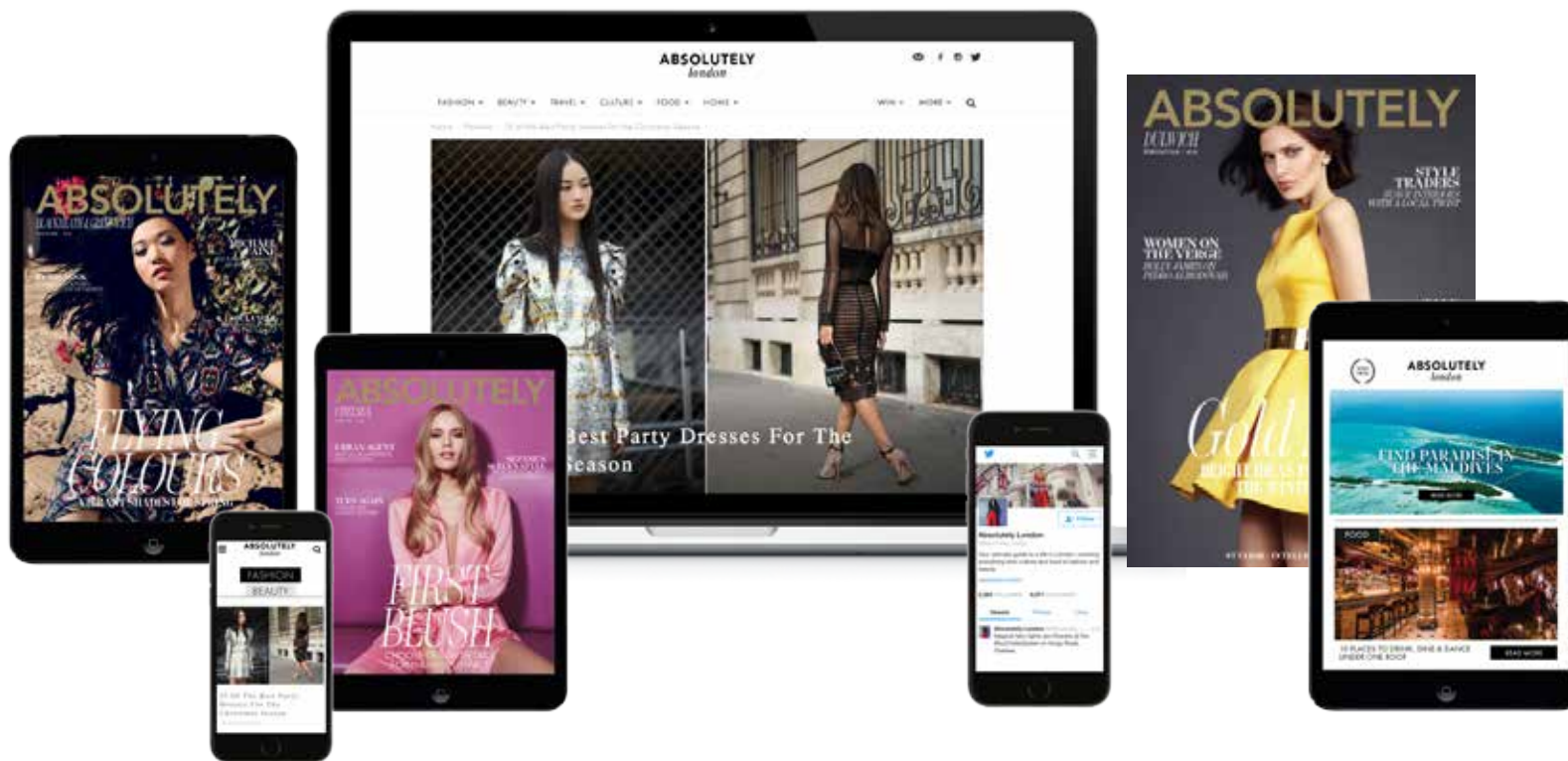


A woman with long brown hair and blue eyes is lying down in a field of pink flowers. She is wearing a light-colored, lace-trimmed dress. Her right arm is raised, and she is looking towards the camera. The background is filled with green foliage and clusters of small pink flowers.

ABSOLUTELY MEDIA PACK 2017

ABSOLUTELY

Magazines



About Us

In 2011 *Zest Media* created **ABSOLUTELY** Magazines, London's fastest growing magazine brand with 17 monthly editions. These luxury lifestyle publications target the most cosmopolitan residents of the capital, while stylish design coupled with high volumes of captivating content attract a sustainable and exclusive readership.

Absolutely.London is the digital platform for **ABSOLUTELY** Magazines, an online guide to inspirational London living that helps readers stay one step ahead of the crowd. Our editorial team combines expert 'what's on' guides in fashion, beauty, travel and food, as well as offering readers the chance to win exclusive prizes.

ABSOLUTELY is a part of *Zest Media Group*, a creative content and digital agency. Experts at producing engaging content and quality design, we target affluent audiences in London and globally. Our production extends beyond the **ABSOLUTELY** portfolio, seeing us also produce internal publications and bespoke consumer magazines. ◆



▼ **PRIME CENTRAL GROUP**

Chelsea *Fulham* *Notting Hill* *Kensington*



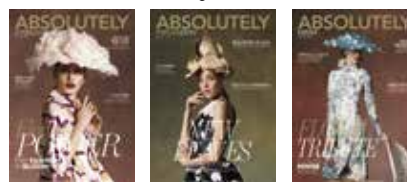
▼ **WEST GROUP**

Chiswick *West* *Richmond*



▼ **SOUTH WEST GROUP**

Putney & Wandsworth *Battersea & Clapham* *Wimbledon*



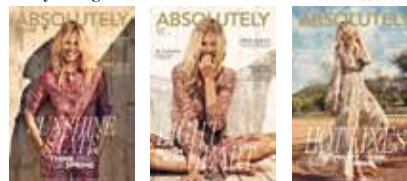
▼ **SOUTH EAST GROUP**

South East *Dulwich* *Blackheath & Greenwich* *Bromley & Chislehurst*



▼ **NORTH AND EAST GROUP**

City & Angel *East* *North By North West*



Absolutely Magazines

Absolutely's 17 local titles focus on London's luxury lifestyle - from cultural events to celebrity profiles, homes and property news to fashion, travel, food, drink and entertaining - the magazines are a visual delight. Always intelligent, stylish and of the moment, Absolutely is London's leading luxury title. ♦

ABSOLUTELY - BRAND EXTENTIONS



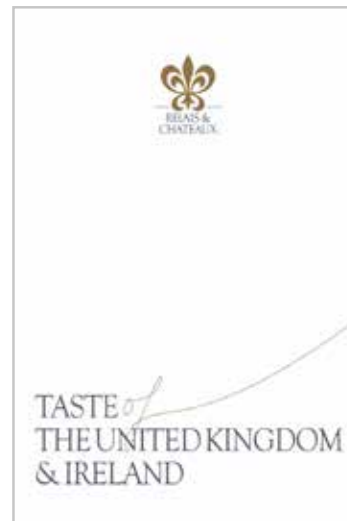
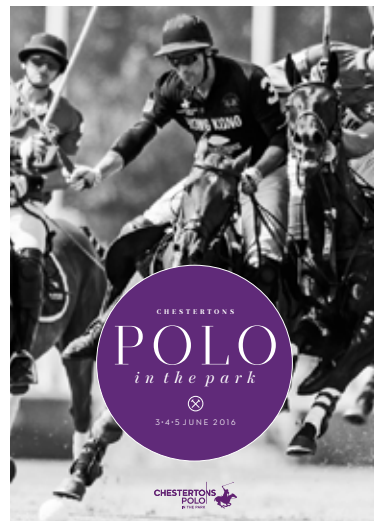
National Specialist / Life Stages Magazines

Building on the success of the Absolutely range of titles, we have extended our portfolio to include publications which focus on our readers' life stages - wedding, home, parenting and children's education. These life stages magazines are quickly becoming the flagship titles within their respective sectors. ♦



International Magazines

Zest produces a portfolio of international titles, each of which fills a gap in the market for local, specialised content. These magazines, put together by international editors with excellent knowledge of their fields, reach and educate a global audience on a variety of subjects. ♦



Contract & Customer Publications

Bespoke publishing from the highly experienced Absolutely team. Tailored to our clients' requirements and their customer needs, our contract publications and customer magazines build brand awareness and deliver tangible, long-term client engagement and retention. ♦



Our readers

- ◆ *High status individuals, living in and around central London and earning salaries within the UK's top **3.97%***
 - ◆ ***£1,890,000** average house value*
 - ◆ ***69.6%** of readers own their property*
 - ◆ ***15%** of readers have a second home, **50%** of which are outside UK*
 - ◆ ***26%** are directors*
 - ◆ ***3** holidays/breaks per year • **2** of them abroad*
 - ◆ ***£128,000+** average household income*
 - ◆ ***41%** Male • **59%** Female*
 - ◆ ***71%** of residents own a car with a residents permit*
 - ◆ ***Profile A** wealthiest residents in the UK*
-

**Source Experian, Geoplan, Tactical and Post Office*

Our Advertisers



DESIGNERS GUILD



BURBERRY



Testimonials

“I can truly not recommend advertising with Absolutely Magazines highly enough. Using Absolutely to advertise my brand in west London has been of huge significance to my business.”

Joe Bone, B1 Clothing

“I'm really impressed with the editorial content, which is a refreshing change from what you usually expect from local magazines. I get absorbed in the fashion pages - with gorgeous shoots, relevant fashion notes and the glamorous quality of a glossy magazine.”

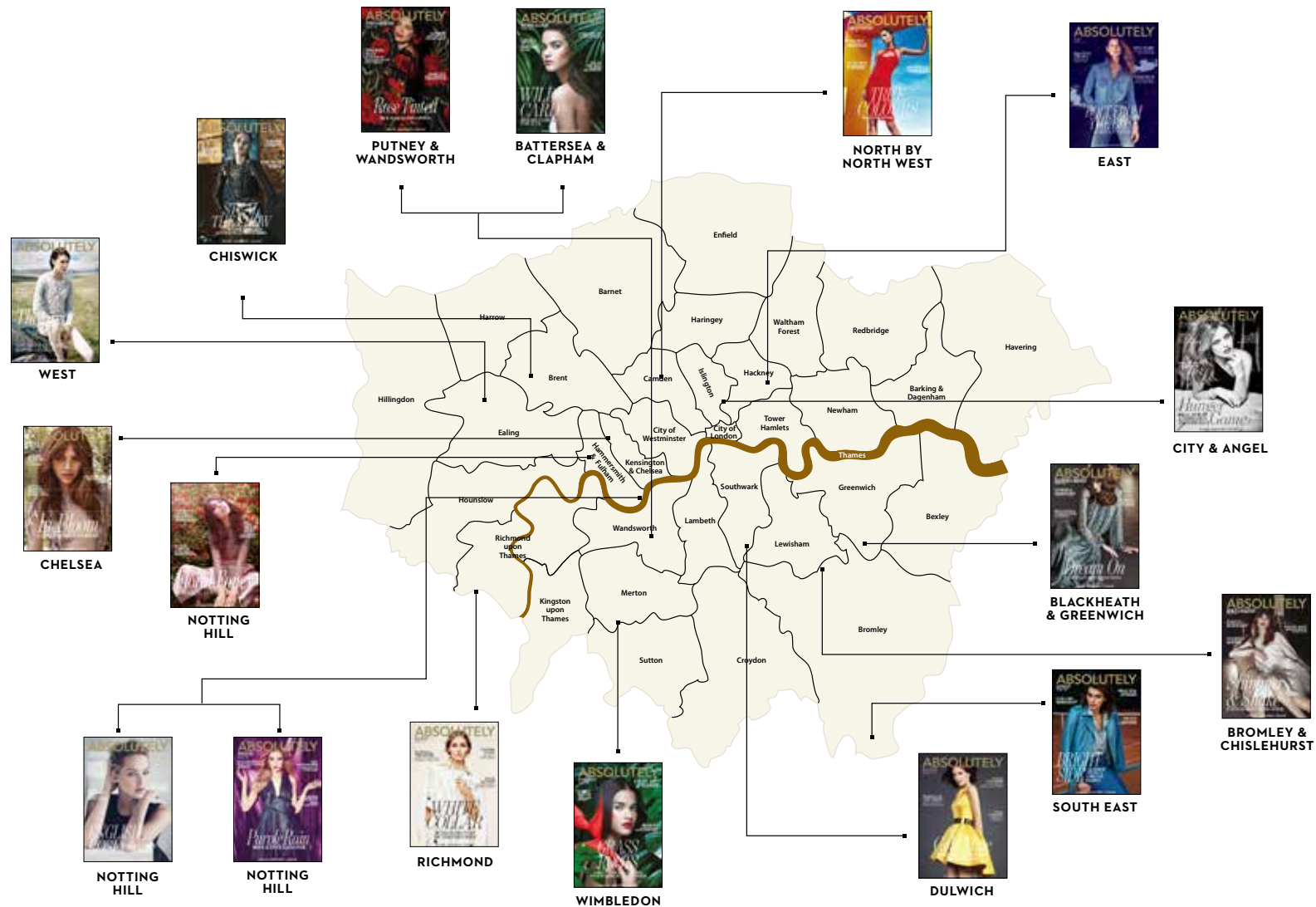
Naomi Ellis, Anthology Boutique

“Absolutely Chelsea provided us with a great platform to promote our business. They delivered an excellent service from start to finish.”

Valeria Zilkha, Quarter Group

DISTRIBUTION AREAS

17 monthly editions reaching an estimated 1.1 million people



Some of the titles are available in selected London Waitrose stores



2017 Editorial Schedule

JANUARY

Health & wellness

FEBRUARY

Skiing; Valentine's Day

MARCH

Interiors; Education

APRIL

*Spring ideas;
Easter mini-breaks*

MAY

Weddings; Summer cocktails

JUNE

Sports; Food

JULY

*Spas & Beauty;
Alfresco*

AUGUST

The Great Outdoors

SEPTEMBER

Shopping; Education

OCTOBER

Interiors

NOVEMBER

Party preparation

DECEMBER

Christmas

ABSOLUTELY DIGITAL

ONLINE MAGAZINE



Absolutely Magazines
Digital platforms

409,673 reads
14,721,950 impressions
1,659 followers

Data source: ISSUU

WEBSITE



Absolutely.london,
Launched in September 2016, it
achieved the following figures in
just 6 months

20,841 unique visitors
58,237 page views
30,515 sessions

Data source: GOOGLE ANALYTICS

NEWSLETTER



ABSOLUTELY
london

Absolutely.london's
weekly newsletter has

28% open rate
6.8% click-through
rate

SOCIAL MEDIA



Total combined social media
following of **15,500+** followers

ARTWORK SPECIFICATION

Print

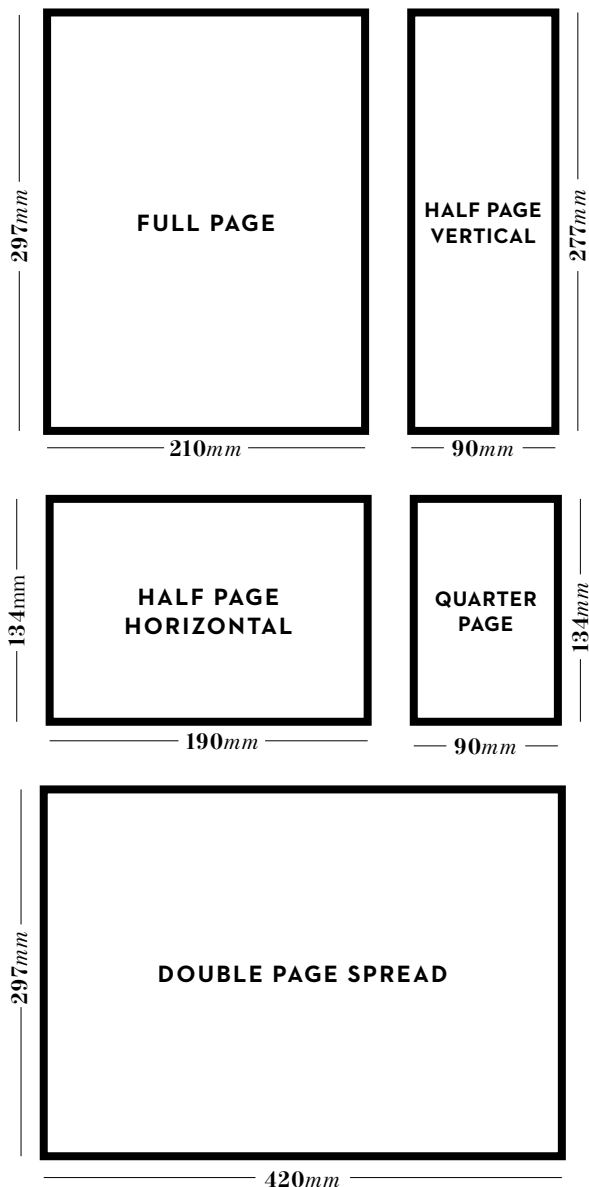
When providing artwork, please do your best to adhere to the design guidelines listed below

One to three images should be provided in the following format
 JPEGs or TIFFs - 300 dpi
 and at least 25cm in width.
 Alternatively we can accept them in PDF format, to the same specification.

If a logo is necessary in your design, please provide it at 300 dpi and in one of the following formats.
 EPS • PDF document
 JPEG • TIFF

Contact information • Company information • Phone numbers
 website address • Building or site address • logo

ALL SUPPLIED
 ARTWORK MUST
 FEATURE A
 3MM BLEED



Billboard
 970 x 250



Leaderboard
 728 x 90



Skyscraper
 300 x 600



MPU
 300 x 250

Digital

When providing artwork, please do your best to adhere to the design guidelines listed below.

All images should be provided in high resolution, preferably larger than 800x600 pixels, in PNG or JPEG format.

If a logo is necessary in your design, please provide it in high resolution as either JPEG or PNG.

ALL SUPPLIED
 ARTWORK IS
 SUBJECT TO
 APPROVAL BY
 THE EDITOR

RATE CARD

Print Advertising

Double page spread **£3,450**
Full page - Specific position **£2,250**
Full page - Run of magazine **£1,950**
Half page **£1,250**
Inside back cover **£2,500**
Inside front cover **£2,850**
Outside back cover **£3,450**
Loose inserts **75cpt**
Bound-in **120cpt**
Advertorial **FULL PAGE RATE + 30%**

Digital Advertising

Homepage Top Leaderboard **£500**
Homepage Mid Leaderboard **£360**
Homepage Mid MPU **£325**
Homepage Bottom MPU **£255**
Categories Top Leaderboard **£415**
Categories Top MPU **£325**
Categories Mid MPU **£285**
Newsletter MPU **£550**
Newsletter Leaderboard **£650**

Print Creative Solutions

Photoshoots *Starting from* **£5,000**
Photo Shoot *Product placement* **£1,000**
Fractional placements **£500**
Company Profiles **£2,000**
Content Creation / Editorial Services **POA**
Competitions **£750**

Digital Creative Solutions

Native Advertising **FROM £150**
Native Advertising, with
newsletter presence **£550**
Product Placement in story **£350**
Brand mention in Round up **£350**
Competitions **£1,000**

CONTACT

EDITORIAL

PENDLE HARTE
EDITOR IN CHIEF

HANNAH HOPKINS
DIGITAL EDITOR

**SPECIALIST/LIFE STAGES
PORTFOLIO**

VICTORIA HUGHES
HEAD OF SPECIALIST TITLES

**CONTENT &
DIGITAL SERVICES**

TAMSIN LUCK
CLIENT SERVICES DIRECTOR

ADVERTISING

LEAH DAY-ABALOS
COMMERCIAL DIRECTOR

ROLLO DENNISON
SALES DIRECTOR

MARKETING

NEFELI KRITIKOU
MARKETING MANAGER

PROPERTY PORTFOLIO

ANDY ELMER
PROPERTY DIRECTOR

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