

proactive

# Stamford

THE MAGAZINE FOR SES ALUMNI & PARENTS

2019 MEDIA PACK

## The magazine

# Stamford

*Stamford* is a magazine that reflects the deep roots and long reach of a community that has the Stamford Endowed Schools at its core.

Posted to all parents of current pupils and all alumni members of the schools, it is a publication that reflects their values and interests, and acts as a conduit to one of the formative and important periods of their, and their families', lives.

In the magazine, we look at what former pupils have gone on to achieve both personally and professionally, and also what current students can learn from them, as well as exploring what is going on around the three Schools over the next 12 months.

Thoughtful, long-read pieces on contemporary issues, opinion and ideas, seen through the prism of these groups makes *Stamford* a publication that has longevity, weight and significance.

For 2019, *Stamford* has been relaunched as a premium quality annual publication, with its one issue encapsulating everything relating to the SES year, as well as reflecting the interests of the wider alumni network.



# The readership: small, yet perfectly formed

Stamford will be sent to an affluent and intellectually curious group of people in the region, all of whom are associated with Stamford Endowed Schools.

Published in early June, it will be posted to more than 2,100 parents of pupils currently at Stamford Endowed Schools, the biggest and most affluent demographic in the region.

Of those parents, many have a long affiliation with the school, with 15% of them alumni too. A further 2,500 copies will be sent to former pupils, the vast majority of whom live locally. Indeed, 71% of the readers live less than an hour's drive from Stamford.

Consequently, *Stamford's* readership is highly exclusive and perfectly targeted for those businesses looking to reach a very specific, high-end customer. Crucially too, unlike many titles, the gender balance of readers is almost exactly 50/50.

A further 500 copies are to be delivered to key public locations in the area, including hotels, estate agents, restaurants and other prominent local businesses.

# 50/50

MALE TO FEMALE READERSHIP

# 2,500

SES ALUMNI RECEIVE STAMFORD



\*MOCK LAYOUT



\*MOCK LAYOUT

↑ FOCUS ON EX-PUPILS

LONG READ PIECES ABOUT EXCEPTIONAL ALUMNI ↓

# 2,100

SES PARENTS RECEIVE STAMFORD IN THE POST

# 71%

OF READERS LIVE LESS THAN AN HOUR FROM STAMFORD

# The wider readership: London and overseas

If you are looking to advertise to a wider group of people who still retain links in the area, then 15% of the Stamford readership lives in London and the home counties, while more than 500 copies are sent digitally to international readers.

## Digital offering

A further 1,500 of the UK-based SES alumni have requested to receive a digital version, which will be continually hosted on the SES websites.

All advertisers have the option to hyperlink their advertising to websites for specific calls-to-action.

→ FEATURES ON CURRENT SCHOOL ACTIVITIES



\*MOCK LAYOUT

15%  
PERCENTAGE OF  
READERS LIVE IN LONDON  
& HOME COUNTIES



\*MOCK LAYOUT

↑ OPINIONS FROM PROMINENT ALUMNI



2,000+

DIGITAL AND PRINT  
ISSUES SENT AROUND  
THE WORLD, FROM  
HONG KONG TO USA

# Advertising space and cost

Due to the annual nature of the publication, there are limited advertising spaces. There are a number of premium placements, and in the front half only full or double page advertisements will be available.

| Placements                               | Rates                 |
|--|-----------------------|
| Inside front cover                       | £1,850 (Already sold) |
| First DPS (after contents)               | £2,450                |
| Front half ROP page                      | £1,450                |
| Front half ROP DPS                       | £2,250                |
| Half page                                | £850                  |
| Quarter page                             | £450                  |
| Inside back cover                        | £1,850                |
| Outside back cover                       | £2,150                |
| Polybag sponsorship (posted copies only) | POA                   |

All prices subject to VAT where applicable  
VAT registration no. 152 7173 18

INTERVIEWS WITH FOUNDATION LECTURERS ↓



\*MOCK LAYOUT



\*MOCK LAYOUT

# Advertising creation and support

With *Stamford* now an annual publication, your advertising needs year-round impact.

We offer an advertising and artwork design service for those businesses booking space.

If you need even more support, we will work with you to generate a campaign ideas, manage photoshoots and build branding.

↑ NEWS ON SCHOOL ACTIVITIES

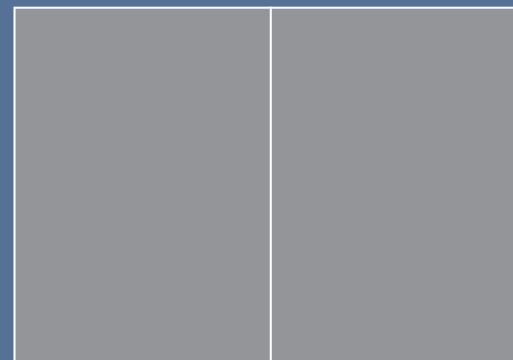
# Advertising specifications

| Placements            | Size (mm)                                       |
|-----------------------|---|
| Double Page Spread    | 297mm x 420mm + 3m bleed + 4mm gutter allowance |
| Full Page             | 210mm x 297mm + 3m bleed                        |
| Half page (landscape) | 133mm x 190mm                                   |
| Half page (portrait)  | 90mm x 277mm                                    |
| Quarter page          | 133mm x 90mm                                    |
| Polybag               | Size on application                             |

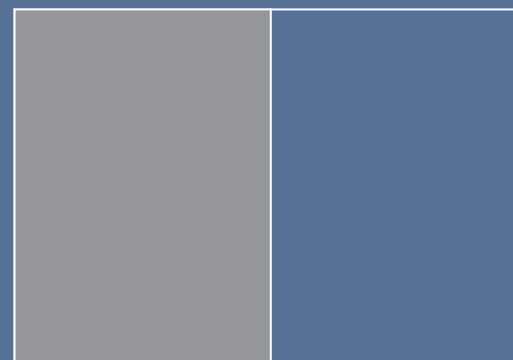
## Advertising deadlines

Ads must be supplied by 1st May 2019

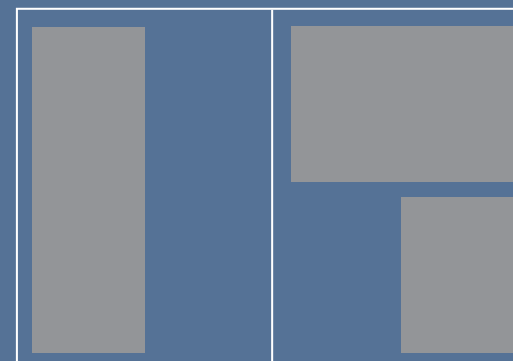
Double Page Spread



Double Page Spread



Half page (portrait)



Half page (landscape)

Quarter page



## A little about us

Published in conjunction with Stamford Endowed Schools, *Stamford* magazine is made by an award winning creative team who produce other titles including *active* magazine, as well as other SES annuals *Stamfordian* and *Young Stamfordian*.

## Contact

For more information, email the *Stamford* magazine team at

[advertise@stamfordmagazine.co.uk](mailto:advertise@stamfordmagazine.co.uk)