

LONDON

MEDIA PACK - 2018



St George
Designed for life





LONDON

by St George

BBEAUTIFULLY PRODUCED AND VISUALLY ENTICING,
LONDON BY ST GEORGE IS A COLLECTION OF THE VERY BEST LONDON
HAS TO OFFER - FROM FOOD, FASHION, WELLNESS AND CULTURE, TO THE CITY'S
FASCINATING CULTURAL LEGACY AND PIONEERING FUTURE.

THE MAGAZINE OCCUPIES THE COFFEE TABLES OF SOME OF
THE WORLD'S FINEST ADDRESSES - WHETHER THAT'S A STYLISH DOCKSIDE
LOCATION OR AN INNOVATIVE URBAN RENOVATION.

ST GEORGE HAS BUILT AN IMPRESSIVE REPUTATION FOR ITS PORTFOLIO OF
LUXURY DEVELOPMENTS AND HAS WON AWARDS FOR REGENERATING AND
TRANSFORMING DISUSED PARTS OF THE CAPITAL INTO THRIVING COMMUNITIES
SURROUNDED BY ATTRACTIVE LANDSCAPED GROUNDS.



TARGET AUDIENCE

The circulation of LONDON by St George is carefully targeted and monitored. The magazine is mailed to St George property owners, a hard-to-reach group of some of the world's most discerning consumers who have impeccable style, taste and purchasing power.

LONDON by St George readers appreciate the value of originality, individuality and peerless craftsmanship. Advertisers can therefore showcase their products and services to an audience whose status, network and interests are closely defined.

The Advantage Study (2007), commissioned by the Association of Publishing Agencies, noted that 'customer magazines are kept for longer and are picked up on more occasions', giving added exposure for advertisers.

THE BASICS

Average household income: £500,000

Average assets: £10,100,000

71% £12m+

29% £500,000-£12m

Median Age: 42

62% Aged 25-54

PROFESSIONAL STATUS

78% President/CEO/Owner/Partner

12% Professional/Managerial

81% Married

57% Have children

79% Male

21% Female





CIRCULATION

LONDON BY ST GEORGE MAGAZINE IS DIRECTLY MAILED
TO THE HOMES OF ITS DISCERNING RESIDENTS.
THE PRICE FOR A NEW ST GEORGE PROPERTY RANGES
FROM £700,000 TO IN EXCESS OF £25,000,000

THE FIGURES

ON AVERAGE 125,000 COPIES ARE MAILED
PER ANNUM, OF WHICH:

40,000 copies mailed to St George residents and potential owners worldwide
5,000 copies distributed to 4 and 5* luxury London hotels

25,000 copies distributed to UK private jet centres, private airline lounges and flight centres

55,000 copies distributed to strategic 4 and 5* hotels, international first-class lounges and spas

Additional copies printed for the Cityscape real estate event in Abu Dhabi

*Figures correct at time of print but are subject to change and may alter in the future



RATE CARD

ST GEORGE OFFERS A GLOBAL LUXURY REACH FOR THE MOST
AFFLUENT HIGH-SPENDING CLIENTELE - ST GEORGE PROPERTY OWNERS
AND POTENTIAL BUYERS

Single page advertisement	£7,950
Double page spread	£12,950
Outside back cover	£18,950
Inside front cover spread	£17,950
Inside back cover	£10,950
Specified position	+20%
Agency commission	10%

Creative solutions available on request

CONTACT

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SPECIFICATION

WE WANT YOUR ADVERTISING TO LOOK ITS BEST, SO PLEASE TAKE NOTE OF THE FOLLOWING SPECIFICATION DETAILS AND CONTACT US AHEAD OF PUBLICATION DEADLINES IF YOU HAVE ANY QUERIES

Single page

Page trim: 240mm (w) x 325mm (h)

Page bleed: 250mm (w) x 335mm (h) (trim plus 3mm bleed on each edge)

Double page

Page trim: 480mm (w) x 325mm (h)

Page bleed: 490mm (w) x 335mm (h) (trim plus 3mm bleed on each edge)

Artwork should be supplied as a high-resolution PDF; it must be to the PDFX1A industry standard pdfs for print. Please refer to <http://www.ppa.co.uk/pass4press/> for downloadable settings. Always create a Postscript file and distill as opposed to the 'export to pdf' option. Please supply double-page advertisements as a full spread, not two single pages. Please ensure you supply a colour-accurate high-resolution proof.

Please check the file is the correct trim size, has crop marks, bleed on all edges and fonts appear accordingly. Files that are not prepared to these guidelines will be rejected.

Artwork should be created in digital format compatible with Mac applications: InDesign / Quark / Illustrator / Photoshop or a combination. Ensure all images are 300dpi and CMYK.

Artwork must be supplied 7 days prior to press date.

CONTACT

Please send artwork to:

Nick Fulcher, FMS Global Media , Suite 9, Beaufort Court, Admirals Way, Canary Wharf, London E14 9XL, United Kingdom

For all enquiries including copy deadlines and publishing dates for 2017 please contact:

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