

# QUINTESSENTIALLY

A woman with vibrant red hair styled in a large, circular loop is the central figure. She is wearing a bright yellow, long-sleeved dress with puffed cuffs. A large yellow snake is draped around her neck and shoulders. She is holding the snake's head with her right hand. The background features a dark, silhouetted barbed wire fence against a light sky.

MEDIA INFORMATION

2015



**QUINTESSENTIALLY  
MAGAZINE IS AN  
INSPIRATIONAL LUXURY  
LIFESTYLE PUBLICATION  
FOR A DISCERNING,  
INFLUENTIAL, UHNW  
READERSHIP OF STYLISH  
MEN AND WOMEN,  
GLOBALLY**

Originally conceived by luxury industry thought-leader Lucia van der Post (*who founded the FT's How To Spend It*), Quintessentially Magazine is not like other luxury magazines. The title stands for substance, style and expertise, offering contemporary and original content reflecting the wide-ranging interests of Quintessentially Members. Ranging across the arts, culture, society, sport, travel,

fashion, food and drink, the magazine gives access to the most intriguing stories, authoritative insight and instructive advice from the world of Quintessentially, all packaged by design values of the very highest calibre. As the go-to guide for cash-rich, time-poor individuals, the title is packed with messages across the luxury board that heavily impact buyer's decisions and aspirations.





**INTERNATIONAL,  
ENTREPRENEURIAL, STYLISH  
AND AFFLUENT,  
THE QUINTESSENTIALLY  
MAGAZINE READER  
IS THE ULTIMATE  
LUXURY CONSUMER**

**Key readership characteristics:**

- >> jet-setter
- >> sociable
- >> thrill-seeker
- >> savvy
- >> early adopter
- >> cash-rich
- >> time-poor

**Readership:**

**male / female** 60% / 40%

**median age** 44

**breakout**

21 > 29	11%
30 > 39	45%
40 > 49	33%
50+	11%

**married** 40%

**occupation**

CEO / OWNER / PRINCIPAL	56%
ENTREPRENEUR	32%
SVP	24%



**"QUINTESSENTIALLY  
IS FANTASTIC AT  
ORGANISING ALL THE  
THINGS THAT YOU DON'T  
HAVE TIME TO DO  
YOURSELF. THOROUGHLY  
IMPRESSIVE AND  
COMPETENT"**

*Sophie Dahl*



## ***Distribution Points:***

### ***5\*and 4\****

#### ***Deluxe Hotels:***

The Ritz, The Langham and The Dorchester. We also place copies at top hotels on the outskirts of London such as Pennyhill Park, Coworth Park and The Grove.

#### ***Members Clubs:***

RAC Club, Groucho Club, Lansdowne Club, Anabel's, Morton's, Bromptons, and Soho House. This is expanding.

#### ***First & Business class Airport Lounges:***

Copies are placed into the lounges at LHR & LGW of airlines such as Virgin, United, South African Airways, Air Canada and Singapore, Cathay, Emirates, American Airlines, BA, Lufthansa, BMI.

#### ***Private Jet Centres:***

London City Airport Jet Centre, Farnborough, Biggin Hill.

#### ***Private***

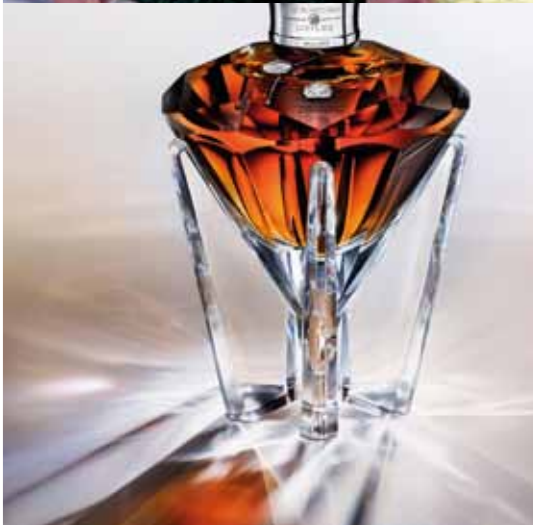
#### ***Medical Centres:***

Harley St, Bupa and Nuffield.

#### ***Corporate***

#### ***Reception Areas:***

Copies placed in purpose built racking at 112 corporate sites such as Morgan Stanley, Bank of America, ITV. These locations employ 90,000 people across 279 businesses and have over 10,000 daily visitors.



## Readership:

**ave. circulation** 25,000

**ave. readership** 100,000

**ave. net worth** £5-£20+ m\*

**frequency** Quarterly

**pagination** 116pp

### Distribution Points continued:

#### **Spas/Private Health Clubs:**

The Harbour Clubs, Chelsea Village and Citipoint.

#### **Golf Clubs:**

St. Georges Hill, Wentworth, Wisley, Sunningdale, Gleneagles, and Richmond.

#### **Trains:**

First class carriages on Heathrow, Gatwick and Stansted Express trains, Eurostar Lounge at St Pancras.

#### **Limousine Operators:**

4 Executive Limousine operators contracted to city firms and other high profile establishments such as the Houses of Parliament.

#### **VIP Shopping:**

VIP / personal shopping areas at Harrods, Selfridges, Fenwicks, Browns and Harvey Nichols.



## Media information

### Standard rates and positions:

<b>Single Page ROP</b>	<b>£ 7,250</b>
<b>Inside Front Spread</b>	<b>£16,950</b>
<b>Double Page Spread</b>	<b>£13,250</b>
<b>Outside Back Cover</b>	<b>£17,950</b>
<b>Inside Back Cover</b>	<b>£ 8,400</b>

### Bespoke Solutions\*\*

#### Advertorial:

<b>DPS, copy client-supplied</b>	<b>£20,500</b>
<b>DPS, FMS-produced</b>	<b>£22,500</b>

\*Please note that we are only able to offer Advertorial space across DPS'

#### Gatefold Cover:

<b>Inwards fold, 6pp</b>	<b>£27,200</b>
<b>Inwards fold, 8pp</b>	<b>£33,800</b>

#### Insert:

<b>Booklet, client-supplied</b>	<b>POA</b>
<b>Single Sheet,</b> <b>client-supplied</b>	<b>POA</b>
<b>Booklet or Single Sheet,</b> <b>FMS-produced</b>	<b>POA</b>

All inserts are bound in at pg80 and must not exceed a weight of 200g and spine width of 2mm

#### Sponsorship:

<b>Section, including client branding</b>	<b>POA</b>
<b>Cover, product placement</b>	<b>POA</b>

\*\*Please note that these figures are guide prices only(all prices subject to vat)

#### Agency details:

Agency commission 10%

Note: All advertising copy must be supplied for clearance by Quintessentially, prior to acceptance.

Terms and conditions available on request.

### Materials:

Artwork in high resolution PDF (300 dpi), CMYK format.

PDF files should only contain Adobe Type 1 fonts, these must be embedded and subset.

PDF file names should include: page number, publication, and issue.

### Mechanical data:

Portrait format, full colour throughout, laminated board covers, printed on high quality art paper, perfect bound.

<b>Page Trim Size</b>	<b>335 x 240mm</b>
<b>Page Bleed Size</b>	<b>341 x 246mm</b>
<b>Page Type Size</b>	<b>315 x 220mm</b>

For DPS advertisements, please supply single pages made to sizes above.

Please allow 5mm each page for gutter loss allowance.

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