

BRUMMELL

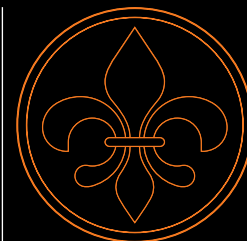
 MEDIA PACK

THE LITTLE BLACK BOOK FOR THE CITY



Welcome to Brummell

The little black book for the City is a lifestyle magazine at the heart of Europe's financial community. Brummell is distributed with Financial News, which, over a decade, has established itself as the pre-eminent weekly newspaper for City of London professionals. Readers of Financial News may be among the most affluent, but they don't spend money for the sake of it. They are not ostentatious about their wealth but they want to impress the right people. Brummell provides the essential information on elegant living: our readers have a thirst for knowledge and a lack of time. Brummell condenses and filters the world of luxury living to give them what they need to know.



Circulation:

20,000 to Financial News readers

3,000 to Private Equity News readers

2,000 to City health clubs,
private members clubs,

City hotels and The Royal Exchange

Brummell Magazine

Brummell is edited and produced by Show Media Ltd, known for its quality publications, bringing a wealth of experience in the luxury goods sector and magazine publishing, ensuring that Brummell has the highest design and production values. Inside the exquisitely designed pages of Brummell, the worlds of luxury goods, fashion and style, travel, art, motoring, fine dining and drink converge with high finance, bridging the gap between business and pleasure, always presented from the unique perspective of the City professional's point of view.



FINANCIAL NEWS READER SURVEY

AGE

- Under 35 - 19%
- 35 - 44 - 37%
- 45 - 54 - 33%
- 55+ - 11%
- Average - 43.7

PERSONAL INCOME £UK (or equiv)

- Under £50K - 9%
- £50 - £75K - 13%
- £75 - £100K - 11%
- £100 - £200K - 34%
- £200 - £500K - 21%
- £500K+ - 12%
- Prefer not to disclose/don't know - 24%
- Average personal income - £242,353
- Personal income over £200K - £33%

CAR OWNERSHIP: VALUE OF MAIN CAR

- Under £20K - 22%
- £20 - £30K - 21%
- £30 - £35K - 11%
- £35 - £50K - 26%
- £50 - £70K - 10%
- £70K+ - 10%
- Prefer not to disclose / don't know - 24%
- Average value - £40,696
- £50K or more - £20%

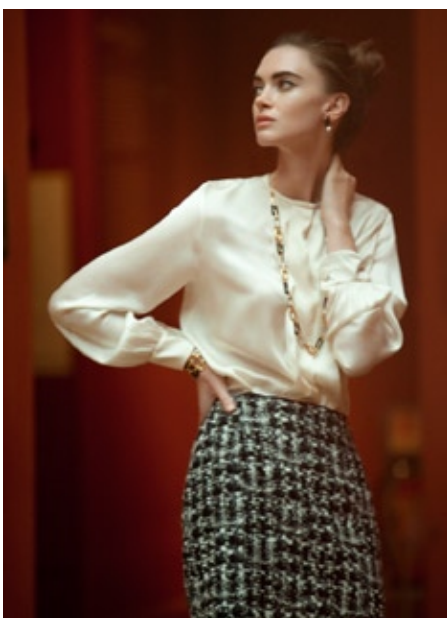
VALUE OF INVESTMENTS £UK (or equiv)

- (excl. main home)
- Under £30K - 15%
- £30 - £50K - 5%
- £50 - £100K - 9%
- £100 - £200K - 12%
- £200 - £500K - 14%
- £500 - £1m - 11%
- £1m+ - 34%
- Average value - £660,833
- Savings & investments over £500,000 - 45%

AIR TRAVEL - CLASS (long haul flights)

- Economy/budget airline - 9%
- Premium economy - 12%
- Club or Business Class - 75%
- First Class - 4%

Source Financial News Readers Survey, Sept 2005 © Direct Response Research Ltd





BRUMMELL READER SURVEY 2006

In the past year, have you purchased clothes/goods from any of the following?

- Aquascutum – 16.1%
- Burberry – 25.5%
- Dunhill – 19.1%
- Gieves & Hawkes – 22.1%
- Gucci – 26.6%
- Hackett – 26.6%
- Hermès – 25.8%
- Hugo Boss – 37.1%
- Louis Vuitton – 16.9%
- Paul Smith – 33.7%
- Thomas Pink – 36.3%
- Ermenegildo Zegna – 22.8%

Are you interested in the following?

- Art – 49%
- Exotic travel – 54%
- European travel – 68.4%
- Weekend breaks – 72.2%
- Cars – 49.4%
- Shooting – 41.4%
- Watches – 39.9%
- Property – 57.8%
- Music – 49%
- Interior Design – 39.5%
- Fashion/style – 48.3%
- Restaurants/dining – 75.7%
- Wine – 62.4%
- Events/society – 39.2%
- Physical/psychological wellbeing – 37.6%

How much, per head, do you expect to spend on your main vacation this year?

- I don't have time to take a holiday – 1.1%
- Up to £1,000 – 20.1%
- £1,000 – £2,000 – 30.2%
- £2,000 – £3,000 – 22.8%
- £3,000 – £5,000 – 16.8%
- £5,000+ – 9%

How much did you spend in total on jewellery (including watch) in the past year?

- No purchase made – 25.5%
- £100 – £1,000 – 25.5%
- £1,000 – £2,500 – 26.2%
- £2,500 – £5,000 – 15.4%
- £5,000 – £10,000 – 7.1%
- £10,000+ – 6.7%

What the readers say

“Brummell is topical, informative, and in tune with the lifestyle of the modern day professional. Its content is varied and insightful. It is a must read as far as I'm concerned.”

MICHAEL BARRETT, MERRILL LYNCH

“Bespoke for Bankers!”

PHILIPPE GANGLOFF, BANK OF AMERICA

“Slick, chic, in touch with City tastes and fashions.”

PETER FERGUSON, UBS INVESTMENT BANK

“I have already recommended it to a lot of friends and enjoyed reading it myself. It is different from other magazine as it handpicks stuff that is unique and eye catching.”

BILAL RAZA, CITIGROUP

“A one-stop shop for ideas to reward yourself after all that hard work!”

JAMES JOHNSTON, AP INFORMATION SERVICES

“Its like a bespoke city version of GQ magazine.”

ANDREW REID THOMAS, RREV

“This is a well researched magazine with genuinely interesting and intelligent articles about useful things such as wealth management and interesting features such as Rising Stars.”

YUDHISTRA MOODLEY, CANTOS

RATE CARD AND SPECIFICATIONS

POSITIONS RATE

Inside front cover double-page spread	£16,000
2nd double-page spread	£15,000
Double-page spread	£11,500
Outside back cover	£8,500
Facing contents	£8,500
First right hand	£8,500
2nd right hand	£7,500
Special position	£7,000
ROP	£6,500

Agency commission 10%

PUBLICATION DATES AND COPY DEADLINES

20 February 2012 The Bonus issue

Copy deadline – 30.01.12

16 April 2012 Brummell Technology – hi-tech special

Copy deadline – 26.03.12

4 June 2012 The Adventure issue

Copy deadline – 14.05.12

24 September 2012 The High-Achieving Women issue

Copy deadline – 03.09.12

29 October 2012 Brummell Horology – watches special

Copy deadline – 08.10.12

3 December 2012 The Rising Stars issue

Copy deadline – 12.11.12

ADVERTISEMENT BOOKING & EVENT ENQUIRIES

Duncan McRae

Advertising and Events Director

duncan@flyingcoloursmarketing.com

07816 218059

Julia Pasaron

julia@nbmp.net

020 8741 8967

CANCELLATION CLAUSES 100% on special positions 40 days before publication. 100% on ROP positions 20 days before publication

SEND ADVERTISEMENT COPY TO:

production@showmedia.net
020 3222 0101

SHOW MEDIA

Ground Floor, 1-2 Ravey Street,
London EC2A 4QP

BRUMMELL PRODUCTION SPECIFICATIONS:

All advertisements must be supplied on disk in hi-res PDF format, in CMYK. Advertisements containing RGB or LAB colour or images below 300dpi are NOT acceptable. Advertisements must be accompanied by a contract proof which has been produced from the PDF supplied.

Single page TRIM SIZE: 275mm high x 210mm wide (trim size)

Single page WITH BLEED: 281mm high x 216mm wide

Double page spread TRIM SIZE: 275mm high x 420mm wide (trim size)

Double page spread WITH BLEED: 281mm high x 426mm wide

The double page spread ad across the inside front cover spread should have **6mm creep** added to the left and right hand pages.