

THE LUXURY INDEX MEDIA KIT

The Walpole Book of British Luxury 2019

Celebrating the creativity at the heart
of the UK's best luxury brands

WALPOLE

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2019
Yearbook

Walpole
British Luxury Index

THE LUXURY INDEX

You are invited to participate in the 2019 Walpole Book of British Luxury: the ultimate guide to the UK's globally-adored luxury sector. Building on the success of 2018's book, we continue our commitment to the highest design, production and editorial values with gorgeous brand stories and imagery from Walpole's incredible members, as well as compelling essays on the latest luxury trends written by Britain's most-respected editors and journalists.

Our highly targeted, international distribution to high-net-worth consumers, media influencers, industry and government stakeholders will see the book placed in leading 5-star hotel chains, VIP lounges and British embassies around the world, while special-edition hardback versions will be given to senior politicians, editors and industry leaders. A digital version will be shared across Walpole's website, Daily Digests and social media platforms, reaching over 25,000 collective subscribers and followers.

This is your opportunity to be part of the definitive collection of Britain's finest luxury brands...

W A L P O L E

SPECIFICATION / DPS

Advertorial text / DPS -

Please supply all text in Microsoft Word.
Mandatory information includes:

- 1 Title – brand name
- 2 Established – date company began
- 3 Contact info – telephone number, website address, head office/flagship address
- 4 Subhead – brand tag line that defines ethos
- 5 Body copy – 400-600 words for DPS
- 6 Captions – descriptions of the images provided

Please bear in mind that the book will have a shelf life of 12 months, so your content should aim to be relatively 'timeless' and not focus on specific 'date' events. Please ensure all copy is written in the third person.



SPECIFICATION / DPS

Advertorial images / DPS

Please supply images as high resolution jpegs. For the layout please supply either a single 'hero' image to be ran to-bleed across the double-page spread (1), or a 'hero' image plus 2-5 additional images (2).

File size of images to be as large as possible (1-2MB), especially the 'hero' shots which should be approx. A4 size at 300dpi. Other images should be approx. A5 size at 300dpi.

Please note that full-page hero images will lose 3mm on every side to allow for bleed when printed.

Display advertisement artwork

Please supply artwork as a high resolution jpeg (page size @ 300dpi) or a high-res pdf (1-2MB). File size of images to be as large as possible - approx. A4 size at 300dpi.

DPS dimensions

Trim 480 x 340 mm
Bleed 486 x 346 mm

Single-page dimensions

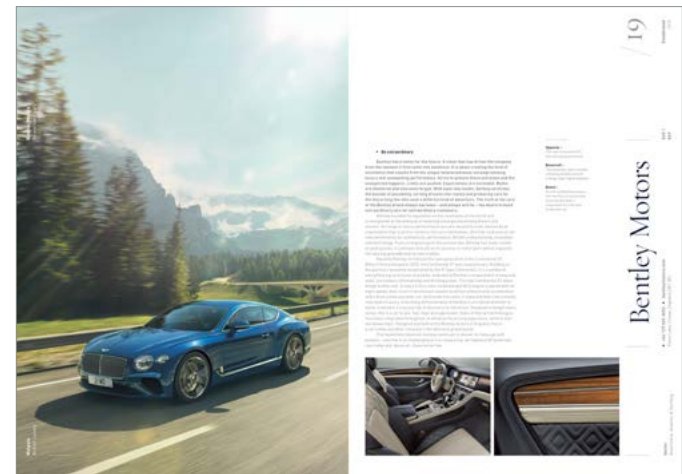
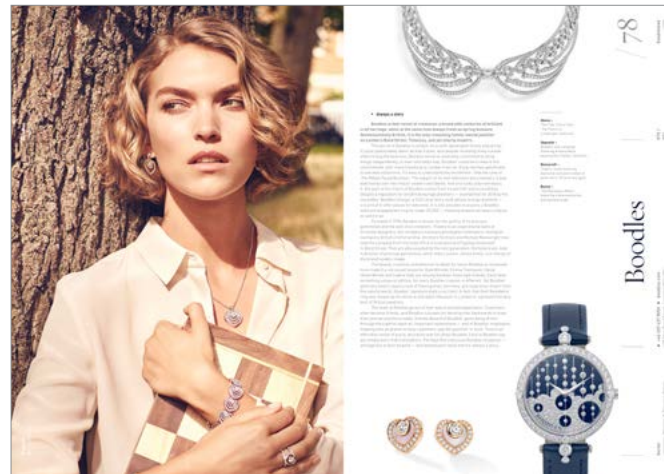
Trim 240 x 340 mm
Bleed 246 x 346 mm

WALPOLE

1



2



RATECARD

Advertorial ▶

Walpole Member ▶

Double-page-spread – £7,200

Brand of Tomorrow or Crafted Member ▶

Single-page – £1,200

All prices include production, using supplied images, and allow for two rounds of corrections only. Further amendments will incur fees.

Display Advertising ▶

- ▶ Inside-front-cover DPS – £8,500
- ▶ DPS first bank – £7,500
- ▶ DPS first 30% – £6,000
- ▶ Single-page facing editorial first 30% – £3,000
- ▶ DPS/SP run of book – on application

Aston Martin
Power. Beauty. Soul.

Walpole
British Luxury

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**To book your place in the 2019 Walpole Book of British Luxury
please contact Rosie Mason on:**

E rosie.mason@thewalpole.co.uk
M +44 7342 031 233
T +44 20 7803 1389