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square mile

SQUARE
MILE IS THE
LUXURY
LIFESTYLE
MAGAZINE
FOR THE
CITY OF
LONDON

MEDIA INFORMATION

SQUAREUP
MEDIA

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“
PRICE IS WHAT
YOU PAY.
VALUE IS WHAT
YOU GET.”

Warren Buffett

LONDON'S SQUARE MILE is the most affluent financial centre in the world. More than \$1.7 trillion is traded here every day on the foreign exchange market alone – twice that of Wall Street and six times that of Tokyo.

The term 'Square Mile' encapsulates London's financial hub – the place, the people and the money. Once restricted to the traditional City of London, this amorphous region has expanded to include Canary Wharf and areas in Mayfair.

Over the last 13 years, **square mile** has become the number-one lifestyle brand for this affluent area. With a magazine, website, newsletter and regular reader events, **square mile** has the attention and trust of the City.





58,728

BRAND OVERVIEW

READER PROFILE

Age: 25-42
Gender: 78% male / 22% female
Average household income: £150,000 pa

MAGAZINE

ABC Audited Circulation: 58,728
Readership: 297,110
Frequency: Monthly

WEBSITE

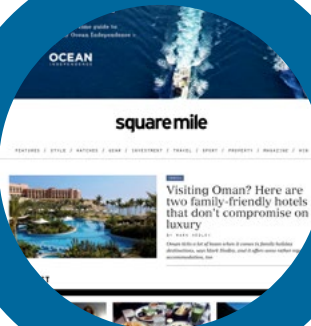
URL: squaremile.com
Average unique visitors per month: 101,000
Average page views per month: 624,000
Average CTR since launch: 0.25%
Average dwell time: 2 mins 8 secs

NEWSLETTER

Frequency: Weekly
Average database size: 20,000
Average open rate: 32%

SOCIAL

Facebook [squaremileuk](https://www.facebook.com/squaremileuk):
37,866 likes
Twitter [@squaremile_com](https://twitter.com/squaremile_com):
18,700 followers
Instagram [@squaremile_com](https://www.instagram.com/squaremile_com):
12,300 followers



square mile

SQUAREUP MEDIA

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FACEBOOK.COM/SQUAREMILEUK

IG SQUREMILE_COM

square mile



PRINT DISTRIBUTION

SINCE 2005, **square mile** has steadily been building up its core database made up of both individual and corporate subscriptions. The majority of the magazine's print run ends up on the desks, foyers or public spaces of

financial institutions in the City of London and Canary Wharf. To attract fresh blood and encourage new subscribers, we also hand out 10,000 issues every month at six key Tube stations in the City.

Circulation	58,728 ABC Audited
Readership	297,110

SQUAREUP
MEDIA

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 [SQUAREMILE.COM](https://squaremile.com)

PRINT

square mile magazine uniquely and directly targets the people that work, play and spend in the City of London. It captures the imagination, acclaim and, most importantly, the time of this hard-to-reach demographic.

We have achieved this loyalty by creating a proposition unlike any other: a luxury lifestyle monthly focussed precisely on the interests and attitudes of those in City. Through advertising in **square mile** you receive rare access to this readership – one of the wealthiest in the world.

With contributions from a broad church of writers – from fashion watch guru Adrian Hailwood to design expert Josh Sims to fashion influencer Darren Kennedy, you'll be featured alongside relevant, engaging and beautifully designed editorial.

The City of London is one of the most exciting, competitive and vibrant places on Earth. **square mile** is its magazine.



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MEDIA

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SQUAREMILE.COM

PRINT

Display Rate Card

Front Cover Gatefold	£39,995
Back Cover Gatefold	£34,995
Inside Front Cover DPS	£24,995
Outside Back Cover FP	£19,995
DPS	£12,995
FP	£6,995
Half Page	£3,995
Quarter Page	£2,495
Essentials	£995



“

THE LONGER
I GO ON, THE
MORE I AM
AWARE OF THE
POWER OF
FINANCE.

Justin Welby



SQUAREUP
MEDIA

WEBSITE

squaremile.com is the online social hub for the City. The website performs a curating function: serving up the best in luxury, investment and interviews to the City's affluent executives.

The site is home to all of our exclusive front cover articles and often houses extra material and behind-the-scenes footage. It's also where we host competitions with our commercial partners gaining thousands of entrants – and reader data – every month.

It's also where our readers can register for exclusive events, often held in partnership with our most loyal clients.



squaremile.com

Unique Visitors p/m	101,000
Pageviews p/m	624,000
CTR avg since launch	0.25%
Dwell time avg	2m 8s

RATE CARD

Homepage/Channel Takeover

Per week	£6,995
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ROS Impressions

MPU, Double MPU, Leaderboards	£28 CPM
Epic Parallax	£50 CPM

Competition Package

One month	£4,995
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Digital Artwork Creation

Static banner creation <i>2 x sizes, 3 x variants</i>	£600
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NEWSLETTERS & SOLUS MAILERS

square mile's weekly e-newsletter provides insight and inspiration in equal measure: the former into the world's most exclusive style, luxury and investments, and the latter for events and activities within the City and beyond.

The two Double MPU ad banners offer our most high profile digital ad solution yet. With ever improving open rates and CTRs, the latest square mile Newsletter designs are proving a lasting success with our City audience. Focussed design improvements have seen our newsletter dwell times increase dramatically giving your ads a great opportunity to be seen.

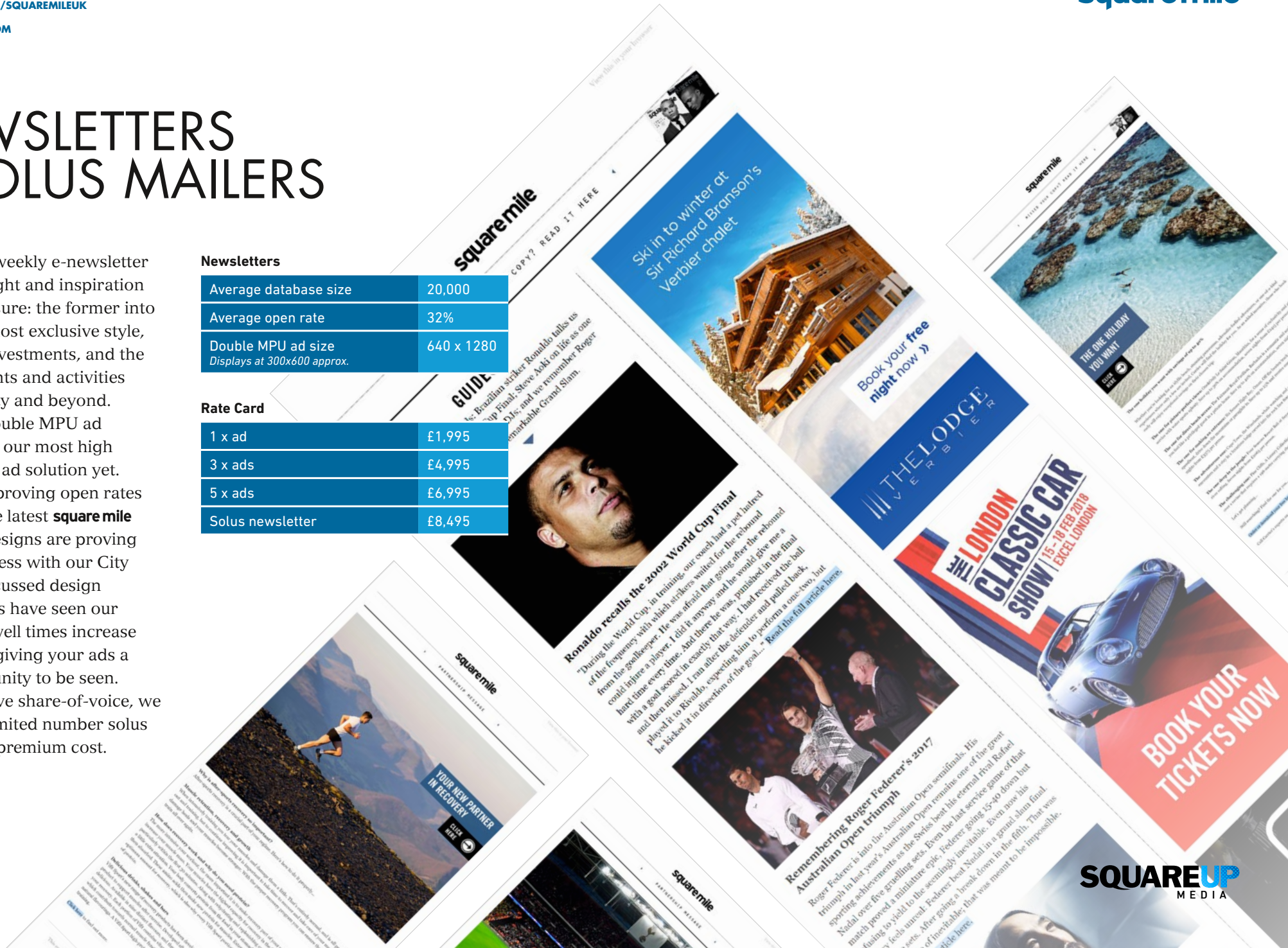
For exclusive share-of-voice, we also offer a limited number solus mailers for a premium cost.

Newsletters

Average database size	20,000
Average open rate	32%
Double MPU ad size	640 x 1280
<i>Displays at 300x600 approx.</i>	

Rate Card

1 x ad	£1,995
3 x ads	£4,995
5 x ads	£6,995
Solus newsletter	£8,495



TWITTER.COM/SQUAREMILE_COM

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SQUAREMILE_COM

SOCIAL

square mile 's social media channels target readers in the City of London – as ever, we strive for quality over quantity, and pride ourselves on engaged and relevant social media followers, organically grown from an eclectic range of relevant content.

Audiences

Twitter	17,400
Instagram	10,000
Facebook	12,300



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square mile

PRINT / DIGITAL ADVERTISING SOLUTION

COMPETITION PACKAGE

Competitions are one of the most direct ways to engage with our readers and also provide clients with a unique opportunity for data capture. Promoted in the magazine and via social media, the competitions are hosted on **squaremile.com**.

WHAT THE PACKAGE INCLUDES

- Promotion in print in **square mile**
- Featured in a **square mile** weekly newsletter
- Social media promotion
- Hosted on **square mile's** competition channel.

Rate Card

Competition package	£4,995
Competition gold package <i>Includes full page in magazine</i>	£8,495



SQUAREUP MEDIA

GOLF SECTION EXAMPLE

PRINT ADVERTISING SOLUTION

SPONSORSHIP OF THE GOLF SECTION

square mile is the only luxury lifestyle magazine with a regular and comprehensive golf section. Edited by our in-house golf expert Ben Winstanley, alongside contributions from *Golf News*' Nick Bayly, it covers the players, the courses and the equipment that are changing the game. The section also features the best resorts and regions for golfers.

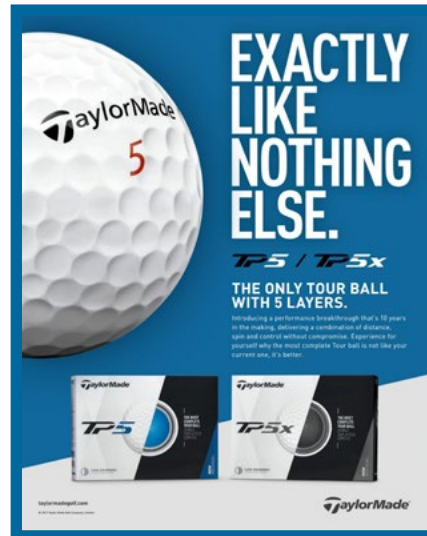
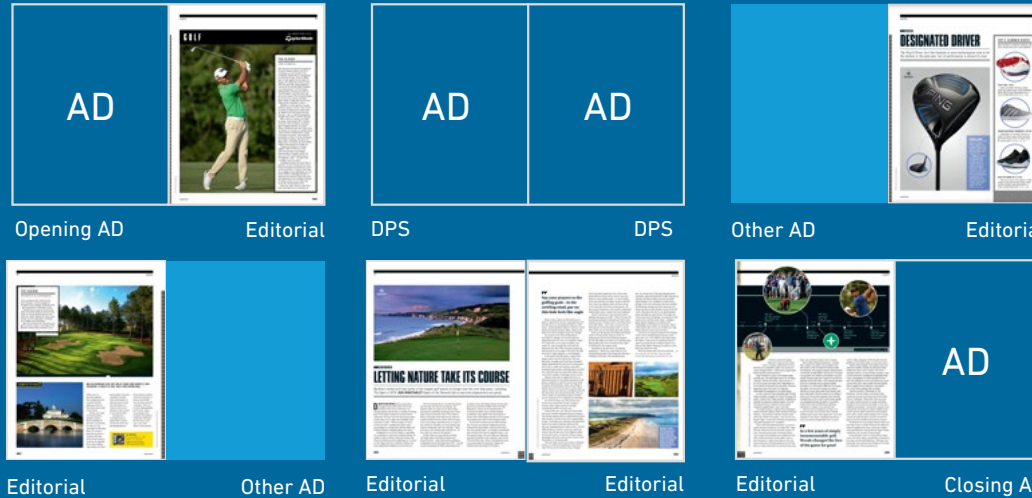
WHAT THE PACKAGE INCLUDES

- Opening single page advert
- Logo on the golf opener
- Double page spread advert
- Closing single page advert

Rate Card

Sponsorship of the Golf section

£29,995



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SQUAREMILE.COM

PRINT ADVERTISING SOLUTION

SPECIAL SECTION SPONSORSHIP

Each issue, **squaremile** publishes its a special section dedicated to a specific theme. These include: Wealth (pictured); Best of British; Style; Land, Sea & Air; Adventure; Technology; Watches and more...

WHAT THE PACKAGE INCLUDES

- Opening single page advert
- Logo on the opener
- Double page spread advert
- Closing single page advert

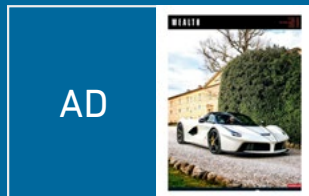
Rate Card

Sponsorship of the Special Section

£29,995



WEALTH SECTION EXAMPLE



Opening AD Opener + Logo



Opening DPS Advert



Other AD Editorial



Editorial Editorial



Editorial Editorial



Other AD Editorial



Editorial Editorial



Editorial Other AD



Editorial Editorial



Editorial Closing AD

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square mile

PRINT ADVERTISING SOLUTION

ADVERTORIALS

Let us help tell your story to our readers. Advertorials – labelled as ‘Promotion’ in print – are a way to reach our audience via a softer sell. If your client, product or service can’t be communicated through a branding advert, advertorials are a great solution with which you can educate our discerning readership.

Double page spread

Rate Card

Full page	£9,095
Double page spread	£16,895

Full page



SQUAREUP MEDIA

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FACEBOOK.COM/SQUAREMILEUK

SQUAREMILE.COM

DIGITAL ADVERTISING SOLUTION

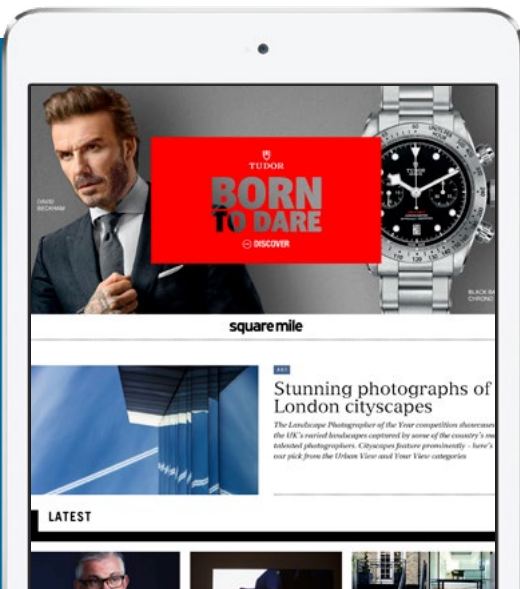
HOMEPAGE TAKEOVER

A piece of prime real estate on **squaremile.com**, the homepage takeover is a chance to deliver a strong, highly visual brand message next to the brand's hero online content. The bespoke parallax integration means high impact, too.

Rate Card

Homepage Takeover

£6,995



WHAT OUR PARTNERS ARE SAYING

square mile's unique readership will be familiar with Louis Roederer's champagne such as Cristal and its little brother Brut Premier as they feature on so many top wine lists in the City's best restaurants. Roederer are delighted to be involved and **chimes perfectly with our own values** and with our motto: 'Without compromise'.

JAMES SAMSON, BRAND MANAGER
CHAMPAGNE LOUIS ROEDERER

MY LAST
PIECE WITH
square mile
GENERATED
SOME VERY
GOOD
RESPONSES,
SO YOU'RE
**CLEARLY A
GREAT TITLE
TO BE IN.**

ROBERT KELSEY, CEO
MOORGATE GROUP

square mile and Hedge magazines have readers that take an interest not only in how to make money but also in how to spend it wisely - on the most beautiful houses, finest cars and watches, best wines, and exquisitely cut suits - making them **the perfect customer for Gieves & Hawkes** on 1 Savile Row.

MARK HENDERSON, CHAIRMAN
GIEVES & HAWKES

JUST SOME OF OUR ADVERTISERS



The Ultimate Driving Machine

Cartier

dunhill
LONDON

ROLEX



JB
1735
BLANCPAIN
MANUFACTURE DE HAUTE HORLOGERIE

PATEK PHILIPPE
GENEVE

JOHNNIE WALKER
Blue Label™
BLENDED SCOTCH WHISKY

BOSS
HUGO BOSS

BREITLING
1884

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urban design

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LONDON

MONT
BLANC

PANERAI
LABORATORIO DI IDEE.

BAUME & MERCIER
MAISON D'HORLOGERIE GENEVE 1830

BRITISH AIRWAYS

COACH
NEW YORK

DOLCE & GABBANA

Chopard

square mile

GET IN TOUCH

ADVERTISING ENQUIRIES

advertising@squareupmedia.com

PRESS ENQUIRIES

marketing@squareupmedia.com

EDITORIAL ENQUIRIES

editorial@squareupmedia.com

CREATIVE SERVICES

creative@squareupmedia.com

ADVERTISING COPY PRODUCTION

production@squareupmedia.com

SUBSCRIPTIONS

subscriptions@squareupmedia.com

RECRUITMENT

jobs@squareupmedia.com



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SQUAREUP is a square up group company

