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# square mile



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

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square mile

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 \$3 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. This is our stomping ground.

Over the last 18 years, **square mile** has become the number-one lifestyle brand for this affluent area. With its monthly magazine, website, newsletter and reader events, **square mile** has the attention, the respect and most importantly, the trust of the City.

thread/needle  
MEDIA

# Brand

## OVERVIEW

### Reader Profile

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

### Magazine

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

### squaremile.com

- + Average unique visitors per month: 125k
- + Average page views per month: 312k
- + Average dwell time: 2 mins 8 secs

### Newsletter

- + Frequency: Weekly
- + Average database size: 25k
- + Average open rate: 28%

### Social

- + Facebook squaremileuk: 35k followers
- + Twitter @squaremile\_com: 17.4k followers
- + Instagram @squaremile\_com: 18.6k followers



## Print

### DISTRIBUTION

SINCE 2005, **square mile** has been building its core database of both individual and corporate subscriptions primarily within the City of London. 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 promotional Tube handouts have been replaced with in-home distribution within affluent postcodes in Zone 1.

- Direct to homes: 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 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 Justin Hast to design expert Josh Sims to renowned petrolhead Jerermy 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

## Print

### DISPLAY RATE CARD

Front Cover Gatefold	£45,995
Back Cover Gatefold	£40,255
Inside Front Cover DPS	£28,750
Outside Back Cover FP	£22,995
DPS	£14,955
FP	£7,995 *
Half Page	£4,500 *
Quarter Page	£3,100 *
Essentials	£1,200 *

\* Non-premium slots are offered at a 10% discount if a specific issue isn't required. Where this is the case placements will be fulfilled within 3 issues of the booking.

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

JUSTIN WELBY

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	125k
Pageviews p/m	312k
Dwell time avg	2m 57s

### RATE CARD

#### HOMEPAGE/CHANNEL TAKEOVER

Per week	£7,995
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#### ROS IMPRESSIONS

MPU, Double MPU, Leaderboards	£32 CPM
Epic Parallax	£58 CPM

#### COMPETITION PACKAGE

One month	£5,750
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#### DIGITAL ARTWORK CREATION

Static banner creation 2 x sizes, 3 x variants	£700
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# 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	25k
Average open rate	28%
Double MPU ad size	640 x 1280
Displays at 300x600 approx.	

### RATE CARD

1 x ad	£2,295
3 x ads	£5,750
5 x ads	£8,050
Solus newsletter	£9,750

MEDIA INFORMATION



## Social

square mile's social media channels target readers in the City of London – as ever, we strive for quality over quantity, and pride ourselves on engaged and relevant social media followers, organically grown from an eclectic range of relevant content.

### AUDIENCES

Twitter	17.4k
Instagram	18.6k
Facebook	35k



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	£5,750
Competition gold package Includes full page in magazine	£9,750

square mile



Newsletter slot

Facebook post

Twitter post

Competition print listing

squaremile.com competition listing

ADVERTISING SOLUTION

# Special section sponsorship

## RATE CARD

Sponsorship of a Special section **£34,450**

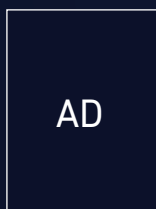
Each issue, **square mile** publishes a special section dedicated to a specific theme. These include: Wealth [pictured]; Best of British; Style [SS & AW]; Land, Sea & Air; Adventure; Technology; Watches; and Xmas.

### What the package includes

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



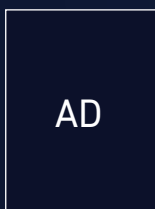
### Style Section example



Opening AD



Opener + Logo



Opening DPS Advert



Editorial



Editorial



Editorial



Editorial



Editorial



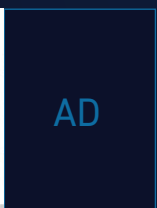
Editorial



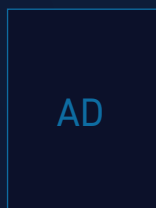
Editorial



Editorial



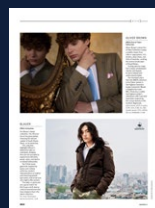
3rd-party AD



3rd-party AD



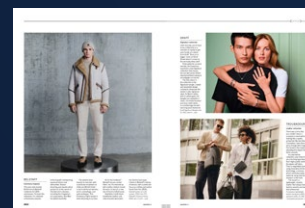
Editorial



Editorial



3rd-party AD



Editorial



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	£10,450
Double page spread	£19,450

ADVERTISING SOLUTION

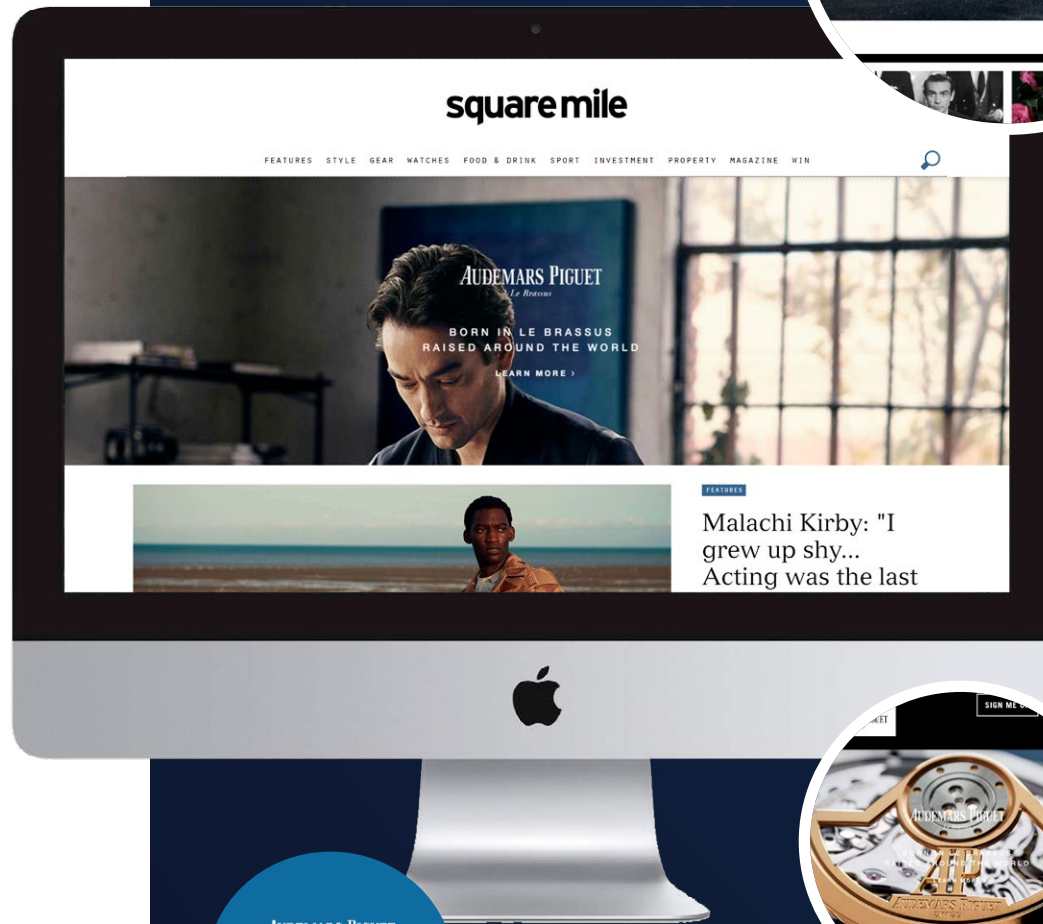
# Homepage takeover

A piece of prime real estate on [squaremile.com](https://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

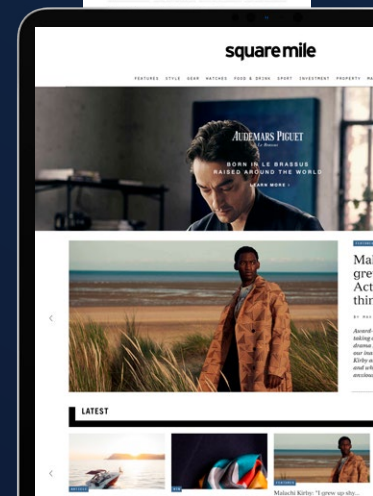
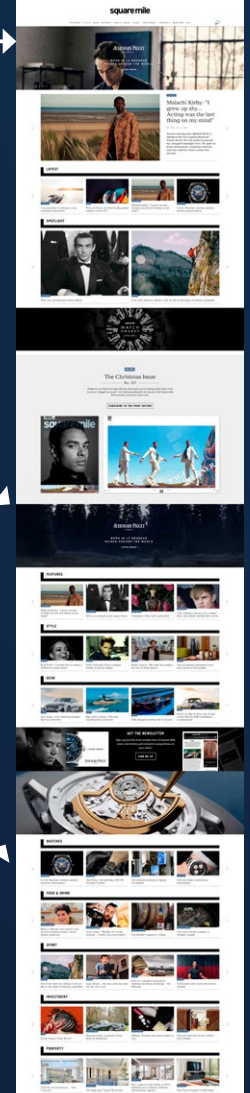
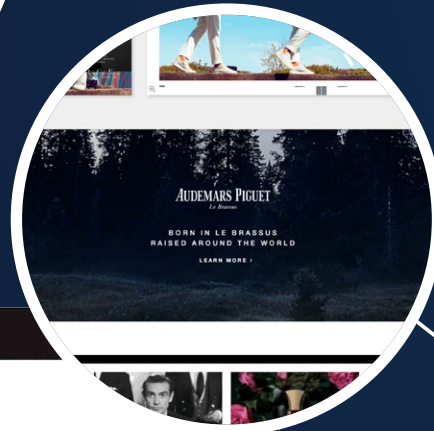
£7,995



AUDEMARS PIGUET  
*Le Brassus*

BORN IN LE BRASSUS  
RAISED AROUND THE WORLD

LEARN MORE >



# square mile

## Get in touch

ADVERTISING ENQUIRIES

[advertising@squaremile.com](mailto:advertising@squaremile.com)

PRESS ENQUIRIES

[marketing@squaremile.com](mailto:marketing@squaremile.com)

EDITORIAL ENQUIRIES

[editorial@squaremile.com](mailto:editorial@squaremile.com)

CREATIVE SERVICES

[creative@squaremile.com](mailto:creative@squaremile.com)

ADVERTISING COPY PRODUCTION

[production@squaremile.com](mailto:production@squaremile.com)


SUBSCRIPTIONS

[subscriptions@squaremile.com](mailto:subscriptions@squaremile.com)

RECRUITMENT

[jobs@squaremile.com](mailto:jobs@squaremile.com)

 @SQUAREMILE\_COM

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 SQUAREMILE\_COM



thread/needle  
MEDIA