

square mile





SQUARE MILE IS THE LUXURY LIFESTYLE MAGAZINE FOR THE CITY OF LONDON

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PRICE IS WHAT YOU PAY. VALUE IS WHAT YOU GET.

WARREN BUFFETT

LONDON'S SQUARE MILE is the most affluent financial centre in the world. More than \$1.7 trillion is traded here every day on the foreign exchange market alone – twice that of Wall Street and six times that of Tokyo.

The term 'Square Mile' encapsulates London's financial hub – the place, the people and the money. Once restricted to the traditional City of London, this amorphous region has expanded east to include Canary Wharf and west to Mayfair.

Over the last 15 years, **square mile** has become the number-one lifestyle brand for this affluent area. With a magazine, website, newsletter and reader events, **square mile** has the attention and trust of the City.



Brand

OVERVIEW

Reader Profile

- + Age: 30-50
- + Gender: 78% male / 22% female
- + Average household income: £250,000 pa including bonuses

Magazine

- + Circulation: 58,728
- + Readership: 117,456
- + Frequency: Monthly

Website

- + URL: squaremile.com
- + Average unique visitors per month: 101,000
- + Average page views per month: 624,000
- + Average CTR since launch: 0.25%
- + Average dwell time: 2 mins 8 secs

Newsletter

- + Frequency: Weekly
- + Average database size: 20,000
- + Average open rate: 28%

Social

- + Facebook [squaremileuk](https://www.facebook.com/squaremileuk): 36,792 likes
- + Twitter [@squaremile_com](https://twitter.com/squaremile_com): 17,500 followers
- + Instagram [@squaremile_com](https://www.instagram.com/squaremile_com): 13,600 followers



square mile

thread/needle
MEDIA

Print

DISTRIBUTION

SINCE 2005, **square mile** has steadily been building up its core database of both individual and corporate subscriptions. As **square mile** is a controlled circulation magazine, we have also been able to quickly adapt our distribution model to be in tune with the new working landscape. Many of **square mile**'s office subscriptions have been diverted to private homes – and the promotional Tube handouts have been replaced with in-home distribution within affluent postcodes in Zone 1.

- Direct to homes [including 23,728 named subscribers]: 38,728
- Corporate subscriptions [financial key workers such as traders]: 10,000
- Hotels, bars and members' clubs: 6,000
- Luxury retail: 4,000

Circulation	58,728
Readership	117,456

Print

square mile magazine uniquely and directly targets the people that work, play and spend in the City of London. It captures the imagination, acclaim and, most importantly, the time of this hard-to-reach demographic.

We have achieved this loyalty by creating a proposition unlike any other: a luxury lifestyle monthly focussed precisely on the interests and attitudes of those in City. Through advertising in **square mile** you receive rare access to this readership – one of the wealthiest in the world.

With contributions from a broad church of writers – from watch guru Robin Swithinkbank to design expert Josh Sims to renowned petrolhead Jeremy Taylor, you'll be featured alongside relevant, engaging and beautifully designed editorial.

The City of London is one of the most exciting, competitive and vibrant places on Earth. **square mile** is its magazine.



square mile

thread/needle
MEDIA

THE LONGER
I GO ON, THE
MORE I AM
AWARE OF
THE **POWER**
OF FINANCE.

JUSTIN WELBY

MEDIA INFORMATION

square mile

Print

DISPLAY RATE CARD

Front Cover Gatefold	£39,995
Back Cover Gatefold	£34,995
Inside Front Cover DPS	£24,995
Outside Back Cover FP	£19,995
DPS	£12,995
FP	£6,995
Half Page	£3,995
Quarter Page	£2,495
Essentials	£995

thread/needle
MEDIA

Website

squaremile.com is an online hub for the City. The website performs a curating function: serving up the best in luxury, investment and interviews to the City's affluent executives.

The site is home to all of our exclusive front cover articles and often houses extra material and behind-the-scenes footage. It's also where we host competitions with our commercial partners gaining thousands of entrants - and reader data - every month.

Our readers can register here for exclusive events (held in partnership with our most loyal clients) - and of course subscribe to both our print magazine and e-newsletters.

SQUAREMILE.COM

Unique Visitors p/m	101,000
Pageviews p/m	624,000
CTR avg since launch	0.25%
Dwell time avg	2m 57s



square mile

RATE CARD

HOMEPAGE/CHANNEL TAKEOVER

Per week	£6,995
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ROS IMPRESSIONS

MPU, Double MPU, Leaderboards	£28 CPM
Epic Parallax	£50 CPM

COMPETITION PACKAGE

One month	£4,995
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DIGITAL ARTWORK CREATION

Static banner creation 2 x sizes, 3 x variants	£600
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thread/needle
MEDIA

Newsletters & solus mailers

square mile's weekly e-newsletter provides insight and inspiration in equal measure: the former into the world's most exclusive style and luxury, and the latter for events and activities within the City and beyond.

The two Double MPU ad banners offer our most direct digital ad solution yet. With ever improving open rates and CTRs, the latest square mile newsletter designs are proving a lasting success with our City audience.

For exclusive share-of-voice, we also offer a limited number of solus mailers for a premium cost.

NEWSLETTERS

Average database size	20,000
Average open rate	28%
Double MPU ad size Displays at 300x600 approx.	640 x 1280

RATE CARD

1 x ad	£1,995
3 x ads	£4,995
5 x ads	£6,995
Solus newsletter	£8,495



ADVERTISING SOLUTION

Competition Package

Competitions are one of the most direct ways to engage with our readers and also provide clients with a unique opportunity for data capture. Promoted in the magazine and via social media, the competitions are hosted on **squaremile.com**.

What the package includes

- Promotion in print in **square mile**
- Featured in a **square mile** weekly newsletter
- Social media promotion
- Hosted on **square mile**'s competition channel.

RATE CARD

Competition package	£4,995
Competition gold package Includes full page in magazine	£8,495

The collage illustrates the multi-platform reach of the Competition Package. It includes:

- Newsletter slot:** A section in the Square Mile newsletter featuring a competition.
- Facebook post:** A post on the Square Mile Facebook page promoting a competition.
- Twitter post:** A tweet from Square Mile about a competition.
- Competition print listing:** A full-page listing in the Square Mile magazine.
- squaremile.com competition listing:** A website listing for a competition, specifically for a limited-edition Von Doren Grandmaster Mark II watch worth £1,300.

The **square mile** logo is visible in the top right corner, and the **thread/needle MEDIA** logo is in the bottom right corner.

ADVERTISING SOLUTION

Sponsorship of
the Golf section

square mile is the only luxury lifestyle magazine with a regular and comprehensive golf section. Edited by our in-house golf expert Ben Winstanley, alongside regular contributions from *Golf News*' Nick Bayly, it covers the players, the courses and the equipment that are changing the game. The section also features the best resorts and regions for golfers – including our annual **square mile** Golf Awards at the end of every year.

What the package includes

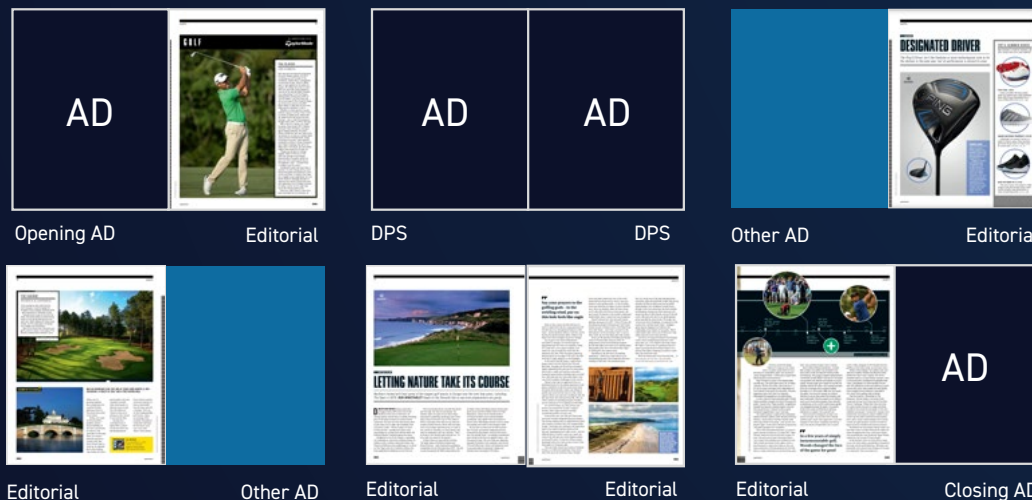
- Opening single page advert
- Logo on the golf opener
- Double page spread advert
- Closing single page advert

RATE CARD

Sponsorship of
the Golf section

£29,995

GOLF SECTION example



ADVERTISING SOLUTION

Special section sponsorship

Each issue, **square mile** publishes a special section dedicated to a specific theme. These include: Wealth [pictured]; Best of British; Style [SS & AW]; Land, Sea & Air; Adventure; Technology; Watches; and Xmas.

RATE CARD

Sponsorship of a Special section	£29,995
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What the package includes

- Opening single page advert
- Logo on the opener
- Double page spread advert
- Closing single page advert



WEALTH SECTION example



Opening AD



Opener + Logo



Opening DPS Advert



3rd party AD



Editorial



Editorial

Editorial



Other AD



Editorial

Editorial



Editorial



Other AD



Editorial

Closing AD

ADVERTISING SOLUTION

Advertorials

Let us help tell your story to our readers. Advertorials – labelled as ‘Promotion’ in print – are a way to reach our audience via a softer sell. If your client, product or service can’t be communicated through a branding advert, advertorials are a great solution with which you can educate our discerning readership.

RATE CARD

Full page	£9,095
Double page spread	£16,895

Double page spread

square mile

Full page



thread/needle
MEDIA

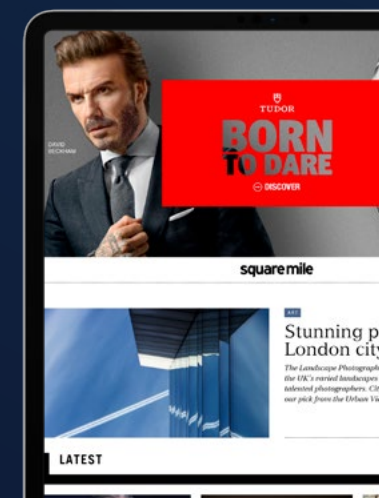
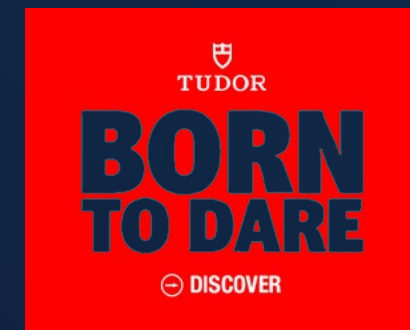
ADVERTISING SOLUTION

Homepage takeover

A piece of prime real estate on **squaremile.com**, the homepage takeover is a chance to deliver a strong, highly visual brand message next to the brand's hero online content. The bespoke parallax integration results in high impact and impressive click-through rates.

RATE CARD

Homepage Takeover	£6,995
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What our partners are saying

MY LAST PIECE WITH SQUARE MILE GENERATED SOME VERY GOOD RESPONSES, SO YOU'RE **CLEARLY A GREAT TITLE TO BE IN.**

ROBERT KELSEY, CEO MOORGATE GROUP

SQUARE MILE AND HEDGE MAGAZINES HAVE READERS THAT TAKE AN INTEREST NOT ONLY IN HOW TO MAKE MONEY BUT ALSO IN HOW TO SPEND IT WISELY - ON THE MOST BEAUTIFUL HOUSES, FINEST CARS AND WATCHES, BEST WINES, AND EXQUISTELY CUT SUITS - MAKING THEM **THE PERFECT CUSTOMER FOR GIEVES & HAWKES** ON 1 SAVILE ROW.

MARK HENDERSON, CHAIRMAN
GIEVES & HAWKES

SQUARE MILE'S UNIQUE READERSHIP WILL BE FAMILIAR WITH LOUIS ROEDERER'S CHAMPAGNE SUCH AS CRISTAL AND ITS LITTLE BROTHER BRUT PREMIER AS THEY FEATURE ON SO MANY TOP WINE LISTS IN THE CITY'S BEST RESTAURANTS. ROEDERER ARE DELIGHTED TO BE INVOLVED AND **CHIMES PERFECTLY WITH OUR OWN VALUES** AND WITH OUR MOTTO: 'WITHOUT COMPROMISE'.

JAMES SAMSON, BRAND MANAGER
CHAMPAGNE LOUIS ROEDERER

Just some of our advertisers



Cartier



square mile

Get in touch

ADVERTISING ENQUIRIES

advertising@squaremile.com

PRESS ENQUIRIES

marketing@squaremile.com

EDITORIAL ENQUIRIES

editorial@squaremile.com

CREATIVE SERVICES

creative@squaremile.com

ADVERTISING COPY PRODUCTION

production@squaremile.com

SUBSCRIPTIONS

subscriptions@squaremile.com

RECRUITMENT

jobs@squaremile.com

 @SQUAREMILE_COM

 FACEBOOK.COM/SQUAREMILEUK

 SQUAREMILE_COM

thread/needle
MEDIA

