

# matchbox

Notting Hill

# matchbox

Chelsea

Having first launched in 2006, Matchbox is now recognised as the best monthly lifestyle magazine available for Notting Hill, Kensington and the surrounding area. September 2009 saw the launch of our second edition, based in Chelsea and its environs, as a result of increasing demand from readers and advertisers alike.

Matchbox has superior editorial, unrivalled audience relationships and a 50:50 balance between advertising and editorial – a winning formula that ensures you can't find a more cost effective way of maximising your potential for a response from advertising to your local market.



## TESTIMONIALS

“Matchbox’s essays are engagingly written and highly intriguing. Best wishes to you and your continued success.”

(LOUIS THEROUX,  
BROADCASTER & PRESENTER)

“Matchbox is great because it doesn't just read like a collection of adverts. There are real features by quality writers. Style and substance.”

(TOM HOLLANDER,  
ACTOR)

“Matchbox were a pleasure to work with, always ensuring clear and efficient communication, and sensitivity to our needs.”

(ESTELLE COLOMBE,  
ADVERTISING MANAGER,  
HOUSE OF FRASER)

“Matchbox cuts through the clutter, delivering eye-catching, effective campaigns that achieve our goals.”

(EMMA JACKSON,  
REGIONAL ACCOUNT MANAGER,  
STARCOM WORLDWIDE)

“Matchbox has its finger firmly on the pulse. Our partnership extends beyond the norm, embracing reader competitions, events and cross promotions.”

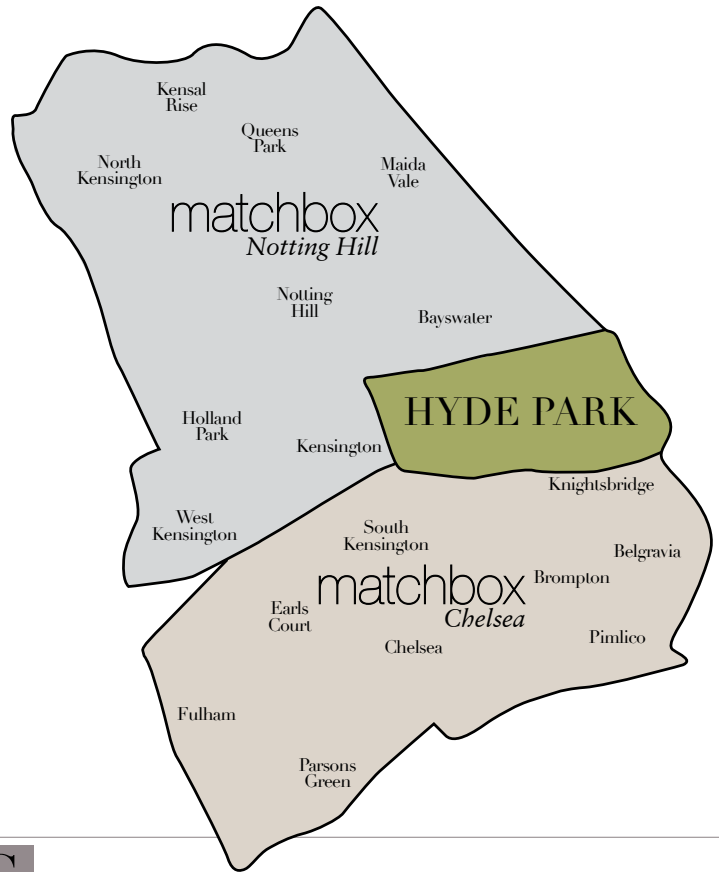
(JANINE ABRAHAMS,  
MARKETING & PR MANAGER,  
BODYWORKSWEST)

“Matchbox is the highest quality publication for the area, ensuring our values and strengths are communicated to the right audience in the right way.”

(ASSAL BAKTASHIAN,  
MANAGER, BANG & OLUFSEN  
OF KENSINGTON)

# DISTRIBUTION & READERSHIP

Matchbox is hand delivered to the most affluent homes in the outlined area and with a total readership of over 280,000 AB individuals, Matchbox offers a hugely powerful platform for your own promotions ensuring you maximise your potential for a response from advertising. Our 50:50 editorial/advertising split ensures we are read from cover to cover which is why our readership per issue is double that of our nearest competitor.



## Notting Hill

- 40,000 circulation
- Distributed to the most affluent AB homes in the outlined area
- 140,000 readership monthly
- Minimum combined annual salary of readers £50 million

## Chelsea

- 40,000 circulation
- Distributed to the most affluent AB homes in the outlined area
- 140,000 readership monthly
- Minimum combined annual salary of readers £60 million

# ADVERTISING RATES

## GENERAL POSITIONS

DPS	<b>£2,610</b>
Full page	<b>£1,450</b>
Half page	<b>£795</b>
Quarter page	<b>£445</b>
Advertorial	<b>+15% to standard rates</b>
Classified	<b>£250 (single entry)</b>
Classified	<b>£450 (double entry)</b>

## VAT AND DISCOUNTS

**VAT**  
All prices subject to the current VAT rate

**DISCOUNTS**  
10% discount to recognised agencies

## SPECIAL POSITIONS

Inside back cover	<b>£1,670</b>
Inside front cover	<b>£1,670</b>
Outside back cover	<b>£1,740</b>
Guaranteed positions	<b>+10%</b>

## ADDITIONAL OPTIONS

**INSERTS**  
Per single sheet weight 10gms £60 per 1,000. Further information on request.

**SPONSORSHIP**  
Section sponsorship available from £200 pcm (minimum 6 months)

**LIVE EVENTS**  
Bringing our readers to your sponsored Matchbox event. Call for more details

## ONLINE ADVERTISING

Website top banner	<b>£290 pcm</b>
Website bottom banner	<b>£190 pcm</b>
Website skyscraper	<b>£205 pcm</b>
Website button	<b>£100 pcm</b>
MPU plus	<b>£450 pcm</b>
Newsletter top banner	<b>£290 pcm</b>
Newsletter bottom banner	<b>£220 pcm</b>
Newsletter skyscraper	<b>£235 pcm</b>
Newsletter button	<b>£115 pcm</b>
Digital product card (shared)	<b>£95</b>
Solus: per 1000 recipients	<b>£250</b>

**DISCOUNTS FOR SERIES BOOKINGS: 3 issues (-10%) • 6 issues (-15%) • 12 issues (-25%)**

# CONTACTS

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