

SPHERE

MEDIA PACK 2024



A NEW VISION

SPHERE is a quarterly magazine and is in its 17th year. Our model is based on brands as storytellers, part advertising and part partnership, enabling brands to participate in either model. SPHERE is hand delivered to prime residential addresses in London worth more than £5 million (Belgravia, Knightsbridge, Mayfair, Chelsea, Holland Park etc) as well as mailing copies to our partners' top customers at their home addresses. This guarantees access to a hand-picked, high-net-worth audience. The partnership involves a curated editorial approach and participating brands send SPHERE to their highest value customers to their home address so partners can reach a shared, exclusive readership.





FROM THE EDITOR

Welcome to SPHERE which delivers finger on the pulse insider news and views with a fresh pair of eyes.

Taking a more mindful approach, we are embracing the concept of slow luxury. This means long reads, including immersive photo-stories and more considered and sustainable choices and investments. With this at the forefront of our editorial ethos, we are curating the world's most covetable experiences for our informed, curious and affluent readership. We explore emerging trends in luxury, fashion, beauty, interiors, culture, wellness, tech, property and food and drink – all under the gaze of SPHERE's intelligent editorial mix and beautiful design. It is about putting sustainability and wellness centre stage with a high dose of glamour and style, as well as taking a step back and enjoying the true delights of nature and home comforts. One of the highlights of our magazine is exclusively commissioned illustrated wraparound covers, which come bespoke for partners.

Jemima Sissons
Jemima Sissons



THE NUTS AND BOLTS

WHAT DOES A PARTNERSHIP MEAN?

SPHERE is creating a community of luxury brands as a new media model and this does not constitute any formal partnership between the brands or with SPHERE/ILN. However, through our discussions at CEO/CMO level, we anticipate connections and creative synergies will grow out of the collaboration that may grow beyond SPHERE.

WHAT DOES THE PARTNERSHIP INCLUDE AND HOW WILL THE MAILING COSTS/FULFILMENT BE CALCULATED?

The partnership includes six pages of editorial curated by the SPHERE team leveraging brand content, a bespoke cover, online feature on SPHERELIFE.COM, plus 2,500 copies of the printed magazine for your valued customers. Partners supply photography assets. Mailing costs will be an additional contribution of £3850 which will include fulfilment and a bespoke letter.

WHAT LEVEL OF COMMITMENT DOES THIS INVOLVE?

You do not need to commit to all four issues in one year and can plan participation according to wider brand activity.

WHAT EDITORIAL CONTROL WILL YOU HAVE?

The SPHERE team, led by Editor Jemima Sissons, will work with you to discuss the treatment and select content and stories. We will then provide an initial synopsis and also a storyboard for sign-off. Clients will have final approval for factual amends for print and online content, recognising this is an editorial rather than advertorial approach, curated through the SPHERE lens.



THE NUTS AND BOLTS

WHAT IS NEEDED FROM YOUR SIDE?

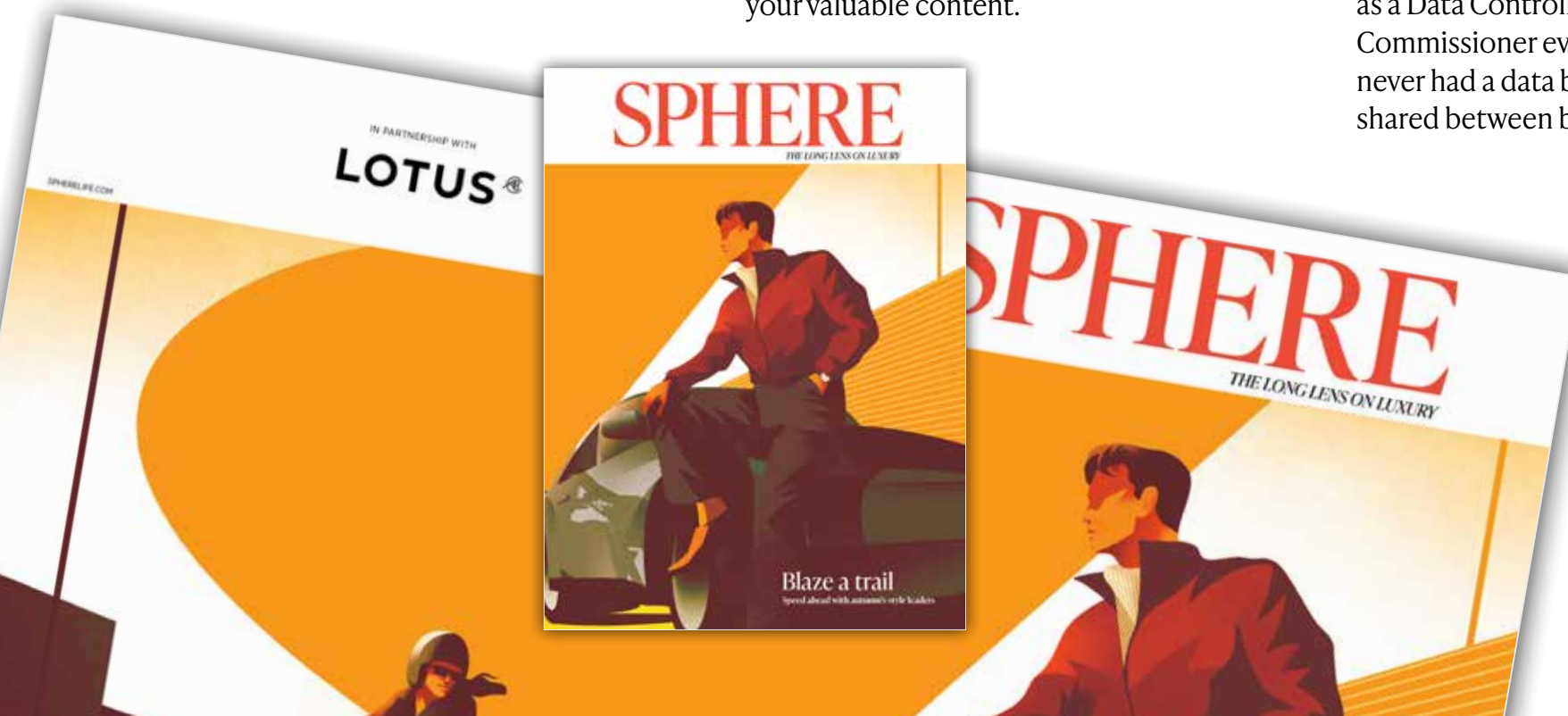
After signing a simple order form, there will be three stages on editorial: kick-off, creative work in progress and sign-off (one set of amends). You then select 2,500 customers to receive the magazine and provide the data securely, as well as agree the cover letter contents – ILN will do the rest. We also hope that brands will highlight their content/participation through social and eCRM channels.

HOW WILL THE MAILINGS WORK?

ILN will organise and oversee all aspects of the mailing through our mailing house. We ensure that the magazines are posted at the same time, so we can guarantee delivery. Brands will select 2,500 valued clients with postal addresses and will provide the data securely to ILN. The magazines will be accompanied by a covering letter from the brand – co-branded with SPHERE – which introduces the magazine, highlighting your valuable content.

HOW WILL WE ENSURE THE MAILING IS GDPR-COMPLIANT?

ILN has decades of experience in mailing millions of magazines and sending email campaigns on behalf of major client brands and organisations. We treat all aspects of data management and data protection with the utmost care. As long as you are able to send communications/marketing by post, we will ensure it is GDPR-compliant. Illustrated London News Limited has been registered as a Data Controller with the Information Commissioner every year since 2009 and has never had a data breach. Data will never be shared between brands or any third party.



30,000*

DELIVERY TO PRIME RESIDENTIAL HIGH-NET-WORTH ADDRESSES OVER £5 MILLION



BELGRAVIA
4,000



KNIGHTSBRIDGE
4,000



MAYFAIR
4,000



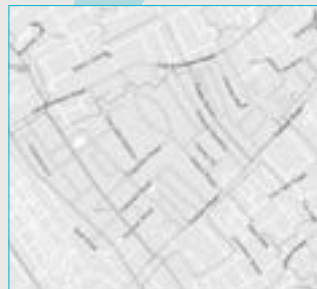
CHELSEA
1,750



KENSINGTON
1,735



HOLLAND PARK
1,705



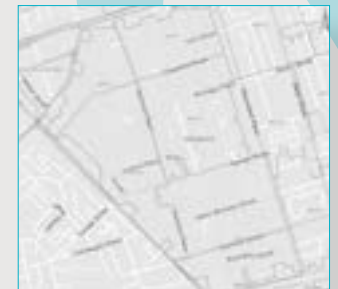
SOUTH KENSINGTON
1,635



PIMLICO
1,635



NOTTING HILL
1,635



MARYLEBONE
1,635



ST JOHN'S WOOD
1,635



HAMPSTEAD
1,635

ON BOARD
EUROSTAR –
BUSINESS PREMIER
AND STANDARD
PREMIER

1,500

LONDON HOTELS,
PRIVATE MEMBERS
CLUBS AND PRIVATE
JETS

1,500

*NUMBERS VARY
ACCORDING TO
BRAND PARTNER
DATABASES

PARTNERS

THE REACH

30,000

- Delivery to prime residential high-net-worth addresses over £5 million, including luxury apartments from £2 million
- Mailed to our partners' top customers at their home address
- On board Eurostar – Business Premier and Standard Premier
- London Hotels, including: The Ritz, Claridges, The Carlton Tower Jumeirah, The Landmark Hotel, The Goring, The Langham and Corinthia London
- Private Members Clubs including: Royal Thames Yacht Club, Boodle's Club, The Royal Automobile Club, The Reform Club and Mark's Club
- Private Jets: Harrods Aviation



THE EDITORIAL

Fashion – with a focus on seasonal trends, travel and understated luxury.

London and the UK – the lowdown on all that is luxury in the capital and beyond.

Travel – fresh angles on jet-set hotspots and emerging destinations for business and leisure.

Beauty – a curated selection of treatments, products, fragrances and high-end spas.

Watches and Fine Jewellery – for horophiles and lovers of fine jewellery who appreciate the newest novelties, as well as the top brands and their latest designs.

Business of Luxury – the inside working of the luxury sector and trends for the future.

Art/Culture – the latest in contemporary art, architecture and the international cultural scene.

Wealth Management – on-the-pulse trends and investment opportunities.

Fine Food, Wine and Spirits – for the gourmand, oenophile and spirits enthusiast who loves to savour new experiences.

Property – for shrewd investors with an eye on exceptional and emerging destinations.

Home Comforts – sophisticated and stylish interiors fit for the most stylish addresses.

Sphere Life – mindful gifting and living, sustainability, eco-awareness and the great outdoors.

SPHERE CONTRIBUTORS



JOHN ARLIDGE



AVRIL GROOM



JONATHAN BELL



ZOE DARE HALL



NIGEL TISDALL



CURRENT ADVERTISERS AND PARTNERS



RÉMY MARTIN

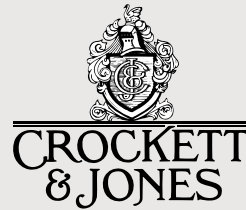
LOTUS®

SILVERSEA®



ROCCO FORTE HOTELS

THE
KNIGHTSBRIDGE
ESTATE.



MADE IN ENGLAND | SINCE 1879

M
MADDOX
LONDON LOS ANGELES GSTAAD


BY APPOINTMENT TO HER MAJESTY THE QUEEN
SUPPLIERS OF WALLPAPER, COLE & SON (WALLPAPERS) LTD.
Cole & Son®
COLOUR • PATTERN • EXCEPTIONAL WALLPAPERS & FABRICS

onefinestay

L
V
LOUIS VUITTON


ROLEX

SAVOIR

SAMUEL HEATH
Made in England

RICHARD MILLE

 AIR PARTNER


ASTON MARTIN

BOWMORE®
— Est. 1779 —
ISLAY SINGLE MALT
SCOTCH WHISKY

FOPE

TESTIMONIALS

“It’s been a great pleasure working with SPHERE magazine on bespoke content that has been well written and interesting to read for their Winter Issue. The magazine has been well received by our La Maison Rémy Martin members and we look forward to doing more creative editorials/content together...”

Spirits Marketing Manager – Rémy Martin

We are thrilled to be featured in SPHERE. This issue showcases the very best luxury brands and we are privileged to be alongside iconic brands like Rémy Martin & Aston Martin.

Marketing Manager – Smallbone

I started my first morning of the New Year by reading (cover to cover!) the autumn edition of Sphere. In a world full of unpleasant news with COVID now dominating the global psyche, SPHERE is a welcome reprieve and even when addressing the COVID topic, I found the Air Partner interview and how the company reoriented itself to succeed in such adverse climate both fascinating and exemplary. Thank you to your editorial staff for continuing to produce such a gem. It made my start of the year full of optimism of what the world had to offer and what one can do to make it better.

Chairman & CEO – Artisan du Chocolat

“I have received the past two issues of SPHERE magazine and would like to compliment you on its appearance and content. It’s a real luxury to have an interesting publication that one can take when travelling or leave at home as a ‘coffee table’ read for visitors or those rare solitary moments without teenagers.”

SPHERE Reader

BENEFITS OF PARTNERSHIP

- Your brand content curated by the SPHERE editorial team and presented through the SPHERE lens, with a minimum of six pages of branded editorial content.
- Access to the top customers of exclusive luxury brand partners.
- Bespoke wrap-around cover, adapted from the generic cover, with branding on the back cover for your client copies.
- Guaranteed online feature on spherelife.com and social media.
- 2,500 copies of SPHERE for your clients, which ILN will mail with full GDPR-compliance.
- Your brand content in 30,000 issues distributed directly to a high-net-worth audience, including mailed and hand-delivered.

Full details are available on mailing logistics for partners and GDPR-compliance.



SPHERELIFE.COM

SPHERELIFE.COM brings its online audience the very best of luxury lifestyle. Featuring a mix of original content and top stories from the print magazine, the digital platform curates the world's finest experiences and products for its intelligent, well-travelled and high-net-worth audience.

Covering fashion, watches & jewellery, art, theatre, books, travel, food, property, design and technology, Spherelife.com delights and inspires with the inside track on the people and ideas driving luxury today.

Online franchises include: SPHERE Curates, Five Minutes With, Little Black Book, Something for the Weekend, ECOSPHERE, Insider London & Restaurant of the Week.

Popular features range from interviews with well-known London influencers and power brokers to coverage of the hottest launches, openings and events.

The SPHERE online team creates content according to your brief. Written by the SPHERE editorial team, native articles sit seamlessly within the editorial framework. Your campaign will include online & social amplification for maximum visibility and engagement with our users.

<https://www.spherelife.com>

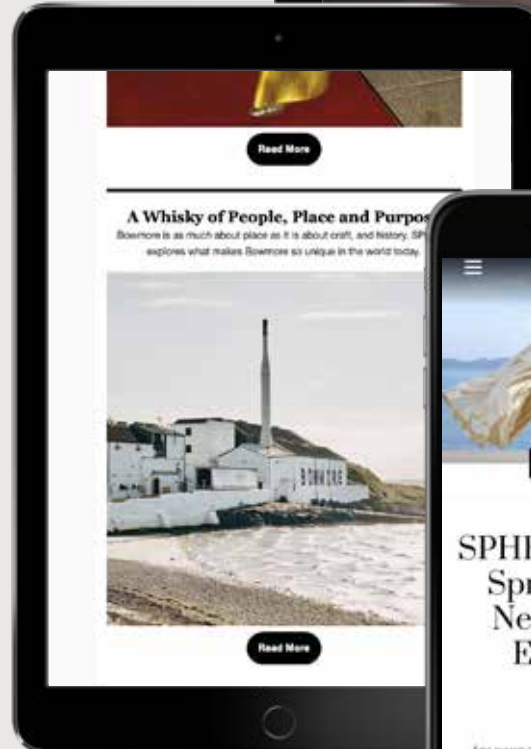


EXAMPLES OF DIGITAL PARTNERSHIP CONTENT

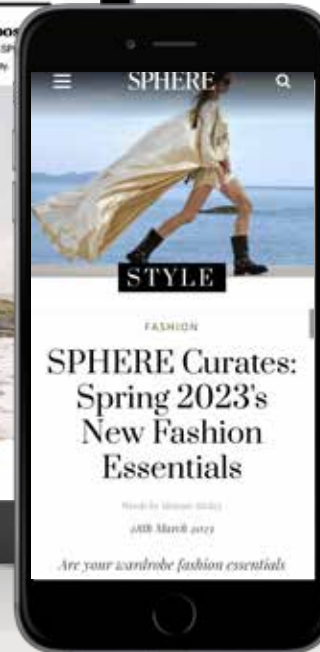
LOTUS®

BOWMORE®
— EST. 1779 —
ISLAY SINGLE MALT
SCOTCH WHISKY

Long form native article written by editorial



Newsletter



SPHERE curates –
editorial support



5 minutes with

ADVERTISING RATES

Publication schedule

Issues: March, June, September, November

Copy deadline: three weeks prior to publication date

Rates

Colour	1x	2x	3x	4x
Full Page	£7,150	£6,800	£6,450	£6,100
DPS	£12,900	£12,250	£11,600	£11,000

Special positions

Outside Back Cover	£12,200
Inside Back Cover	£9,950
First DPS	£21,500
Facing Contents	£9,300
First Half	10% extra
All guaranteed positions	10% extra

Advertorials, promotions and online rates can be quoted on request

Rates for Partnership £13,800 net

Cost includes six pages of branded editorial content, guaranteed online and social media coverage
Breakdown of cost: £9,950 net + £3,850 net to send 2,500 copies to UK clients with covering letter and bespoke cover. Total = £13,800 net cost includes copies.

Partnership media prices are Net of agency commission, if applicable.

SPHERELIFE.COM

FULL DIGITAL PARTNERSHIP

Bespoke online package to include minimum two online native features, email newsletter and social media from £6,500

Digital native feature

ONE native article from £2,500.
Home page minimum 7 days

Digital prices are Net of agency commission, if applicable.

Property of the week

Sponsorship - £1000/week
(subject to availability)

Weekly Newsletter

Sponsorship - £1000 (subject to availability)

Terms of payment: strictly 30 days after publication date. Overdue accounts are subject to a 4% surcharge. Euro rates available on request. Advertising agency commission: 10%. Cancellation: four months prior to publication date. All bookings are subject to Illustrated London News Limited's Terms and Conditions, a copy of which is available on request.

PRINTING SPECIFICATIONS

All artworks/materials must be supplied CMYK, as high-resolution PDFs along with an industry-standard colour proof. Further details are available at www.pass4press.com. Please inform us at the earliest opportunity of any artwork that you would like to repeat from previous issues.

Maximum ink density must not exceed 300% in dark areas
Files must be supplied with crop marks and 3mm bleed.
All colours must be CMYK, no Pantones or specials unless pre-arranged.
All live matter (text) must be at least 5mm from the trimmed edge.
Printing standard: Fogra 39L.

File delivery: please make sure that any files or folders are clearly labelled and supplied to the production department by the deadline given on the booking order.

Please send your high-resolution pdf to the following:

pete.kraushaar@iln.co.uk

Dimensions: (All sizes are shown depth x width)

	Trim	Bleed	Type
Single Page	297 x 220mm	303 x 226mm	277 x 200mm
Double Page*	297 x 440mm	303 x 446mm	277 x 420mm

*Please include 3mm gutter allowance on left-hand and right-hand pages.
When possible, please supply all dps advertisements as two single-page pdfs.

Hinge allowance: if your dps advertisement is inside front cover / first page text, please add a 5mm crossover image on both pages to allow for any image lost under the hinge.

Any advert supplied that does not meet our specification will incur a £50 per page production charge

Media pack updated November 2023



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Spherelife.com

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