

ES
Magazine



MEDIA KIT 2022

**Evening
Standard** OFFICIAL SPONSOR **LONDON
FASHION
WEEK**

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ES Magazine

Launched in 1987, the Evening Standard magazine celebrates the thriving culture, art, fashion, beauty, food, film and theatre scenes in London.

Published every Thursday and Friday with the **Evening Standard** newspaper, **ES Magazine** is the barometer for what to buy, see and experience in the capital each week, reaching a wide and affluent readership across the city.

ES Magazine is first-to-market with exclusive news and features, beating the weekend supplements and capturing the attention of its reader when spirits are lifted heading into the weekend.

Rich with profile interviews, fashion shoots and dedicated culture, travel, food and beauty pages,

ES Magazine's impact reaches far beyond London and it is regarded as a top-tier magazine for one of the world's leading capitals. Its stylish, full colour format combined with engaging editorial makes it an integral part of the London weekend.



**Voted National Magazine of the year,
News Awards 2019**

THE TEAM

Editor

Ben Cobb

Executive Editor

Anna van Praagh

Acting Deputy Editor

Hamish MacBain

Style Editor

Jessica Skeete-Cross

Beauty & Health Director

Ingeborg von Lotringen

Head of Magazines

Christina Irvine

Head of Fashion & Luxury Goods

Maurice Mullen

Head of Beauty & Lifestyle

Suzan Antonowicz

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EDITORIAL ENVIRONMENTS

ES Magazine provides advertisers with the opportunity to feature in a range of targeted editorial environments, from beauty to travel. Every week it covers:



HIGH FASHION: Cutting-edge shoots using top photographers and international models.



KEY PARTIES: Insider party pictures from the glamorous world of London's nightlife.



ROBUST FEATURES: From investigative pieces to social observation, ES Magazine is the only place to read about what makes the metropolis tick.



MUST-HAVES: Trend and shopping pages for women and men.



KEY INFLUENCERS: Conversations with tastemakers, power players and tomorrow's talents.

RATECARD

Whole page colour £20,000
Half-page £12,000

CIRCULATION



ES MAGAZINE 200,000

DISTRIBUTION IMPROVEMENTS:

- 200 trolleys
- ABC certificate
- Thursday/Friday distribution

OUR READERS

The ES Magazine reader is a dynamic Londoner balancing a busy career with an active social life. Our readers are young, adventurous and have cash to spend.

READERSHIP

514,000

48%
MALE

52%
FEMALE

70%
ABC1

36%
AB

60%
25-54

47
AVERAGE
AGE

60%
EMPLOYED
FULL TIME

ES Magazine reaches more readers per issue than Grazia, Hello! Fashion Monthly, Tatler and Vanity Fair combined

Unique Delivery: 81% of ES Magazine readers do not read any other quality Saturday/Sunday supplement

GLOBAL TRAFFIC

STANDARD.CO.UK

18M Unique Browsers 38M Page Impressions

Adobe Omniture, September 2021

STANDARD.CO.UK/INSIDER

1.1M Unique Browsers 1.6M page impressions

Adobe Omniture, September 2021

STANDARD.CO.UK/ESCAPIST

284,000 Unique Browsers 393,000 Page Impressions

Adobe Omniture, September 2021

STANDARD.CO.UK/REVELLER

417,000 Unique Browsers 589,000 page impressions

Adobe Omniture, September 2021

ES MAGAZINE

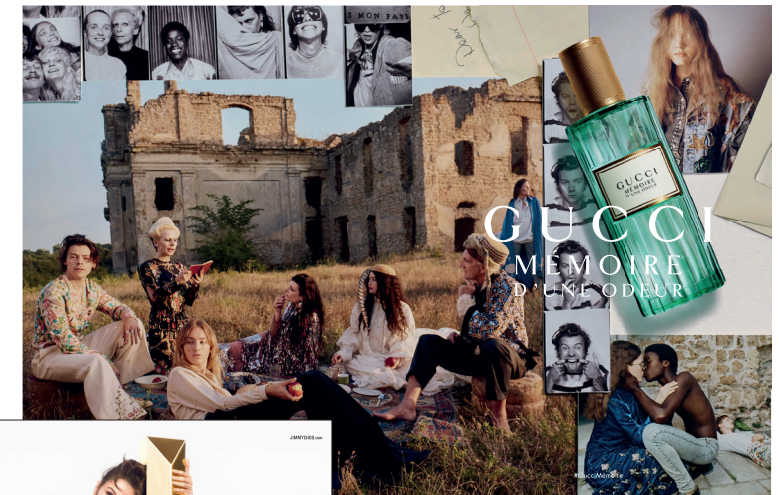
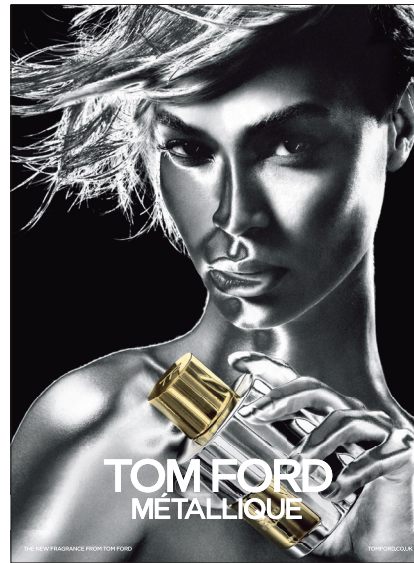
85,000 Unique Browsers 168,000 page impressions

Adobe Omniture, September 2021

ES MAG SOCIAL FOOTPRINT

107,000 INSTAGRAM 10,700 FACEBOOK 28,300 TWITTER

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ADVERTISING OPPORTUNITIES

For advertisers, **ES Magazine** presents a unique opportunity to reach an elusive audience of young, cutting-edge consumers with the money to back up their shopping habits, just when they're in a receptive mood. For smart Londoners the weekend hasn't started until they've picked up or downloaded their copy of **ES Magazine**.

REACH MORE THAN 1.8 MILLION VISITORS

All the beauty, fashion, features and must-haves are now available within the Insider, The Escapist, The Reveller channels (fashion, food & drink, travel, living, health & fitness, and **ES magazine**) at standard.co.uk. This is the perfect environment to extend your brand to reach more than 1.8 million online visitors.

(Source Adobe Omniture, September 2021)



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ES BRAND STORIES

A new, unique, visual content solution modelled on a social story experience

Delivered across our most premium places on standard.co.uk and esmag.co.uk, with a mobile-first design

Created by our Studio 27 experts using your available assets:

- Existing social content looking for additional reach
- Bespoke content for the ES Brand Stories format

Each Brand Story is delivered as a series of 'scenes' which can comprise display, brand and product imagery, video, animated gifs, and interactive elements

All scenes can be shoppable directly from the story and clickable to any destination.

Brand Stories works in flexible ways:

- A standalone content activation
- A visual shorthand of longer articles or wider content solutions
- An engaging extension to a display campaign

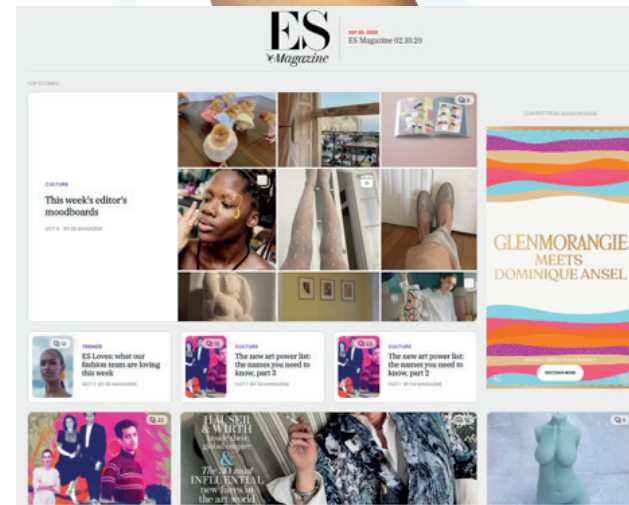
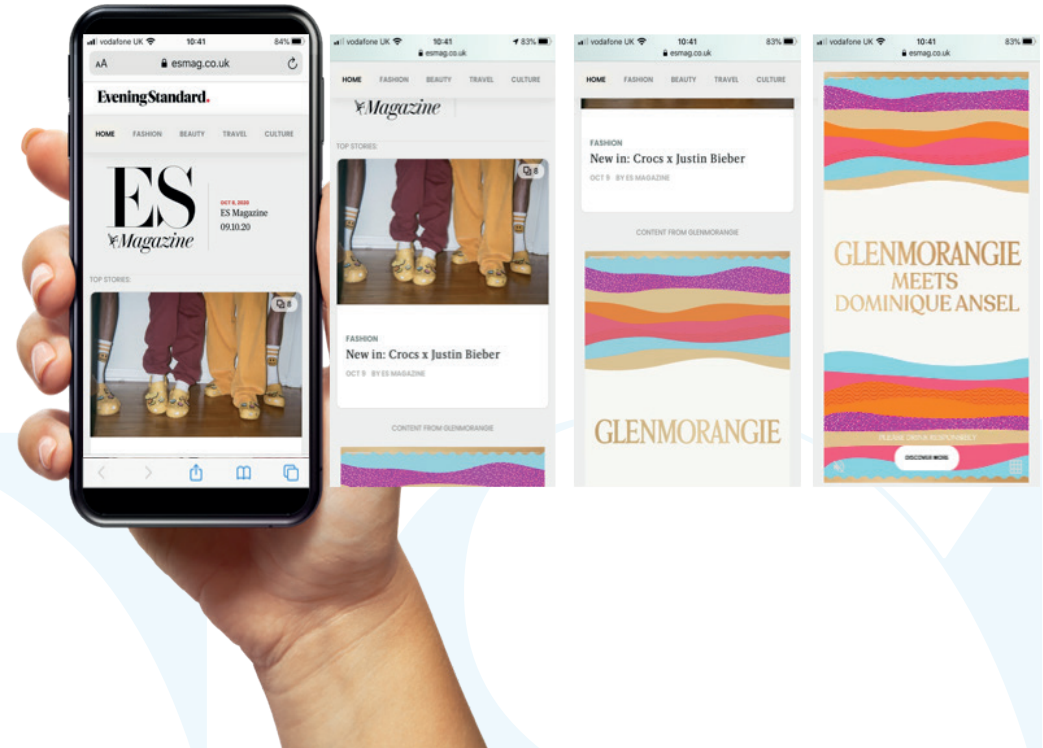
They can be deployed to effectively market a new collection, range, offering, opportunity, experience or product in different ways, from a fully immersive storytelling brand experience through to a virtual shop window with a simple, shoppable gallery of images

Perfect for:

- Increasing brand and product awareness
- Improved brand engagement and preference
- Increased traffic to your site with a direct boost to sales

Editorial Reach: Source: Google Analytics (15 Oct- 15 Nov)

- **Total unique users to the website (desktop & mobile): 69K**
- **Scene impressions (total impressions): 224K**
- **Interactions with events (unique events): 200K**
- **Story impressions: 73K**



BASIC PACKAGE

1 x Brand Story

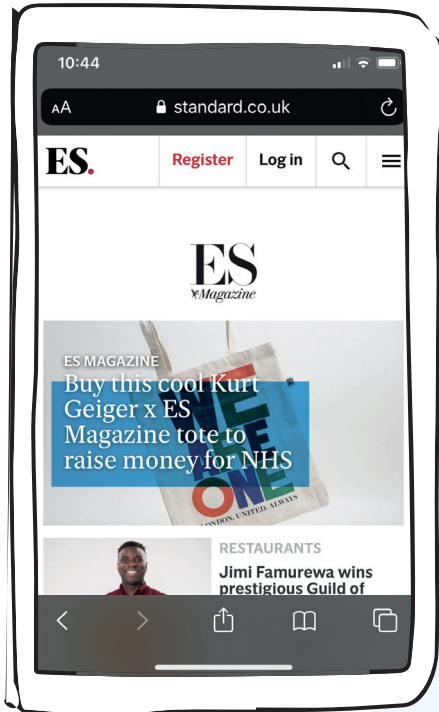
Delivered on mobile and desktop on ESmag.co.uk in the in-read placement at the top of the homepage, and standard.co.uk in the top DMPU placement.

500,000 Brand Story scene impressions (page views) guaranteed
4 weeks live

Investment

£10,000 Net

Social Packages



MAGAZINE OF THE YEAR
SOCIAL OPPORTUNITIES

SPONSORED POSTS: £3K

x3 posts (1x FB, 1x TW, 1x Insta)
Using client's assets, social copy
written by ESI and social boosting included

INFLUENCER MARKETING: £5K +

(min costs may vary depending on reach of influencer)
x3 social posts (1x FB, 1x TW, 1x Insta, including
social influencer)
Social content includes content created in-house
by ESI Media

SOCIAL STORIES: £1K

3x stories created in-house by ESI Media
(on Instagram or Facebook; £1K for both
platforms together)
(Talent not included)

SOCIAL GIFS OR CINEMAGRAPH: £4K

1x asset, x3 social posts
(1x FB, 1x TW, 1x Insta)
Social boosting included
Created in-house by ESI Media

 [@eveningstandardmagazine](https://www.instagram.com/eveningstandardmagazine)

 [@ESMagOfficial](https://twitter.com/ESMagOfficial)

 facebook.com/ESmagofficial

PRE-RECORDED VIDEO: £10K - £15K

1x video, x3 social posts
(1x FB, 1x TW, 1x Insta)
Not including talent or location

INSTAGRAM & SOCIAL TAKEOVERS: £15K

X Roadblock of ES Magazine Instagram
stories and page
x3 Instagram posts
x3 Facebook posts
x3 Twitter posts
x1 Story Highlight
Talent not included

LIVE STREAMED VIDEO: £7K

1x video, 2 x social posts (1x FB, 1x TW)
Can also multistream to clients social
channels at no additional cost
(Talent not included)

TWITTER POLLS: £1K

1x Twitter poll Written in-house
by ESI and social boosting included

TWITTER & INSTA STORY Q&A:

(TBC on price)
30 minute – 1 hour Q&A session

*'Client rights to content not included.
Rights can be negotiated separately'*



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THE POWER OF COVER WRAPS

Cover wraps create instant impact, which because of their size and position, reach beyond **ES Magazine** readers to non-reading London commuters.

JO MALONE CASE STUDY

On 24 May, **ES Magazine** featured a Jo Malone cover wrap with outstanding results.

1/3 of all London commuters noted the Jo Malone cover wrap.

In addition, 24% of commuters saw the cover wrap, despite not reading it.

The wrap reached 1.8m people in total.



ES Magazine publishes themed issues targeting Londoners as they make their life and style buying decisions.

2022 Specials List

20/21 JANUARY	RELAUNCH ISSUE
27/28 JANUARY	TRAVEL SPECIAL
10/11 FEBRUARY	VALENTINES SPECIAL
17/18 FEBRUARY	FASHION EDITION
10/11 MARCH	MEN'S EDITION
21/22 APRIL	SHOE & BAG SPECIAL
5/6 MAY	BEAUTY SPECIAL
12/13 MAY	WATCH & JEWELLERY SPECIAL
23/24 JUNE	DINING ISSUE
28/29 JULY	INTERIORS SPECIAL
15/16 SEPTEMBER	FASHION EDITION
6/7 OCTOBER	MEN'S EDITION
13/14 OCTOBER	ART & DESIGN SPECIAL
20/21 OCTOBER	BEAUTY SPECIAL
27/28 OCTOBER	WATCH & JEWELLERY SPECIAL
10/11 NOVEMBER	LUXURY SPECIAL
17/18 NOVEMBER	PARTY SPECIAL
24/25 NOVEMBER	CHRISTMAS GIFT GUIDE
8/9 DECEMBER	CHRISTMAS FOOD & DRINK

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DIGITAL FILE SPECIFICATION

- All files transmitted to us should be in Adobe Portable Document Format (PDF)
- Files should be sent to the size of the media box
- Files should be sent in with a transparent background
- Files should be sent in the form of PDF 1.3 via one of the options below, and must be PDF/X-1a compliant
- **Colour:** CMYK. Pantone with appropriate CMYK Mapping is accepted but not recommended
- All fonts **MUST** be embedded, Type 1 or True Type only
- Neither custom transfer functions nor custom halftones are accepted
- Magazines 300dpi
- Monochrome Bitmaps should be at 900dpi and CCITT Group 4 compressed.

FILE PREPARATION

- PDF Files should have no border
- Ink weight should not exceed 300
- Reverse out white or coloured text should be no smaller than 10pt bold and should not be compressed
- Reverse out text should not be more than two colours
- Fine Serif Type faces should not be used
- Body text must be single colour or two colour at most, and no less than 8pt in size and also not compressed.

TECHNICAL SPECIFICATIONS

ES MAGAZINE	TYPE	BLEED	TRIM
Full Page	266 x 190	294 x 218	286 x 210
Double Page Spread	266 x 400	294 x 428	286 x 420
Half-Page Vertical	266 x 93	294 x 107	286 x 103
Half-Page Horizontal	133 x 190	147 x 218	143 x 210
Half-Page Double	133 x 400	147 x 428	143 x 420

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TECHNICAL SPECIFICATIONS

Colour Image Profiles
ISO Coated is to be used for Cover stock
ISO webcoated bbb text sections
Total Ink Weight should not exceed 30000%
Screen Ruling
Cover Section 150 lpi
Body Section 133 lpi
Separation Angles
Applied by Printers
Dot shape
Applied by Printers
Copy Deadlines
14 days preceding publication date

Cancellation Deadlines
In writing by 11am,
56 working days preceding publication date

AD DELIVERY OPTIONS

VIO ADEXPRESS

Details can be found at adexpress.co.uk

ADFAST

This delivery mechanism costs 50p per advert. Further details on this method can be found at adfast.co.uk.

INTERNET DELIVERY

This is Associated Newspapers' free preflight and delivery service and can be downloaded from: <http://vcsp.vio.com/vcsp/download.html>

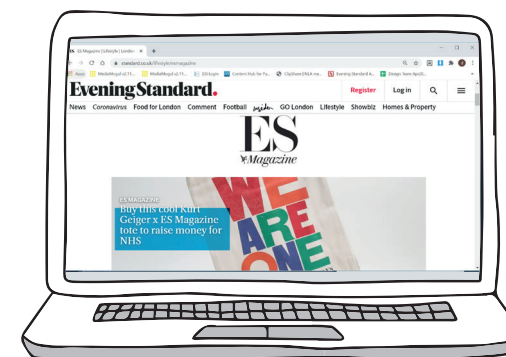
ADSTREAM

All mono ads can be delivered via Quickcut. For further information either call +44(0) 207 691 5260 or go to quickcut.com

CONTACT

PRODUCTION MANAGER

020 3615 0563 or adcopy@ukmetro.co.uk



WEBSITE AD SPECIFICATIONS

	AD TYPE	AVAILABLE FORMATS	MAX FILE SIZE	NOTES
970x250 (expandable versions to extend no more than 250 pixels downwards)	BELLYBAND	GIF, Javascript tags, PNG, HTML5	50k	Expandable, need a close button, click to open/close and sound off as default. Excluded from homepage
728x90 (expandable versions to extend no more than 180 pixels downwards)	LEADERBOARD	GIF, Javascript tags PNG, HTML5	50k	Expandable, need a close button, click to open/close and sound off as default
300x250 (expand Horizontally by 300PX) 300x600	MPU DOUBLE MPU	GIF, Javascript tags PNG, HTML5 Javascript (most often from a rich media provider)	50k	Expandable, need a close button, click to open/close and sound off as default
Streamed Movies (best sizeS: 728x90, 300x250, 970x250)	VARIOUS		If streamed from third party source it doesn't matter pending length of movies. Sound should be off as default. Total max file size 1.2MB polite load size. Initial load size 50 KB	Expandable, never on homepage and needs a close button, click to open/close and sound off as default. Clear Stop/Pause and Play button

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