

# Brummell

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## Media Pack 2021

**BRUMMELL**

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# Brummell

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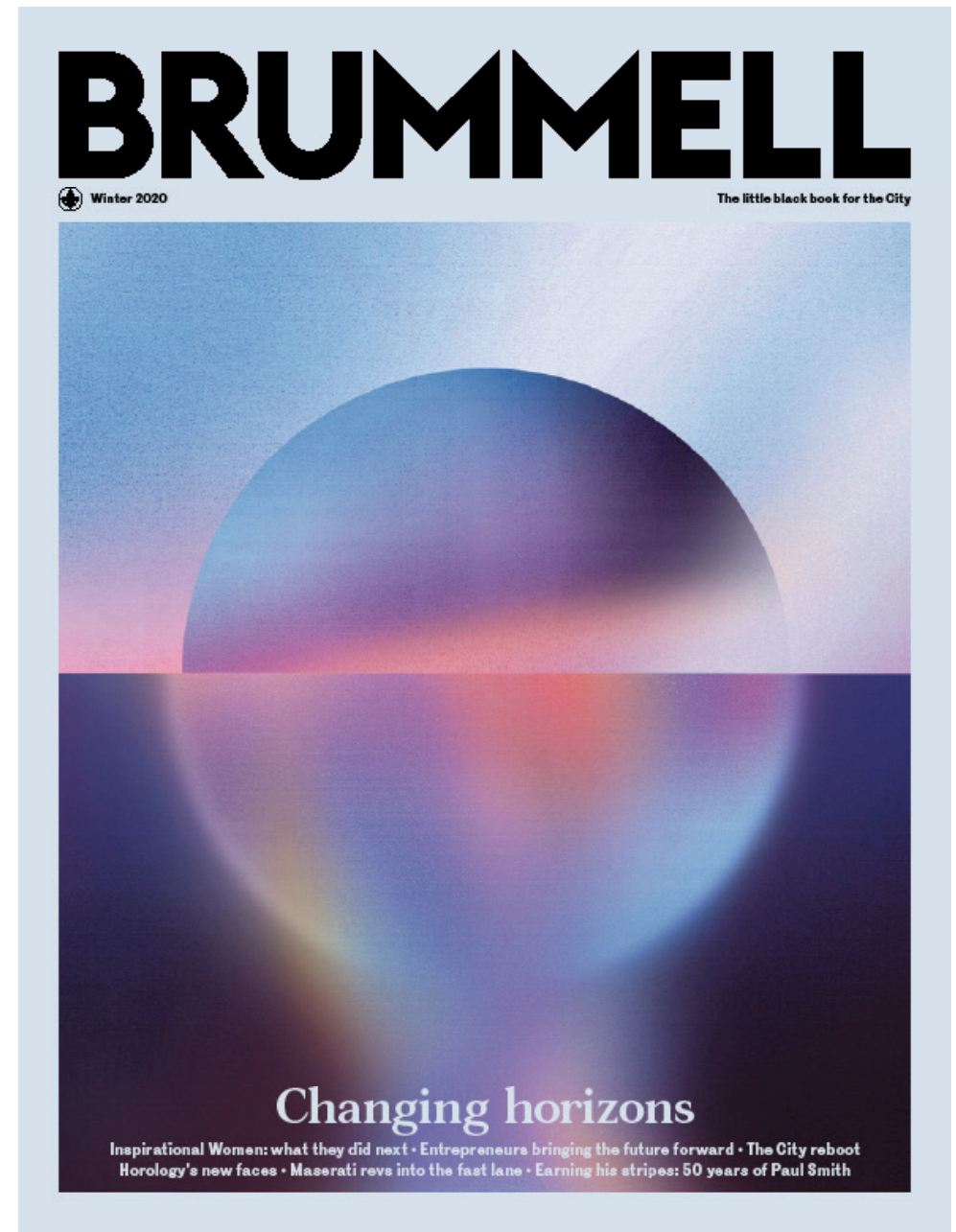
*Brummell* magazine is 'The little black book for the City', curating relevant luxury lifestyle intelligence for a highly targeted male and female City readership. *Brummell* is distributed directly to partner banks and other financial institutions who, in turn, distribute it to their senior staff and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

Circulation: **20,000**

Frequency: **Four times a year**

*'I am a big fan of Brummell for its innovative features targeted for both men and women within the City of London, while showcasing amazing brands and key people in the City. Highly recommend for everyone in and out of the City!'*

Dr Miranda K. Brawn Esq (financial executive, board advisor, lawyer, social entrepreneur, diversity, inclusion and ESG expert)



# The Brummell universe

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In 2021, the *Brummell* portfolio comprises:

- 01 A beautifully printed quarterly magazine
- 02 *Beau*, a quarterly newspaper edition of *Brummell*, distributed to 162,000 *The Sunday Times* readers
- 03 Digital magazine platform
- 04 Flourishing women's network: Women of Brummell
- 05 The Brummell Horology Club, a network of watch enthusiasts
- 06 A growing digital database and social platforms





# Distribution

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With 20,000 *Brummell* copies printed and circulated in and around the City of London, in addition to distributing them directly to corporations, we also target strategic common areas for the international City professional.

As of 2021, copies of *Brummell* are also distributed via home drops in prime locations, as well as a select number of five-star hotels, first-class travel lounges, and private members' clubs, all placed with targeting the City professional in mind. The distribution ratio can be seen opposite.

## **CORPORATIONS & HEDGE FUNDS 35%**

Including: JP Morgan, Morgan Stanley, Barclays Bank and Man Group

## **PRIVATE HOME DROPS 30%**

Locations: Mayfair, St James's, Notting Hill, East Dulwich, Hampstead & Maida Vale

## **FIRST-CLASS TRAVEL LOUNGES 20%**

Including: Eurostar, Heathrow and Gatwick

## **FIVE-STAR & BUSINESS HOTELS 10%**

Including: Corinthia Hotel London, The Rosewood Hotel, The Lanesborough

## **PRIVATE MEMBERS' CLUBS 5%**

Including: City of London Club, Ten Trinity Square, 67 Pall Mall, RAC – Pall Mall

## Splits by location

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*Brummell's* distribution across London is focused across three key areas to strategically reach the City professional. The distribution is split as follows\*:

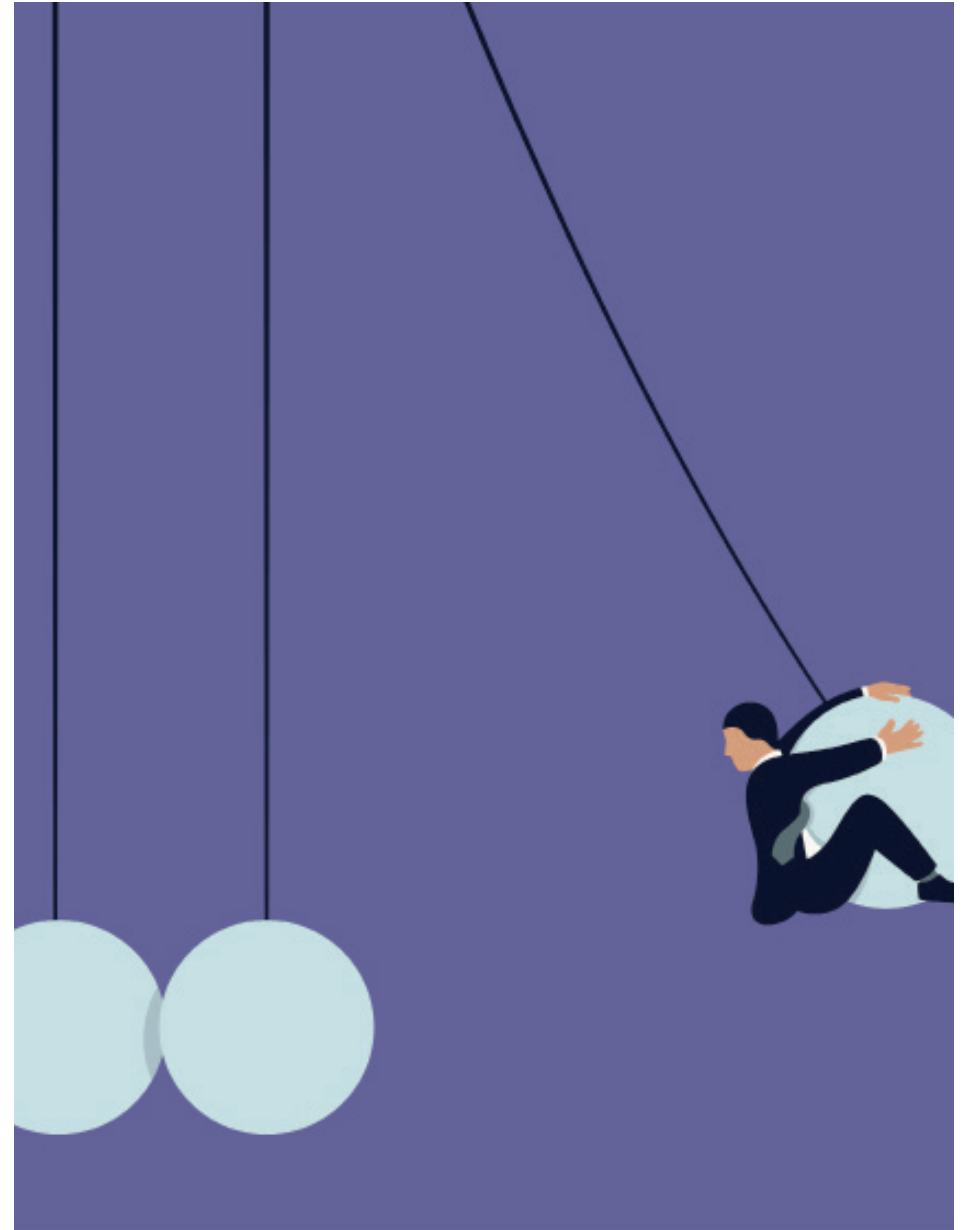
THE CITY **43%**

WESTMINSTER **28%**

CANARY WHARF **28%**

OTHER **1%**

\*This excludes copies distributed via international travel lounges



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*Brummell* is created by SHOW, which is known for its quality publications as well as for bringing a wealth of experience to magazine publishing and the luxury goods sector, ensuring **Brummell** has the highest editorial, design and production values.

Inside the elegantly designed pages of the magazine, the worlds of luxury goods converge with high finance, bridging the gap between business and pleasure, and presented from the perspective of the senior City professional.

## Regular content strands:

- Sports and wellness
- Art and design
- Style and craftsmanship
- Horology
- Epicure
- Motoring







# Contributors

In addition to our excellent in-house team lead by editor Jo Glasbey and managing director Peter Howarth, *Brummell* also works regularly with the following contributing journalists:

- Robert Johnston
- David Green
- Simon de Burton
- Ian Belcher
- Ken Kessler
- Charlotte Metcalf
- Josh Sims
- Amy Raphael
- Tracey Llewellyn
- Stefan Chomka
- Jeremy White
- Mark Hooper



# Beau

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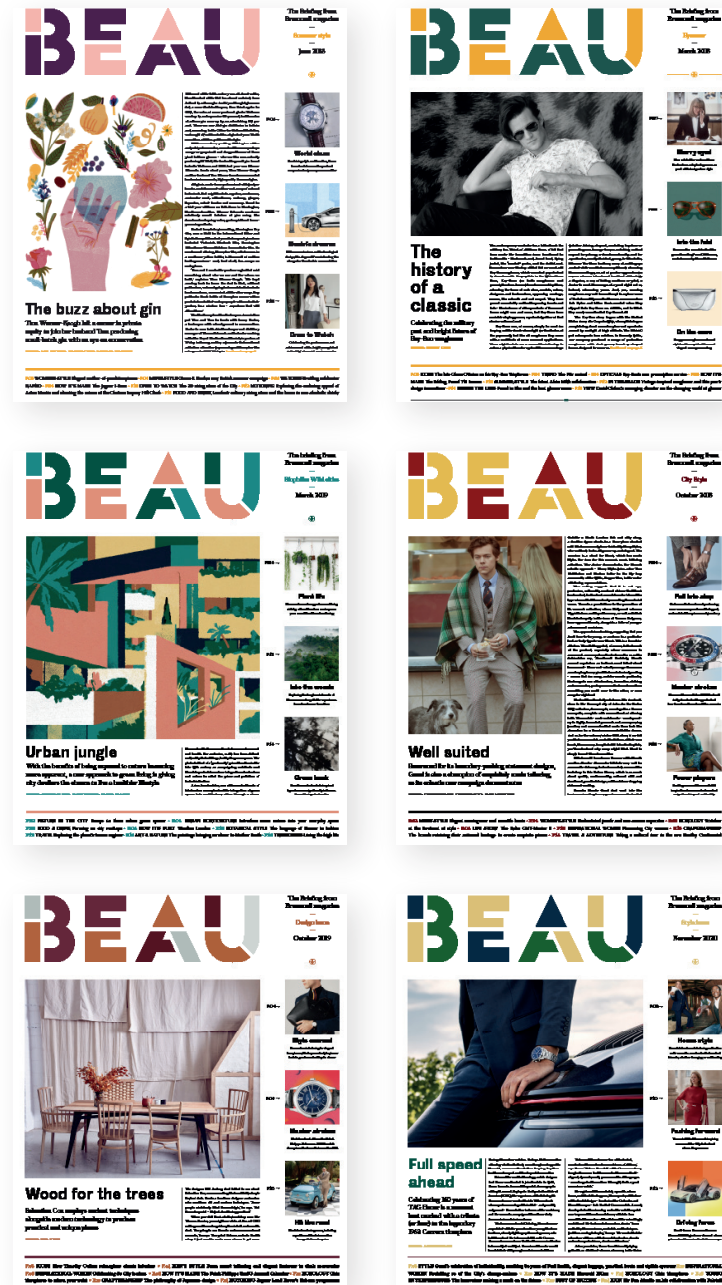


# About Beau

Launched in 2016, *Beau* enables us to bring a taste of *Brummell* to a wider audience. Within *Beau*, our clients benefit from the platform's journalistic approach, respected editorial integrity and engagement with the wider *Brummell* universe.

As an editorial platform, *Beau* reflects the content and design aesthetic of *Brummell* magazine, combining the work of leading journalists, photographers and illustrators.

*Beau* is inserted into the London and south-east circulation of *The Sunday Times*, totalling **162,000** copies. *The Sunday Times* is not only one of the most highly regarded and well-known titles in the world, it is the UK's number-one Sunday paper.



# Beau content



# Editorial calendar

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# Issue themes

## Brummell and Beau 2021

- 01 **Spring 2021**  
Adventure and Wellbeing  
with Horology section
- 02 **Summer 2021**  
Rising Stars and Craftsmanship  
with Horology section
- 03 **Autumn 2021**  
Inspirational Women and Design  
with Horology section
- 04 **December 2021**  
Philanthropy and Giving  
with Horology section



# Brummell digital

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# Brummell digital

The *Brummell* website [brummellmagazine.co.uk](http://brummellmagazine.co.uk) is a digital platform providing readers with 'The little black book for the City' at their finger tips.

For 2021, we are proud to be able to offer our partners a wide range of opportunities across our digital channels spanning; the *Brummell* website, social networks, a thriving City database and the Brummell Horology Club.

## DIGITAL STATISTICS

### **Brummell website**

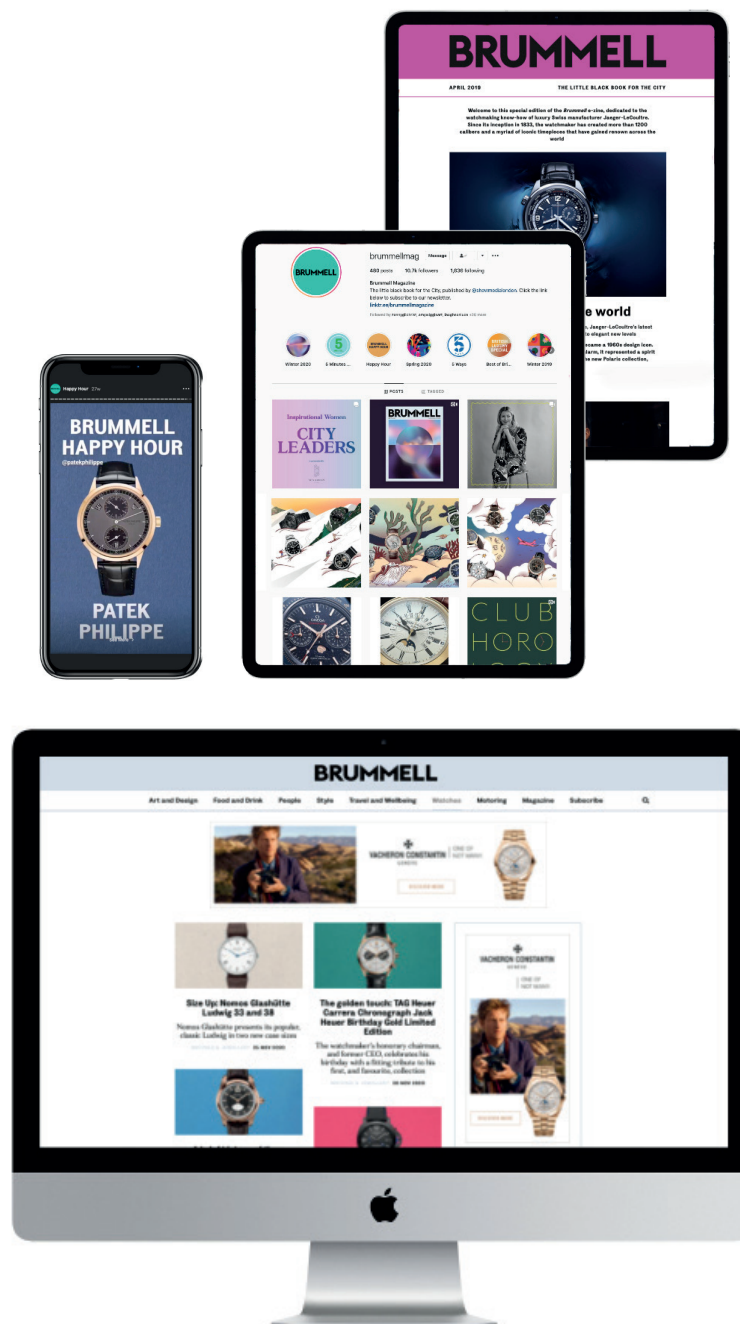
Page views: 16,000\*  
Unique visitors: 7,000\*  
Avg dwell time: 2 mins  
\*per month

### **Brummell database**

Subscribers: 5,500  
Open rate: 22%  
CTR: 4-5%

### **Brummell social**

Instagram: 10.8k  
Twitter: 1.1k





# The Brummell networks

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# 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 at the 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.



# Brummell Horology Club

For deeper engagement with our watch community, we offer the opportunity to form a partnership with the Brummell Horology Club.

The Brummell Horology Club launched in November 2019. The launch of the club was in direct response to *Brummell's* engaged City audience of horophiles, who continue to desire ever more personal experiences.

The club consists of a weekly newsletter, insider events, and daily features which are promoted on *Brummell's* Instagram story '[Happy Hour](#)', all sent to a database of watch enthusiasts.

Esteemed journalists creating the newsletter's monthly content include: Ken Kessler, Robert Johnston, Simon de Burton and Richard Holt, to name a few.



# Partnerships

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# Brummell Partnerships

For brands looking for communication solutions in targeting a niche, hard-to-reach group of HNW senior City professionals, *Brummell* offers a range of bespoke media partnerships.

It could be a product shoot, sponsored 10-page section, or 360 event and content partnership across the *Brummell* universe.

Brand partners benefit from the title's respected editorial integrity and authority communicating with an engaged group of City professionals.





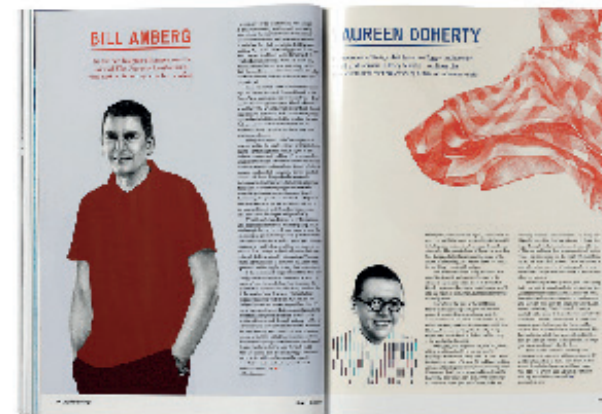
# Case study: Seiko Presage

Seiko Presage briefed *Brummell* to create a media partnership to engage an audience of male professionals with the technicality and beauty of the Japanese design and manufacture of Seiko Presage.

To answer this brief, *Brummell* produced an eight-page section celebrating Japanese design, book-ended by two Seiko Presage ads.

The section included a shoot and interviews with respected makers who are influenced by Japanese design, alongside commissioned illustrations, all edited by craft and design authority Mark Hooper.

The project was then published on the *Brummell* website, and amplified through social activity alongside a page of editorial coverage in *Beau*.

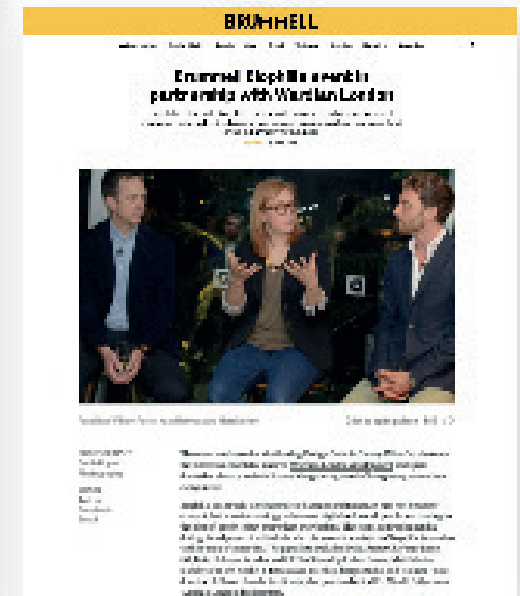
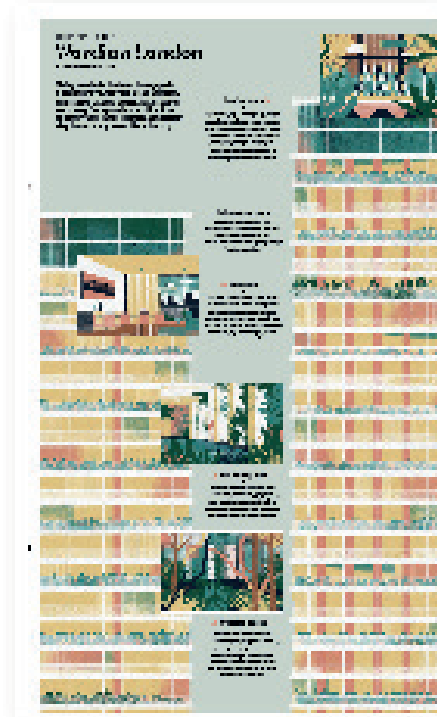




# Case study: Wardian London

Ballymore partnered with *Brummell* to raise awareness of the benefits of biophilia and position Wardian London as the residential development leading the trend.

The partnership consisted of an event with 100 *Brummell* readers at the Design Cube in Canary Wharf. Guests were informed of the advances in biophilic design by an expert panel, which was later bolstered with strategic editorial content across the *Brummell* portfolio.



# Five Ways to Wear

Five Ways to Wear – an initiative conceived by Jo Hambro, former creative fashion director of GQ – offers a unique platform to feature and champion a brand's hero piece: the timeless wardrobe staple everyone needs, while simultaneously educating **Brummell's** exclusive readership about the piece and introducing customers to other elements within the brand's collection that they may not be aware of.

Each Five Ways includes:

- 01 DPS spread of editorial in the magazine
- 02 All production costs
- 03 Story promoted online at [brummellmagazine.co.uk](http://brummellmagazine.co.uk) and on *Brummell* social media channels
- 04 A single-page ad insertion



# City listings

## 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'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 June (Ones to Watch) and September (Inspirational Women) issues of *Brummell* magazine.

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





# Event partnerships

In addition to *Brummell* celebratory events for the annual listings and events with the Brummell Horology Club and Women's City network, we also offer bespoke event partnerships for brands looking to directly engage with a group of influential City professionals. Each event is designed around the brand's strategy, ensuring that we communicate the key messages in a way that resonates with our loyal audience.

Previous event partners include; Armani/Casa, Burberry, Ballymore and The Royal Exchange, to name a few.

*'Thank you for all your work in our event, it brought a big new crowd to our still relatively new Sloane St Armani Casa store – and lots of new energy too. Pleasure to work with you, as ever!'*

Oliver Cooke, Giorgio Armani UK communications director



# Rate cards

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# Digital rate card & specs

## Digital rate card:

- Fully sponsored ezine to *Brummell* database: **£3,000**
- Banner within ezine: **£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

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





# Print rate card & specs

## 2021 publication dates:

### Spring 2021 Edition

Brummell: Tuesday April 6th, 2021

*Copy deadline: March 19th, 2021*

Beau: Sunday May 16th, 2021

### Summer 2021 Edition

Brummell: Tuesday June 8th, 2021

*Copy deadline: May 17th, 2021*

Beau: Sunday July 18th, 2021

### Autumn 2021 Edition

Brummell: Tuesday September 7th, 2021

*Copy deadline: August 20th, 2021*

Beau: Sunday October 17th, 2021

### Winter 2021 Edition

Brummell: Tuesday November 2nd, 2021

*Copy deadline: October 15th, 2021*

Beau: Sunday December 12th, 2021

## Brummell positions rate:

Gatefold IFC and cover wraps:	POA
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

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## Send advertisement copy to:

### Born Group

Ramanathan Marimuthu  
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

### Beth Salmen

Creative partnerships manager  
beth@show.london  
0203 222 0101

### Brummell is edited and designed by SHOW

Editorial director: Joanne Glasbey – jo@show.london  
Content director: Lucy Teasdale – lucy@show.london  
show.london

### Cancellation Clauses

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

# Thank you