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**MEDIA**  
**iNFORMATION**  
THE *Q*uarterly  
The experts' guide to good living

# WELCOME

*The Quarterly*, published with *The Week*, is the luxury seasonal guide to the stylish, interesting and quirky parts of life, be they fashion, cars, furniture, travel, exhibitions, art, science or hobbies. What sets *The Quarterly* apart from other lifestyle magazines is that articles are written by authorities in their fields; this means that as well as imparting their insider knowledge, these specialists – often well-known – are prone to do so with a passion. That's why we call *The Quarterly* 'The experts' guide to good living'.

*Joanne Glasbey, Editor*

# READERSHIP PROFILE

THE QUARTERLY READERS ARE WEALTHY EXECUTIVES, PROSPEROUS PROFESSIONALS AND EDUCATED URBANITES

65% AB

91% ABC1

49% MALE

51% FEMALE

AVERAGE AGE: 46 YEARS

AVERAGE HOUSEHOLD INCOME: £54,551

NEARLY FOUR TIMES MORE LIKELY THAN THE AVERAGE AB PERSON TO HAVE £30K+ IN STOCKS AND SHARES

Sources: NRS Apr09 - Mar10, Premier TGI2010



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## EXPERTS

From the editor of *Vogue*, Alexandra Shulman, commenting on the resurgence of the 'little black dress', to designer Paul Smith discussing his favourite flea markets, via *C4*'s Jon Snow tying himself up in the knotty problem of neckwear, and comedian Al Murray banging on about his love of playing the drums – *The Quarterly* is filled with an eclectic mix of the high-end, the luxurious, the informative, the quirky; in which the common thread is passion...

## CONTRIBUTORS INCLUDE

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"THE QUARTERLY DELIVERS LUXURY, STYLE AND FASHION TO THE HIGHLY AFFLUENT AND EDUCATED READERS OF THE WEEK IN A WAY THAT INSPIRES THEM TO SPEND."

*James Massey,  
Head of Luxury Goods Division,  
The Massey Partnership*

THE QUARTERLY *Masterclass* 13

PHOTOGRAPHY BRUCE ANDERSON

### SHOE BUSINESS

THE SHOE IS AN OBJET D'ART, SAYS SHOE MAESTRO **OLGA BERLUTI**, AND IS THE LAST ARMOUR OF THE MODERN GENTLEMAN



or we can create something totally unique. There will be 250 steps in the process of making a bespoke design.

A client once told me that he wanted a pair of shoes that had the memory of a mature woman and the freshness of a young girl. A memory requires time; well-tread shoes acquire a patina and an indefinable transparency.

Over time we have perfected a patina technique inspired by the burnishing virtues of moonlight. This technique exalts colour and gives the leather an intangible transparency. In 1980, Berluti created Venezia leather, a skin with amazing suppleness acquired through a very particular tanning process.

Berluti leathers come from young calves, raised on a 100 per cent vegetable diet in the Alps. The age of the animals guarantees a pure skin which is extremely elastic and dense. The leather used to make our shoes is chosen through a highly selective process: only two per cent of the skins are chosen.

We have an exclusive tanning procedure for Berluti skins. This is a crucial stage in the processing of skins into leather.

My great-uncle Alessandro Berluti founded the House in 1895. At the time there were no women boot makers; it was a man's world. At the age of 14, I secretly entered this world. By then, the boutique in Rue Marbeuf in Paris was world renowned. It was there that I studied leather, designs and the clients' feet – obtaining medical knowledge from the best orthopaedic surgeons.

When a man comes into the boutique, I see his feet before I see his face, then I look at his shoes. They are his business card. To me, the shoe is the last armour of the modern man.

Our clients are friends and accomplices: they are our history and represent the progress we have made over four generations. Some clients come to us knowing what they want. The bespoke client can choose from the models in our collections, such as Fil d'Ariane, Club or Olga III.

Above: The current shoe was created by Alessandro Berluti in 1895. Top left: Olga Berluti caught on camera by her close friend Andy Warhol

Life CYCLE



{ It's like in your face, the world is a broken, scattered maze and then I realize I had a competitive spirit }

## FASHION & ACCESSORIES

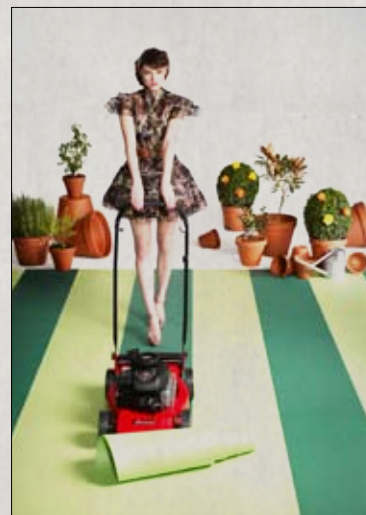
Every issue of *The Quarterly* showcases at least one stunning fashion story. Luxury brands are exclusively featured, with styling by notable names, shot by internationally recognised photographers.

Written by style insiders, these pages provide shortcuts to the most interesting and covetable items of the season, with entertaining background info.

40% OF READERS HAVE BOUGHT SOMETHING AS A DIRECT RESULT OF ADVERTISING EXPOSURE

## ADVERTISERS INCLUDE

ARMANI, AUDI, BA, BERLUTI, BREITLING, BURBERRY, CANALI, CARTIER, CHANEL, DAKS, DIOR, DUNHILL, INTERCONTINENTAL, IWC, JAGUAR, GIEVES & HAWKES, PATEK PHILIPPE, PAUL SMITH, LAURENT-PERRIER, LOUIS VUITTON, PORSCHE, MASERATI, TAG HEUER, ZEGNA



# WATCHES

The creative coverage of luxury timepieces is key to each issue of the magazine. Innovatively styled bold watch portraits showcase new faces and treasured classics of the watch world, while noted watch collectors talk about their favourites and well-known names from all spheres of life explain what timing means to them.

READERS ARE  
FOUR AND A  
HALF TIMES  
MORE LIKELY  
THAN THE  
NATIONAL  
AVERAGE TO  
SPEND £1,000+  
ON A WATCH

Source: Premier TGI2010





# TRAVEL

Highly curious, *The Quarterly* readers are regular and enthusiastic travellers, and the magazine's coverage ranges widely: we take a ski insider's advice about the slopes hitherto undiscovered by the crowds; hear what Britain's foremost hotelier Sir Rocco Forte looks for in a great hotel; learn how to release your inner comrade in a fake gulag in Lithuania; and talk to Abercrombie & Kent's fearless founder Geoffrey Kent about how safaris underwent a luxury makeover. The destinations covered are interesting, often quirky, and the blueprint for memorable travel. And continuing the leisure theme, *The Quarterly* calls upon notable curators and artists to write about current exhibitions and projects.

# HOLIDAY ACTIVITY

READERS ARE ALMOST FIVE TIMES MORE LIKELY TO HAVE BEEN SKIING IN THE LAST 12 MONTHS

THEY ARE OVER 10 TIMES MORE LIKELY TO HAVE HAD NINE OR MORE HOLIDAYS / SHORT BREAKS IN THE LAST YEAR.

63% OF READERS SAY THEY'RE ALWAYS LOOKING FOR NEW AND INTERESTING PLACES TO VISIT ON HOLIDAY

Source: Premier TGI2010, Reader Survey 2006



## RATES

### DISPLAY

|                       |         |
|-----------------------|---------|
| FULL PAGE ROP         | £7,632  |
| DPS ROP               | £15,264 |
| INSIDE FRONT COVER    | £19,080 |
| FIRST RIGHT HAND PAGE | £9,158  |
| OUTSIDE BACK COVER    | £9,921  |
| DPS FH                | £14,400 |

Guaranteed position +10%; agency discount -10%

### INSERTS

|       |               |
|-------|---------------|
| LOOSE | £80 PER '000  |
| BOUND | £180 PER '000 |

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| PAGE TYPE | HEIGHT  | WIDTH |
|-----------|---------|-------|
|           | 263mm X | 198mm |
| TRIM      | 275mm X | 210mm |
| BLEED     | 281mm X | 216mm |

### DPS

Please supply as 2 x single pages (see above).

Please ensure that 3mm bleed appears in the gutter.

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| BLEED              | 281mm X | 108mm |

| HALF HORIZONTAL TYPE | HEIGHT  | WIDTH |
|----------------------|---------|-------|
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### ISSUES

SPRING, SUMMER, AUTUMN, WINTER

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WE CANNOT ACCEPT FILM. ADVERTISING MUST BE SUPPLIED VIA ISDN OR ON DISK AND SUPPLIED WITH A COLOUR PROOF.

### DEADLINES

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