

SLOANE SQUARE

MEDIA PACK 2025



SLOANE SQUARE

Chelsea is London's most stylish area: including one of the world's most iconic luxury shopping streets, Sloane Street, and the historic cultural icon that is King's Road.

But Chelsea is so much more than its shopping. Unlike other recognised retail areas, it has a strong bond with the people who actually live there – the residents of Chelsea support their local stores, boutiques, restaurants and cultural offerings.

Sloane Square is their magazine.



RELEVANT EDITORIAL

Our mission, always, is to be relevant to our readers, so we write only about what goes on within the Chelsea area.

All editorial is tailored to this unique readership, providing bespoke, inspiring and relevant content within each edition.

We write about local news and events – real stories about real people working in, living in and visiting London’s most elegant borough. Topics include art, antiques, culture, fashion, history, food, beauty and shopping.

Sloane Square magazine is perfect-bound and printed in the stylish stretched A5 format on substantial matt coated stock with a matt laminated cover.

Its user-friendly, portable size ensures frequent usage and a long shelf life.



GLANCE SQUARE / JULY 2010

What is your must-read issue of *Elle*?
 I'm a big fan of *Elle* and have been reading it since I was 12. I love the mix of fashion, beauty, and lifestyle. The magazine is always full of interesting stories and beautiful photos. I especially love the "Style" section, which always has some great tips and inspiration.



You mention your love affair with *Elle*. What is your favorite issue?
 I love the issue from last year that featured a special feature on the "Style" section. It was so inspiring and gave me so many ideas for my wardrobe. I also love the issue that featured the "Beauty" section, which always has some great tips and inspiration.

With your old *Elle* issues, what is your favorite issue?
 I love the issue from last year that featured a special feature on the "Style" section. It was so inspiring and gave me so many ideas for my wardrobe. I also love the issue that featured the "Beauty" section, which always has some great tips and inspiration.

What do you use to style your wardrobe?
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Photo: [unreadable]

How do you think the situation with the jewelry will change attitudes in fashion and what impact will it have on the art world?
 I think the situation with the jewelry will change attitudes in fashion and what impact will it have on the art world. I think it will have a big impact on the art world, as it will show that jewelry is not just an accessory, but a work of art in its own right.

What is your favorite restaurant in Chelsea?
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Wardrobe secrets

PRIMER HOUSE EDITOR ALEXANDRA SHULMAN'S NEWBORN CLOSET AND OTHER THINGS THAT MATTER TELLS THE STORY OF HER LIFE THROUGH THE CONTENTS OF HER WARDROBE. HAVING GROWN UP IN STONES THROW IN THE BOON, SHE RECOUNTS SOME OF THOSE MEMORIES TO SELMA SAM

What is your favorite thing to shop in?
 I love the issue from last year that featured a special feature on the "Style" section. It was so inspiring and gave me so many ideas for my wardrobe. I also love the issue that featured the "Beauty" section, which always has some great tips and inspiration.

What changes have you seen around you?
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Future gazing

CHELSEA EXPERTS CONSULT WITH ORVILLE HILLS FOR THE YEAR OF PASSION AND FORTHCOMING FASHION

FORWARD-THINKING FASHION

Orville Hills, a fashion expert, is giving his predictions for the future of fashion. He believes that the industry will continue to evolve and that there will be a focus on sustainability and ethical fashion. He also predicts that there will be a resurgence of interest in classic styles and a focus on quality over quantity.

Trends / Forecasts



NEW FISH DISCOVERIES

Atlantic, Queen of the Sea, The Sea
 The Atlantic Ocean is home to a variety of fish species, including the Atlantic salmon, which is a popular food source. The sea is also home to many other species, including the blue whale, which is the largest animal on Earth.



Chelsea Experts Consult with Orville Hills for the Year of Passion and Forthcoming Fashion
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WARMING WINES

Greenwich, grand manager of the wine, is giving his predictions for the future of wine. He believes that there will be a focus on organic and sustainable wine production. He also predicts that there will be a resurgence of interest in classic wine styles and a focus on quality over quantity.

Sloane Square magazine provides the perfect vehicle to promote high-quality brands, products and services to an affluent, discerning and sophisticated community.

For businesses and brands, the magazine presents an unrivalled opportunity to be seen in not only the homes and offices of local consumers, but also the hotel rooms of visitors from the UK and around the globe.

Sloane Square magazine is published bimonthly and is delivered to homes, hotel rooms, clubs, offices, shops, boutiques, restaurants and bars throughout Chelsea, Knightsbridge and Belgravia.

Copies are also readily available at the Saatchi Gallery and Peter Jones.

A recent initiative, The Chelsea Awards ensure that the community that binds Chelsea together is nurtured and celebrated. There are several awards which are individually sponsored and headline sponsorship opportunities are also available.

The magazine is constantly seeking to serve its readers and the local business community it supports. If you have an initiative that you would like to collaborate on, let us know.

Sloane Square magazine raises a brand's profile and public awareness, generates key sales (through profitable footfall), and provides a competitive edge. It also drives visitor traffic to a brand's website to gain further information and make a purchase.

FACTS & FIGURES

£3 billion

Generated for the borough by visitors, with shopping making up 48 per cent, or £1.5 billion, of all expenditure.

RBK&C Study of the Visitor Economy

7.7 nights

The average length of stay for overseas visitors in the borough.

RBK&C Study of the Visitor Economy



£9,227,108

Average property price for a semi-detached in Kensington and Chelsea
Rightmove



15 million

15 million people visit Harrods each year



18,000

Approximate number of businesses in the area
RBK&C

TESTIMONIALS

“Sloane Square magazine carefully handpicks valuable contents for its readers who live in and love the Sloane Square area. It is always filled with insightful articles about the most interesting cultural and lifestyle happenings in the area.”

Laurent Fenou, managing director Cartier UK



“Sloane Square has that perfect blend of upscale charm and vibrant energy, chronicling the elegant architecture, boutique shops, and cosy cafés that create a sophisticated atmosphere, enhancing the lively streets and nearby theatres, the magazine gives delightful balance of refinement and excitement, making every stroll in the area more enjoyable.”

*Belle Cannan,
founder of Salon Sloane*



“Sloane Square is an incredible publication that will always have a special space in my heart. Over the years I have discovered so many amazing businesses, events and restaurants in Chelsea from reading the amazing bimonthly issues.”

*Polly McMaster,
founder & CEO
The Fold*



“This fantastic magazine brings a real community feel to people in Kensington and Chelsea and it’s great for Peter Jones to be associated with this premium brand. It offers great ideas, knowledge and really showcases the local area brilliantly. We are proud to work with such a great publication and be one of the distribution points of the magazine which makes it accessible to many residents. Long may that partnership continue.”

*Dominic Joyce,
Peter Jones*



ADVERTISEMENT RATES

Premium

Outside back cover	£2,640
Inside front cover	£2,160
Inside back cover	£1,980
Inside front cover double page spread	£3,120

Display

Double page spread	£2,400
Right hand, front half	£1,800
Full page	£1,560
Half page	£860

Special

Advertorial page	£2,460
Loose inserts	£85 per thousand
Tip-ons	£180 per thousand

*Bespoke premium solutions are available on request
Series/volume discounts are available on above display rates
All rates exclude VAT*

Advertorials

These are bespoke promotions designed and produced by us on your behalf for maximum impact.

For select products and services, advertorials are ideal as informative and educational marketing communications. They also benefit from perceived editorial endorsement. Additionally, we grant vetting rights and the potential to use copy and images elsewhere.

We will always consider ideas for joint Sloane Square magazine / client promotions.

PUBLICATION DATES 2025

2025 Issue	Copy date	Publication date
Jan	2 Jan	14 Jan
Mar	3 Mar	15 Mar
May	25 Apr	10 May
Jul	20 Jun	5 Jul
Sep	15 Aug	30 Aug
Nov	17 Oct	1 Nov
Jan 26	2 Jan 26	15 Jan 26

PRODUCTION DATA

Mechanical specifications (depth x width, mm)

DPS - bleed	242 x 342
DPS - trim	236 x 336
Full page - bleed	242 x 174
Full page - trim	236 x 168
Half page horizontal	101 x 144
Half page vertical	209 x 70

Production

Supply as digital artwork only
Allow for perfect binding
High-resolution CMYK pdf
Embed all fonts and high-resolution images

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