

QUINTESSENTIALLY



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:

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

Bespoke Solutions**

Advertorial:

DPS, copy client-supplied	£20,500
DPS, FMS-produced	£22,500

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

Gatefold Cover:

Inwards fold, 6pp	£27,200
Inwards fold, 8pp	£33,800

Insert:

Booklet, client-supplied	POA
Single Sheet, client-supplied	POA
Booklet or Single Sheet, FMS-produced	POA

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

Sponsorship:

Section, including client branding	POA
Cover, product placement	POA

**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.

Page Trim Size	335 x 240mm
Page Bleed Size	341 x 246mm
Page Type Size	315 x 220mm

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

Please allow 5mm each page for gutter loss allowance.

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