to win a stylish Concertina bag from British fashion icon Paul Smith.

[READ MORE >](#)

WOMEN OF BRUMMELL

JUNE 2018 THE LITTLE BLACK BOOK FOR THE CITY

WELCOME TO THE SECOND NEWSLETTER OF THE BRUMMELL WOMEN'S CLUB. IN THIS SPECIAL DIGEST FROM BRUMMELL MAGAZINE WE'RE PROUD TO PRESENT CURATED EDITORIAL, EXCLUSIVE INTERVIEWS AND EVENTS FOR OUR NETWORK OF INSPIRATIONAL WOMEN.



**Effortlessly elegant leadership:
Jacqueline de Rojas CBE**

The president of techUK and one of *Brummell's* Inspirational Women describes why her mantra is: 'If you think you're too small to make a difference, try sleeping in a room with a mosquito.'

Jacqueline de Rojas joined the board of techUK in 2012 and became its president in 2014. techUK is the voice of the tech industry across the UK, representing the companies and technologies that are defining today the world that we will live in tomorrow.

[READ MORE >](#)



Rachel Johnson: Being a woman in a man's world

Rachel Johnson is a newspaper columnist, television pundit and novelist. Here she reveals some lessons she's learnt along the way.

[READ MORE >](#)

Partnerships

The Brummell Briefing

The *Brummell Briefing* is a unique offering designed to educate its audience on the story behind a brand's classic and hero pieces, and more importantly why they should buy them. Equipping our readers with knowledge they can share, each *Brummell Briefing* story is told through a still-life shoot of the hero product paired with purpose-written editorial.

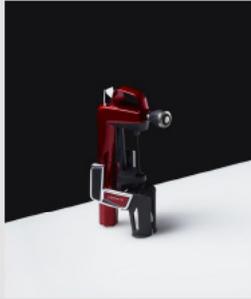
Brummell Briefing Berry Bros. & Rudd



Berry Bros. & Rudd – Britain's oldest wine and spirits merchant – is the country's undisputed expert on all things wine, as well as being the official supplier to the Queen. The family-owned business were the revolutionary wine trading exchange B&R, and recently opened a new shop at 13 The Mall. That doesn't stop them, it's perhaps Berry Bros. & Rudd's award-winning Good Ordinary Claret label that makes it up best. Good Ordinary Claret – or 'GOC' – is part of the Osm Selection range, which capitalises on long-standing relationships with the world's best winemakers, and is a powerful Coravin. And as a very reasonable price, it's hard to say that the wine are the preserve of the elite.

—
Good Ordinary Claret, £2.95, Berry Bros. & Rudd, 13 The Mall, London, SW1A 1HQ, bbr.com

Brummell Briefing Coravin



In 1998, Greg Laskerwicz – an inventor with a passion for wine – set out to create a product that allowed him to enjoy a glass of wine without needing to drink the whole bottle. After years of development, the solution was the Coravin wine preservation system. With Coravin, wine lovers can enjoy wine at home in any amount without ever removing the cork. It works by pushing a needle through the cork, then pressurising the bottle with inert argon gas. The pusher wine into the glass and protects the rest of the bottle from oxidation. Once the needle is removed the cork reseals itself, so the wine can be enjoyed for months or years to come.

—
Model Two Elite (including two Coravin argon gas capsules to pour up to 30 glasses of wine), £279, Coravin America, £68.95, coravin.co.uk

Brummell Briefing Mondaine



Mondaine is best known for its distinctive watches based on Hans Hiltner's iconic 1944 design of the Official Swiss Railways Clock. With its latest release, essence, the watchmaker is proving it still resonates in the modern age with a pioneering timepiece that combines a clean aesthetic with green credentials. Its planet-friendly qualities include the use of renewable materials such as ricinus (castor oil) for the strap, and it comes beautifully packaged in a reusable soft felt pouch made from recycled PET bottles. Available in a choice of two diameters – 41 and 32mm – and either a classic white dial or contemporary black version, as seen here, rest assured that by picking this timepiece not only will you be looking good, you'll be doing good too.

—
essence in 32mm black, £149, mondaine.com

Partnerships

Brummell's Ones to Watch and Inspirational Women

Partnering with *Brummell's* Ones to Watch or Inspirational Women listings is an excellent opportunity to engage with affluent City professionals who possess style, intelligence and character.

Through *Brummell* and Show Media's expansive experience and portfolio, sponsorship packages can be tailored to complement strategy and spend for all brands.

The annual listings are published in the May (Ones to Watch) and September (Inspirational Women) issues of *Brummell* magazine.

Previous partners include Harry Winston, Paul Smith, Piaget, Dunhill and Victorinox.



Digital rate card & specs

Digital rate card:

- Fully sponsored e-zine to *Brummell* database: **£3,000**
- Banner within e-zine: **£1,000**
- *Brummell* website takeover: **£3,000**
- Sponsorship of section on website **£1,500**

Digital ad banner specs:

- Billboard – 970 x 250
- Super MPU – 300 x 600
- MPU – 300 x 250
- Expanding 970 x 90 to 970 x 415 leaderboards for videos/animations

We can accept JPG/GIF with tracking link, or an embed code.

Print rate card & specs

2019 publication dates & copy deadlines

13 February 2019

The Bonus/Adventure issue

Copy deadline: 01.02.19

22 March 2019

Brummell Horology watches special

Copy deadline: 06.03.19

10 May 2019

The Ones to Watch issue

Copy deadline: 27.04.19

10 September 2019

**The Inspirational Women issue
plus menswear supplement**

Copy deadline: 30.08.19

13 November 2019

Brummell Horology watches special

Copy deadline: 25.10.18

11 December 2019

Philanthropy and giving

Copy deadline: 22.11.19

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

Print rate card & specs

Send advertisement copy to:

Born Group

James Thompson
adcopychasing@borngroup.com
0207 520 8792

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 that 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.

Advertisement booking & event enquiries

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www.show.london

Cancellation Clauses

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

Thank you

BRUMMELL