

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

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SILENCE SPEAKING VOLUMES

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

...the skin is the largest organ of the body and is the first line of defense against environmental damage. It is also the most visible part of our appearance, so it's no wonder we spend so much time and money on skincare. In this article, we explore the latest facial products designed to give you the perfect skin, from anti-aging creams to acne treatments. We also provide a list of five products that are worth a try in 2012.



A Floating Exopolis for Ecological Refugees

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

...as the world's population continues to grow, the need for sustainable living and alternative housing solutions becomes increasingly urgent. This article explores a futuristic concept: a floating exopolis designed as a refuge for ecological refugees. The city is built on a large, artificial island in the middle of the ocean, featuring advanced technology, renewable energy, and lush greenery. It is designed to be self-sufficient and sustainable, providing a safe haven for those who have been displaced by environmental disasters.



THE RISE AND FALL OF THE WHITE WALL

Our writer, the blog Spool and had an interview with John Doe about with words he wanted to speak

...the white wall has long been a staple of modern art galleries, providing a neutral backdrop for the artwork. However, in recent years, there has been a growing trend towards more colorful and textured walls. This article explores the rise and fall of the white wall, and how it has shaped the way we view art. It also includes an interview with John Doe, a leading artist, about his thoughts on the subject.



A WIDE DEPARTURE

Our writer, the blog Spool and had an interview with John Doe about with words he wanted to speak

...the departure of a loved one is a painful experience that can leave a lasting impact on our lives. This article explores the concept of a wide departure, and how it can be a powerful metaphor for the end of a relationship or a significant life event. It also includes an interview with John Doe, a leading author, about his thoughts on the subject.



RUSHDIE: ENFANT TERRIBLE COMING OF AGE

Our writer, the blog Spool and had an interview with John Doe about with words he wanted to speak

...the coming of age of a child is a pivotal moment in their life, and one that can be both terrifying and exhilarating. This article explores the concept of 'Rushdie: Enfant Terrible', and how it can be a powerful metaphor for the challenges of growing up. It also includes an interview with John Doe, a leading author, about his thoughts on the subject.



Is the Symphony All Played Out?

Our writer, the blog Spool and had an interview with John Doe about with words he wanted to speak

...the symphony has long been a beloved form of music, but in recent years, it has faced a decline in popularity. This article explores the question of whether the symphony is all played out, and what the future holds for this art form. It also includes an interview with John Doe, a leading composer, about his thoughts on the subject.

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:

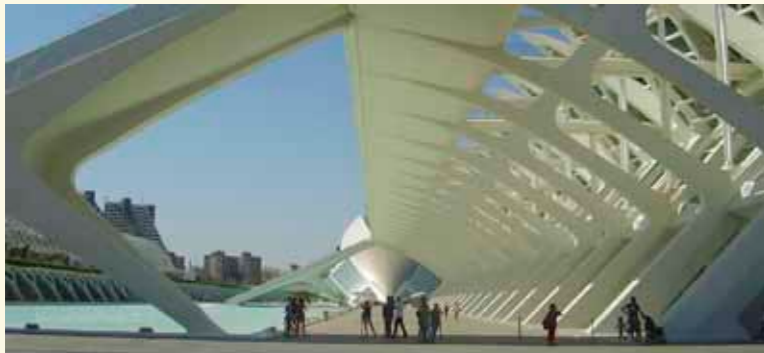
Opera, Ballet, Dance
Theatre

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 facial products, you probably think of the usual suspects: cleanser, moisturizer, and sunscreen. But in 2012, the beauty industry is looking to take things to the next level. From advanced skincare to anti-aging treatments, here are five of the most exciting products to watch for in the coming year.

1. **Advanced Skincare**: Look for products that use advanced ingredients like retinoids and peptides to target specific skin concerns like wrinkles and discoloration.

2. **Anti-Aging Treatments**: New treatments are being developed that use stem cells and growth factors to stimulate collagen production and reverse the signs of aging.

3. **Personalized Skincare**: Brands are using technology to create personalized skincare routines based on an individual's skin type and concerns.



HERE IN MY CAR

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



The new Lotus Evija is a game-changer in the electric vehicle market. With its sleek, aerodynamic design and impressive performance, it's set to revolutionize the way we think about electric cars. The car's advanced battery technology allows for a range of over 300 miles, making it a viable option for long-distance travel.



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 it comes to tailoring, there's no one better than the experts at Savile Row. From classic suits to modern, custom-made pieces, these tailors have perfected their craft over centuries. Here are some tips from the masters to help you get the most out of your tailoring experience.

1. **Choose the Right Fabric**: The fabric you choose can make a huge difference in the look and feel of your suit. Opt for high-quality materials like wool and cashmere.



LA DOUCE VITA

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

Laura Steel's latest novel, 'The Whiting Off', is a captivating story of a woman's journey to Paris. The book is a blend of historical fiction and contemporary narrative, set against the backdrop of a mini festival. Steel's writing is both evocative and precise, bringing the reader into the heart of the story.



The restaurant's atmosphere is one of elegance and sophistication. The long table is set with white linens, glassware, and silverware, ready for a formal dinner. The lighting is soft and warm, creating a romantic and intimate setting. The staff is attentive and professional, ensuring a seamless dining experience for all guests.



WATCH THIS SPACE

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

When it comes to watches, there's a world of options. From classic timepieces to modern, high-tech chronographs, there's a watch for every occasion. Here are some tips to help you choose the right watch for your needs and style.



THE ALCHEMIST

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

The Alchemist is a powerful and inspiring novel by Paulo Coelho. It tells the story of a young boy who embarks on a journey to find his personal legend. The book is a metaphor for the human quest for meaning and purpose. Coelho's simple yet profound language has resonated with millions of readers around the world.



Chiffwork

When you think of chiffon, you probably think of delicate, flowing dresses. But in 2012, designers are pushing the boundaries of what chiffon can do. From structured pieces to avant-garde creations, here are five of the most exciting chiffon designs to watch for.



Property Bubble

Five up to 2012 with the latest facial products

The London property market has been a hot topic in the news. With prices soaring and a growing number of people buying second homes, there's a growing concern about a property bubble. Here are some factors to watch for as the market continues to evolve.



The interior of the house is a masterpiece of design. The grand staircase is the centerpiece, with its ornate balustrade and high ceilings. A grand piano sits in the corner, ready for a performance. The room is filled with light and warmth, creating a sense of luxury and elegance.



Food for Thought

Five up to 2012 with the latest facial products

When it comes to food, there's always something new to discover. From innovative techniques to new ingredients, chefs are pushing the boundaries of what's possible in the kitchen. Here are five of the most exciting food trends to watch for in 2012.



The dish is a beautiful and healthy medley of vegetables and fruits. It's a perfect example of modern, farm-to-table cooking. The chef has used a variety of fresh ingredients to create a dish that is both visually appealing and delicious. This trend towards healthier, more sustainable food is expected to continue 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.

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