

# CITY MATTERS

## MEDIA PACK



**CITY MATTERS** – The City of London’s independent newspaper and website, serving both the workers and residents of the Square Mile.

It features everything from entertainment must-sees and dining hotspots, to breaking news and in-depth profiles – always with a nod to the great City itself, home to the greatest concentration of high net-worth individuals in the UK.

Under its social enterprise status, **CITY MATTERS** is committed to supporting local businesses while offering training and employment opportunities to young people – an ethos shared by many of our advertising partners.

[www.citymatters.london](http://www.citymatters.london)



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## DEMOGRAPHIC

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**CITY MATTERS** readers are the men and women who make the City tick; the greatest concentration of high net-worth individuals in the UK.

They understand quality and know that a trusted community voice can be found in **CITY MATTERS**.

From an in-depth look at the issues that count to where to get a bite to eat, catch the next big show, or try the next big fitness trend; all things that matter to both workers and residents in the City; all things found in **CITY MATTERS**.

Primarily earmarked for the ABC1 audience, **CITY MATTERS** targets the top end of the Capital's largest demographic (78% of London workers being ABC1).

**CITY MATTERS** draws on its social enterprise principles to cater for all those who live and work in the City.

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## PLATFORMS

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**18,000** newspapers (minimum 24 pages) bursting at the seams with exclusive hyperlocal news and lifestyle content on the streets every fortnight.

- Readership of **45,000**.
  - Distribution points at selected transport hubs, Spitalfields Market, Leadenhall Market, big City corporate offices (PwC, Lloyds of London, Bank of America Merrill Lynch, Nomura, Aon, City of London Corporation, City Hall and the 'Cheesegrater' building) as well as shops, cafes, hotels, restaurants, libraries and independent businesses across the Square Mile.
  - Hand-delivered to homes all over the City, including every single residence in the **Barbican Estate**.
  - Slick, responsive **website** updated daily with live news and lifestyle content as it happens.
  - Social media channels across **Facebook**, **Twitter** and **Instagram**.
  - **Special bumper editions** to mark major events in the local and national calendar.
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## REGULAR FEATURES

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### NEWS

Covering the issues that matter to the City's residents and workers with exclusive stories and in-depth analysis.

### BUSINESS

The City means business, and so do we: stories from big firms to independent start-ups and everything in between.

### FOOD & DRINK

Whether power lunching or dinner dating, these are the best bites in the Square Mile.

### EDUCATION

Bringing up-to-date news and information on the learning opportunities available from the Capital's excellent educational institutions.

### TRAVEL

A guide to popular destinations for a discerning city audience.

### SOCIAL

A platform to highlight the incredible work of our fellow social enterprises.

### PROPERTY

Property news, area guides, local & international luxury development features and expert advice on buying, selling and living in the City.

### ARTS & CULTURE

Previewing the must-see shows and exhibitions coming to London's cultural capital.

### WHAT'S ON

A comprehensive guide to the very best things happening in and around the City of London.

### WELLNESS

Top fitness trends and expert tips to keep you in top form - mind, body and spirit.

# ADVERTISING RATES (ex VAT)

## PRINT

- Single Column Centimetre: £12
- Front Page Solus: £600
- Front Page Takeover: £800
- Quarter Page: £350
- Half Page: £600
- Full Page: £1,000
- Full Page Sponsored content: £1,500
- Double Page Spread: £2,000
- Full Page Outside Back Cover: £1,500
- Cover Wrap: £8,000
- Guaranteed Position +10%

## DIGITAL

- Billboard Unit: £500 tenancy per month
- Sponsored content: £750

## ADVERTISING DESIGN SERVICE

Free of charge



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City Matters is proud to be a registered social enterprise & member of Social Enterprise UK  
To learn more about our social remit or read our latest Transparency Report, visit  
[citymatters.london/about-us](http://citymatters.london/about-us)

