

BRUMMELL

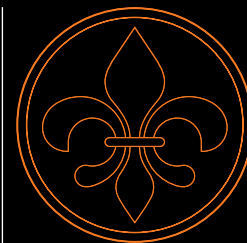
 MEDIA PACK

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. Over a decade, Financial News 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

The editorial content of Brummell is a collaboration between Financial News and Show Media Ltd, the magazine publishing company founded by Peter Howarth, former editor of Esquire and Arena. Show Media is 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 with the unique insight provided by Financial News's knowledge of the City.



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 - £222,648
 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 - £37,579
 £50K or more - £20%

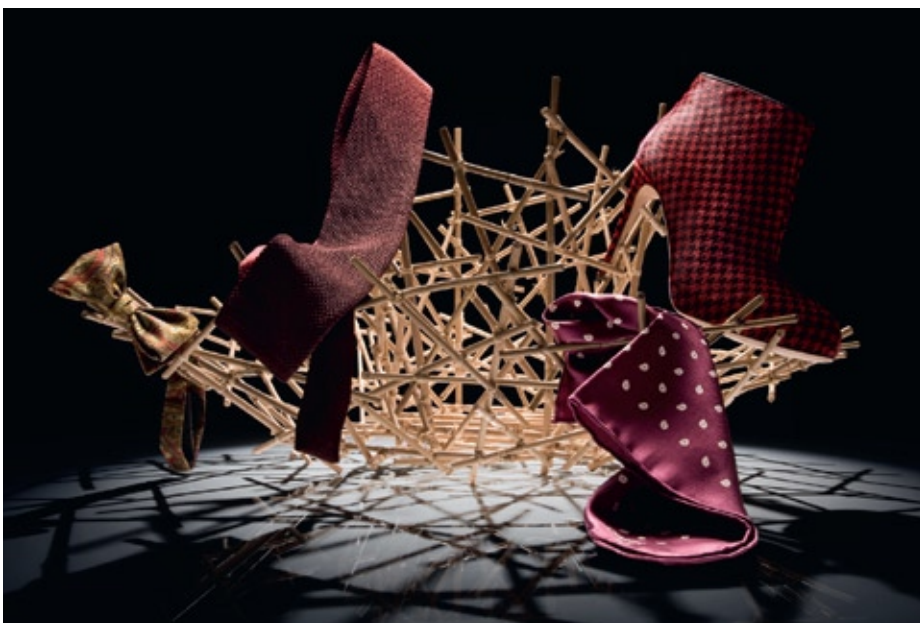
VALUE OF INVESTMENTS £UK (or equiv)

(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 - £587,402
 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 a wealth management and interesting features such as Rising Stars.”

YUDHISTRA MOODLEY, CANTOS

RATE CARD AND SPECIFICATIONS

POSITIONS RATE

Inside Front Cover Double page spread	£15,000
2nd Double Page Spread	£14,000
Double Page Spread	£10,800
Outside Back Cover	£8,000
Facing Contents	£8,000
First Right Hand	£8,000
2nd Right hand	£7,200
Special position	£6,600
ROP	£6,000

Agency commission 10%



PUBLICATION DATES AND COPY DEADLINES

07 March 2011 Style and Substance

Copy deadline – 14.02.11

09 May 2011 Adventure

Copy deadline – 11.04.11

26 September 2011 High Performing Women

Copy deadline – 05.09.11

31 October 2011 Brummell Horology

Copy deadline – 10.10.11

05 December 2011 Rising Stars

Copy deadline – 14.11.11

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

ADVERTISEMENT BOOKING & EVENT ENQUIRIES

Duncan McRae

Advertising and Events Director

duncan@flyingcoloursmarketing.com

07816 218059

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.

BRUMMELL IS EDITED AND DESIGNED BY SHOW MEDIA.

www.showmedia.net | Editorial Director Joanne Glasbey, jo@showmedia.net