

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 sees 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

Quarter page	£445
Half page	£795
Full page	£1,450
DPS	£2,610
Advertorial	+15% to standard rates
Property services	£250 (single entry)
Property services	£450 (double entry)

VAT AND DISCOUNTS

VAT

All prices subject to the current VAT rate

DISCOUNTS

10% discount to recognised agencies

SPECIAL POSITIONS

Inside back cover	£1,670
Inside front cover	£1,670
Outside back cover	£1,740
Guaranteed positions	+10%

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

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

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DELIVERING TO THE MOST AFFLUENT RESIDENTS OF NOTTING HILL, KENSINGTON & CHELSEA