

KENSINGTON & CHELSEA

REVIEW



The Kensington and Chelsea Review is the only dedicated arts and culture publication catering specifically for the discerning residents of – and visitors to – The Royal Borough of Kensington and Chelsea.

Many of the world’s most renowned and revered museums, auction houses, fine art galleries, antique dealerships, theatre and performing arts venues are based in The Royal Borough of Kensington and Chelsea. It is also, in the words of data experts Experian*, “home to the global power elite – global power brokers and voices of authority, people with substantial wealth who live in the most sought after neighbourhoods.”†

The Kensington and Chelsea Review was founded on the principle of delivering the finest in arts, culture and lifestyle coverage, for this most discerning of readership. Editorial features comment from internationally renowned Royal Borough relevant figures, and the editorial team provides thoughtful and engaging expertise across the complete spectrum of the Kensington and Chelsea lifestyle.

Actively engaged with, and influential within, the cultural life of the borough – across print, online and events – the Kensington and Chelsea Review affords relevant brands a range of opportunities to connect with this most highly sought after of audiences.

*www.experian.com

† Experian Mosaic UK data

KENSINGTON & CHELSEA REVIEW

ISSUE ONE | FEBRUARY 2012 | £3.95



SILENCE SPEAKING VOLUMES

Five up to 2012 with the latest facial products designed to give you the perfect skin...

Beauty products designed to give you the perfect skin... Five up to 2012 with the latest facial products designed to give you the perfect skin...



A Floating Exopolis for Ecological Refugees

Five up to 2012 with the latest facial products designed to give you the perfect skin...

Five up to 2012 with the latest facial products designed to give you the perfect skin... A floating exopolis for ecological refugees...



THE RISE AND FALL OF THE WHITE WALL

Our writer, the film Spud went and had an interview with John Doe about with words he wanted to speak

Our writer, the film Spud went and had an interview with John Doe about with words he wanted to speak... The rise and fall of the white wall...



A WIDE DEPARTURE

Our writer, the film Spud went and had an interview with John Doe about with words he wanted to speak

Our writer, the film Spud went and had an interview with John Doe about with words he wanted to speak... A wide departure...



RUSHDIE: ENFANT TERRIBLE COMING OF AGE

Our writer, the film Spud went and had an interview with John Doe about with words he wanted to speak

Our writer, the film Spud went and had an interview with John Doe about with words he wanted to speak... Rushdie: enfant terrible coming of age...



Is the Symphony All Played Out?

Our writer, the film Spud went and had an interview with John Doe about with words he wanted to speak

Our writer, the film Spud went and had an interview with John Doe about with words he wanted to speak... Is the symphony all played out?

AUDIENCE

Per issue Circulation:

23,000

Per issue Readership:

55,200 ABC1

Published monthly, the Kensington and Chelsea Review is a highly targeted title, distributed both residentially and through a network of directly relevant outlets within The Royal Borough of Kensington and Chelsea: auction houses, antique dealerships, fine art galleries, theatres and performing arts venues, cultural centres, members clubs, hotels and a small number of select retail outlets.

Residential distribution is centred on relevant addresses in the SW1, SW3, SW5, SW7, SW10, W2, W8, W10, W11 and W14 postcodes, and is continually reviewed on an ongoing basis to ensure each copy is highly targeted.

A detailed list of outlets and residential distribution is available upon request, or online at: www.kensingtonandchelseareview.com

Typical readers of the Kensington and Chelsea Review[†] are educated, high net worth 35-65 year olds from cosmopolitan backgrounds, who consider themselves intellectually engaged and culturally literate. Their homes are valued at £1,250,000+, their household net worth exceeds £750,000, they own 3+ cars, take 5+ holidays per year, donate £150+ to charity per year, dine out 2+ times per week and visit arts and culture events a minimum of 2.5 times per month.

Readership:

male ABC1 58%
female ABC 42%

Readership Age**

18-24 5%
25-34 12%
35-44 23%
45-54 26%
55-64 22%
65+ 12%

Household Income profile**

£50,000+ 16%
£100,000+ 27%
£150,000+ 34%
£250,000+ 23%

Tenure^{††}

Own outright **42.35%**
Own with mortgage **25.66%**
Private landlord **31.99%**

Residential Distribution^{††}

Streets distributed to **812**
Average Property Value **£1,455,000**

*Calculated from KCR survey at average of 2.4 readers per copy

† KCR readership survey Q3 2011.

**Selected street survey Q3 2011: 121 streets surveyed - 156 interviews

† †Data sources: Experian, Geoplan Spatial Intelligence, Land Price Registry

EDITORIAL

Featuring monthly columns from Christies and the London Design Museum on auction and design respectively, the Kensington and Chelsea Review can be viewed as a resident lifestyle handbook with excellence at its forefront. We feature cooking tips from Raymond Blanc, with thoughts on art and books from Turner prize winner Gillian Wearing and international bestseller Mark Haddon. Ozwald Boeteng offers tailoring advice and guru Maya Fiennes can assist our readers with their yoga. We give our readers what they know in reality - the lap of luxury. From Ferraris to Private Jets, diamonds to antiques all our content is written with the same reviewing eye as our audience would cast themselves and is 100% exclusive - no less than an exclusive readership such as our deserves.

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Editorial coverage

Fine Art:

Contemporary, modern and traditional
Antiques & Collectables

Performing arts:

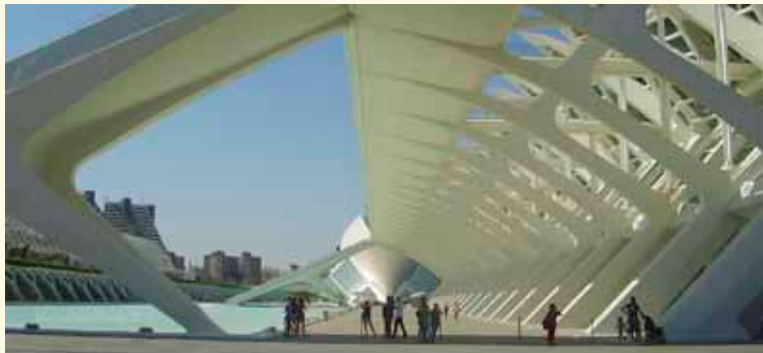
Opera, Ballet, Dance
Theatre

Literature:

Books and poetry
Music
Cinema
Fashion & Accessories

Travel and hotels:

International and local
Property
Motoring
Restaurants
Health & Beauty
Borough specific



Blue Sky Thinking

Five up to 2012 with the latest facial products

When you think of a blue sky, you think of a clear, bright day. But in the world of facial products, a blue sky means a clear, bright complexion. That's why we've selected five of the best facial products to help you achieve a clear, bright complexion in 2012. From cleansers to moisturizers, these products will help you achieve a clear, bright complexion in 2012.

1. **Cleanser** - A gentle cleanser that removes dirt and makeup without stripping the skin. 2. **Moisturizer** - A lightweight moisturizer that hydrates the skin without clogging pores. 3. **Sunscreen** - A broad-spectrum sunscreen that protects the skin from UV damage. 4. **Retinoid** - A retinoid that helps reduce wrinkles and improve skin texture. 5. **Vitamin C** - A vitamin C serum that brightens the skin and reduces dark spots.

6. **Exfoliant** - A gentle exfoliant that removes dead skin cells and promotes cell turnover. 7. **Eye Cream** - An eye cream that reduces dark circles and puffiness around the eyes. 8. **Lip Balm** - A lip balm that moisturizes and protects the lips. 9. **Body Lotion** - A body lotion that moisturizes and softens the skin. 10. **Hand Cream** - A hand cream that moisturizes and protects the hands.



TAILOR AID: TIPS FROM SAVILE ROW

Our writer Joe Blog-Spot went and had an interview with John Doe about with words he wanted to speak

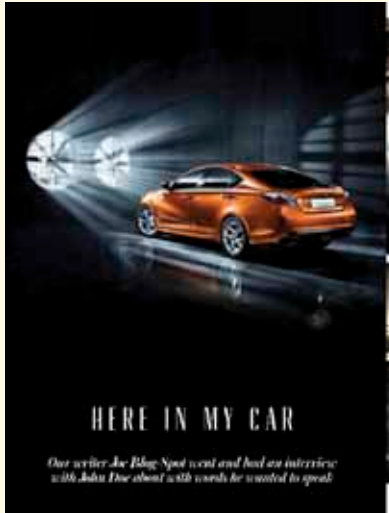
When you think of a tailor, you think of a man in a suit. But in the world of fashion, a tailor is a man in a suit who knows his way around a needle and thread. That's why we've selected five of the best tailors to help you achieve a perfect fit in 2012. From Savile Row to the streets of London, these tailors will help you achieve a perfect fit in 2012.



WATCH THIS SPACE

Our writer Joe Blog-Spot went and had an interview with John Doe about with words he wanted to speak

When you think of a watch, you think of a timepiece. But in the world of luxury, a watch is a timepiece that tells a story. That's why we've selected five of the best watches to help you tell your story in 2012. From classic to modern, these watches will help you tell your story in 2012.



HERE IN MY CAR

Our writer Joe Blog-Spot went and had an interview with John Doe about with words he wanted to speak

When you think of a car, you think of a mode of transport. But in the world of luxury, a car is a mode of transport that tells a story. That's why we've selected five of the best cars to help you tell your story in 2012. From classic to modern, these cars will help you tell your story in 2012.



LA DOUCE VITA

This month, Laura Steel had the great fortune of a whitening off in Paris for a mini festival

When you think of Paris, you think of a city of art and culture. But in the world of fashion, Paris is a city of art and culture that tells a story. That's why we've selected five of the best fashion designers to help you tell your story in 2012. From classic to modern, these designers will help you tell your story in 2012.



THE ALCHEMIST

Our writer Joe Blog-Spot went and had an interview with John Doe about with words he wanted to speak

When you think of an alchemist, you think of a man who can turn lead into gold. But in the world of science, an alchemist is a man who can turn lead into gold. That's why we've selected five of the best alchemists to help you turn lead into gold in 2012. From classic to modern, these alchemists will help you turn lead into gold in 2012.



Chiffwork

When you think of a dress, you think of a piece of fabric. But in the world of fashion, a dress is a piece of fabric that tells a story. That's why we've selected five of the best dresses to help you tell your story in 2012. From classic to modern, these dresses will help you tell your story in 2012.



Property Bubble

Five up to 2012 with the latest facial products

When you think of a property bubble, you think of a market that is inflated. But in the world of real estate, a property bubble is a market that is inflated. That's why we've selected five of the best real estate agents to help you navigate the market in 2012. From classic to modern, these agents will help you navigate the market in 2012.



Food for Thought

Five up to 2012 with the latest facial products

When you think of food, you think of a source of nutrition. But in the world of health, food is a source of nutrition that tells a story. That's why we've selected five of the best foods to help you tell your story in 2012. From classic to modern, these foods will help you tell your story in 2012.

OPPORTUNITIES

The Kensington and Chelsea Review offers an ideal opportunity for relevant brands to engage directly with culturally inclined residents of – and visitors to – The Royal Borough of Kensington and Chelsea.

Within the publication, this can take the form of display advertising or through bespoke editorial. For enquiries relating to bespoke editorial please contact us to discuss your aims and potential options.

The Kensington and Chelsea Review is also online at kensingtonandchelseareview.com – please contact us for more information regarding online opportunities, or for information on combined print and online packages.

Actively engaged and influential within the daily cultural life of The Royal Borough of Kensington and Chelsea, the Kensington and Chelsea Review is also in a position to offer the opportunity for relevant brands to engage with this community directly through a range of culturally-oriented events. Please contact us for further information.

Double Page Spread

£8,995

Full Page

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Exclusive Positions:

Inside Front Cover DPS

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POA

Inside Back Cover DPS

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Inside Front Cover

£8,995

Outside Back Cover

POA

Advertorials

Plus 15%

Inserts

N/A

Specific Positions

Plus 15%

All prices shown for single insertions. Discounts available for series bookings. All rates are for full colour display advertisements.

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