

# MARYLEBONE JOURNAL

## ADVERTISING OPPORTUNITIES IN ONE OF CENTRAL LONDON'S FINEST MAGAZINES

Since its relaunch at the beginning of 2005, the Marylebone Journal has become one of London's most popular local publications. By insisting upon sharp design and well-written content we have managed to create a genuinely high quality product with a burgeoning stable of advertisers.

*So what makes the Journal the perfect place for your ad?*

A print run of 20,000 copies, giving a potential readership of up to 80,000 people – men and women, young and old – all of whom either live in and around Marylebone or are highly likely to visit the area to shop or relax.

Bi-monthly publication, meaning that your ad has a long shelf-life, but not so long that it becomes stale or out of date.

Efficient professional distribution, ensuring that all copies reach their intended target rather than a local skip. A minimum of 13,000 copies are posted through carefully selected letterboxes in Marylebone, St John's Wood, Mayfair and Bayswater. The rest are distributed from dispensers in Waitrose on Marylebone High St, top end hotels, Harley Street clinics, shops, restaurant, bars and cultural venues.

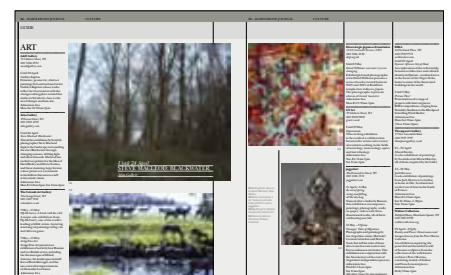
Sparky articles, classy design, high quality paper stock and a strong, durable cover, meaning that your advert is likely to actually be read, and not chucked straight in the recycling with some of our more limp and badly contrived competitors.

Our close links with the Howard de Walden Estate and the extent of our local knowledge mean that we are excellent judges of content and tone.

We offer a friendly personal service, including professional designers who can help create your advert.



**LSC Publishing**  
Unit 11 La Gare  
51 Surrey Row  
London SE1 0BZ



### PRICING

Special rates are available for multiple insertions or early bookings. Please call for more details. If you would like to advertise but do not have the means to create your own artwork, we will be happy to help.

All prices are exclusive of VAT

Ad Format	Price per entry	Ad size (mm)	Additional bleed
Back cover	£1,350	200w x 250d	3mm all round
Inside back	£1,250	200w x 250d	3mm all round
Inside front	£1,250	200w x 250d	3mm all round
Full page	£1,100	200w x 250d	3mm all round
Half page	£600	182w x 114d	N/A
Quarter page	£325	92w x 114d	N/A

### TECHNICAL SPECIFICATIONS

Artwork will only be accepted as a high resolution (300 dpi) PDF or tiff. Where bleed applies, please ensure it is 3mm on all four sides. Please send the PDF via email to [mark@lscpublishing.com](mailto:mark@lscpublishing.com) or post on a CD to the LSC Publishing postal address given below. Any other specification not mentioned here can be checked with our Production Department on 020 7401 7297

If you need LSC Publishing to produce artwork for you, we will require:

- » A reasonably detailed brief
- » Images and logos in the form of high resolution (300 dpi) jpeg, tiff, eps or pdf
- » Clearly written copy in a Word document

### DATES

Distribution dates are subject to minor changes. Please call to check.

Issue months	Ad copy deadline	Distribution date
February - March 2011	21st January	4th February
April - May 2011	18th March	1st April
June - July 2011	20th May	3rd June
August - September 2011	22nd July	5th August
October - November 2011	23rd September	7th October
December - January 2012	18th November	2nd December

### CONTACT DETAILS

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