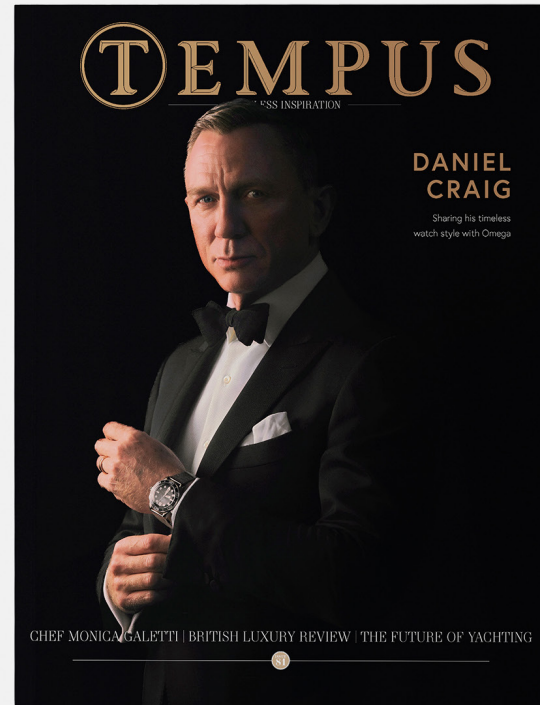
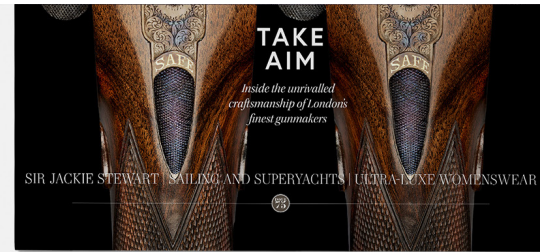


# TEMPUS

TIMELESS INSPIRATION

## MEDIA PROGRAMME

2023 - 2024



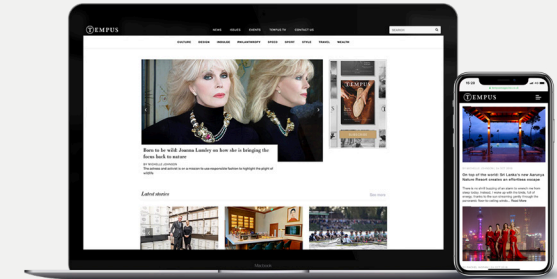
# WELCOME

“Tempus is the quarterly luxury lifestyle magazine for the discerning, affluent reader. With expert contributors from the fields of finance, motoring, style and design, we delve into the zeitgeist of the luxury world. Whether you're enjoying our award-nominated print editions or daily digital news, we set new standards with our authoritative features, in-depth interviews and detailed analyses of the global trends that matter most to our readers.”

*Michelle Johnson, Editor*



PRINT



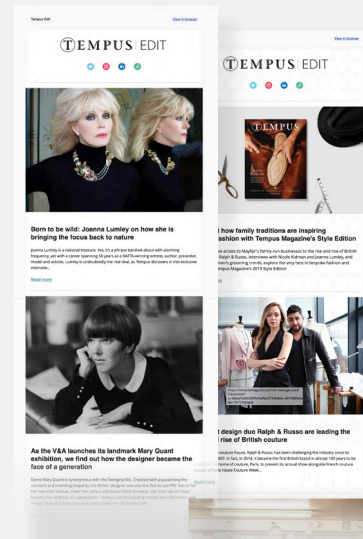
DIGITAL



**Shortlisted:** Cover of the Year 2022

**Shortlisted:** Editor of the Year – Independent 2021, 2020, 2018

**Shortlisted:** Designer of the Year – Independent 2018



NEWSLETTER



EVENTS



**Print Readership:**  
40,000 per issue

**Digital Audience:**  
64,000 per month

**Demographic:**  
AB, HNW

## TEMPUS: TIMELESS INSPIRATION

### OUR MISSION

Founded in 2012 as a specialist timepiece magazine, Tempus is on a mission to produce intelligent, aspirational content tailored to a sophisticated reader with discerning taste.

Working with expert contributors and thought-leaders across the sectors that matter most to our readers, Tempus is your voice of luxury lifestyle in the UK. With print, digital and a specialist events team working together on our partnership programmes, we are committed to generating genuine ROI for our clients.

### OUR AUDIENCE

Tempus Magazine is delivered to London's most discerning and affluent individuals, with high disposable incomes and a passion for a luxury lifestyle, through our targeted distribution model.

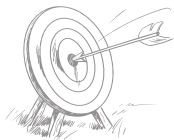
Our highly engaged audience comprises CEOs, entrepreneurs and investors, as well as affluent travellers and influencers who appreciate the finer things in life, making them a prime audience for our valued partners both in print and online.

# PRINT STRONG, DIGITAL SMART



## TRUSTED BY READERS

Despite changes in media consumption, consumers are proven to have more trust in magazines and newspapers than other media\*. We work with leaders in their field on all content to ensure we create real engagement.



## TARGETED DISTRIBUTION

Tempus is carefully distributed to a target market of highly engaged, high net worth readers, keen to discover our content and your brand. Find us in key transport lounges (such as Heathrow Terminal 5 and Eurostar) as well as the most prestigious hotels and private members' clubs in the capital.



## AUDIENCE ENGAGEMENT

Our digital platforms offer our audiences a range of ways to stay on the pulse of luxury news – from the UK's first independent daily luxury news website to our personalised weekly newsletters.



## SUSTAINABILITY COMMITMENT

From our carefully selected paperstock and vegetable ink, to the event suppliers and third parties we work with, quality – and sustainability – reigns supreme at Tempus. We work closely with our printers and suppliers to ensure our environmental impact is as positive as possible.



# PRINT

Published seasonally four times a year, Tempus explores the world of luxury lifestyle with a depth offered by no other UK title. Combining expert collaborators sharing bold thought-pieces to interviews with leaders in their fields, each edition of Tempus aims to be both timely, and timeless.

## Circulation

10,000

## Readership

40,000

## Audience

AB demographic, HNW

## Distribution

Tempus is distributed through a combination of vetted subscriptions and targeted distribution in key locations, such as five-star hotels, private members' clubs, first-class airport lounges, private jet terminals and financial institutions. Turn the page to see some of our valued distribution partners...



# DISTRIBUTION

Tempus is distributed to key locations across London, including Mayfair, Knightsbridge, Chelsea, Westminster, The City and Canary Wharf. We also deliver to targeted addresses in SW1X

WE LOVE THE LOOK AND  
FEEL OF TEMPUS, HAVE  
HAPPILY PUT THEM OUT IN OUR  
LOUNGES AND WILL CONTINUE  
DO SO IN THE FUTURE

– TAG Aviation Private Jet Centre

## FIVE-STAR HOTELS

- 45 Park Lane
- The Athenaeum
- The Berkeley
- Cafe Royal Hotel
- Claridge's
- The Connaught
- Corinthia Hotel London
- The Dorchester
- EDITION London
- Jumeirah Carlton Tower
- The Landmark London
- The Lanesborough
- The Langham
- Mandarin Oriental
- The May Fair
- ME London
- The Ned
- Nobu Hotel Shoreditch
- The Ritz
- The Savoy
- The Standard
- St James's Hotel & Club
- St Pancras Renaissance

## PRIVATE MEMBERS' CLUBS

- 5 Hertford Street
- 67 Pall Mall
- Alber's at Beaufort House
- The Arts Club
- Blacks
- Caledonian Club
- Cavalry & Guards Club
- The Century Club
- Chelsea Arts Club
- Groucho Club
- Mortimer House
- Pavilion Knightsbridge
- Sloane Club
- Soho House Greek Street
- Soho House Dean Street
- Soho House Electric House
- Ten Trinity Square
- The Walbrook Club
- Quo Vadis
- White City House

## SPAS & HEALTH CLUBS

- Cowshed Shoreditch House
- Cowshed Primrose Hill
- Sense Spa at The Rosewood Hotel
- The Peak Health Club & Spa (Jumeirah Carlton Tower Hotel )
- Espa Life
- The Dorchester Spa
- Chuan Body + Soul, The Langham Spa
- Akasha Spa
- The Aman Spa - The Connaught
- The Mayfair Spa
- Claridges Health Club and Spa
- Mandarin Oriental - The Spa
- Berkeley Hotel Spa
- The Athenaeum Spa

## BOUTIQUES

- Henry Poole
- Richard Anderson
- Dege & Skinner
- Huntsman & Sons
- Gieves & Hawkes
- Richard James
- Cad & The Dandy
- William Hunt
- Maurice Sedwell
- Ozwald Boateng
- 40 Savile Row
- Chittleborough & Morgan at Nutters Ltd
- Henry Herbert Tailors
- Jasper Littman

## TRAVEL LOUNGES

- BA Lounge, Heathrow Terminal 5
- Biggin Hill Airport
- FlyMeNow Limited
- Fresh Air
- Harrods Aviation
- Luxaviation UK
- Lufthansa Lounge, Heathrow
- Oxford Private Jet Centre
- TAG Farnborough Airport Limited.
- United Lounge, Heathrow



# EDITORIAL CALENDAR 2023-2024

## DECEMBER-FEBRUARY

### Issue 85

- Festive luxury gift guide
- Travel trends 2024
- 2023 Luxury Review

*Pitch deadline: 1 October*  
*Copy deadline: 30 October*

## MARCH-MAY

### Issue 86

- 2024 Wealth Report
- Business trends
- Automotive innovation

*Pitch deadline: 9 January*  
*Copy deadline: 1 February*

## JUNE-AUGUST

### Issue 87

- Haute horology
- Summer events
- Exclusive interviews

*Pitch deadline: 9 April*  
*Copy deadline: 1 May*

## SEPTEMBER-NOVEMBER

### Issue 88

- Tempus Leaders List
- Emerging destinations
- Exclusive interviews

*Pitch deadline: 9 July*  
*Copy deadline: 1 August*

## DECEMBER-FEBRUARY

### Issue 89

- Festive luxury gift guide
- Exclusive photoshoots
- 2024 British Luxury Review

*Pitch deadline: 1 October*  
*Copy deadline: 30 October*

## MARCH-MAY

### Issue 90

- Exclusive photoshoots
- Sustainable luxury trends
- Emerging brands

*Pitch deadline: 9 April*  
*Copy deadline: 1 May*



# DIGITAL

Engaging a combined audience of 64,000 users every month, Tempus' digital platforms provide the ultimate resource for our sophisticated, tech-savvy readership, from leaders in business to lovers of luxury lifestyle.

[Tempusmagazine.co.uk](http://Tempusmagazine.co.uk) is the UK's first dedicated daily luxury news website of its kind, supporting the print issue while providing exclusive, on-the-go content.

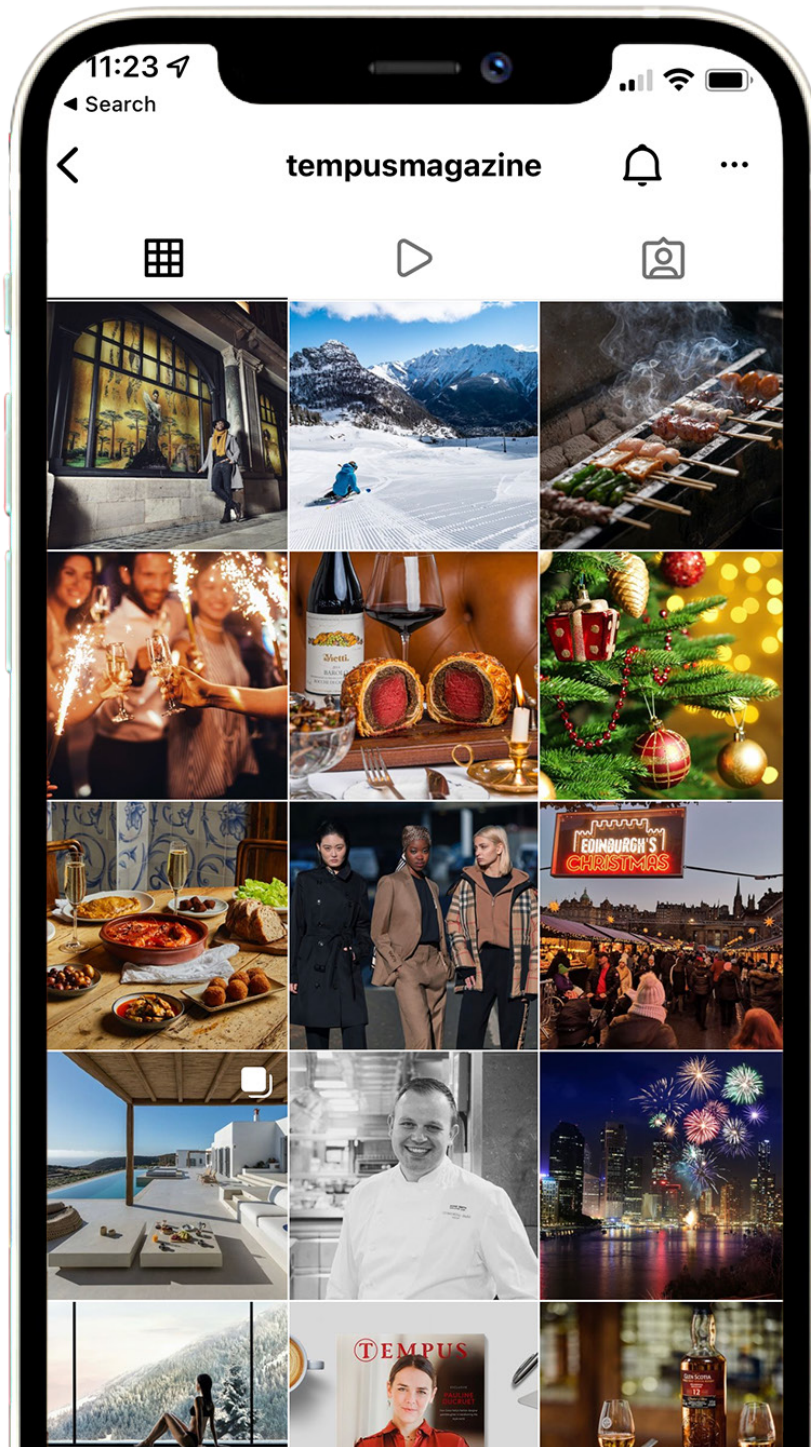
Our social media platforms – including [Instagram](https://www.instagram.com/tempusmagazine), Pinterest, Twitter and LinkedIn – connect our readers across a range of platforms, offering a view into live events and immediate engagement with our features and brand partnerships, while our regular newsletter provides our GDPR-compliant database of approximately 10,000 readers with the latest news and reviews from across the brand.

**Combined  
Digital Audience:**  
64,000 per month

**Average Age:**  
35-55

**Location:**  
65% UK based

 @tempusmagazine  @tempusmagazine  tempusmagazine





# ONLINE DEMOGRAPHICS

With content targeted to meet the needs and interested of our two-tiered audience – which consists of both high net worth readers and aspirational entrepreneurs – Tempus' digital platforms support the print issue while providing exclusive and original content on our website, social media and through our 10,000-strong GDPR-compliant newsletter database. Our readers reside primarily in the UK (65%), with an average of 20% of our loyal users returning to the website for the latest in luxury news.

## Gender

60% Male | 40% Female



## Age

30 - 55

## Two-tier audience

1. Leaders and CEOs in creative industries and high net worths engaged in luxury lifestyle
2. Entrepreneurs and future leaders seeking aspirational, goal-driven content

## Interests

Luxury travel, automotive and boating, culture and entertainment, designer style, sustainable trends, philanthropy

## Primary audience territories



# COMMERCIAL PARTNERSHIPS

When it comes to working with our valued brand partners, our core objective is to maximise your return on investment (ROI).

Whether you're looking to enhance your digital profile with carefully targeted online stories and direct-to-email marketing, want to tell your story in beautifully-designed print, or to entice new customers with carefully curated events, Tempus is ready to bring valuable ROI to your business through our bespoke partnership opportunities.

We provide our partners with a range of solutions to get directly in the hands of consumers who have the means to engage with their products and services, across different platforms and available as one-off or long-term collaborations.

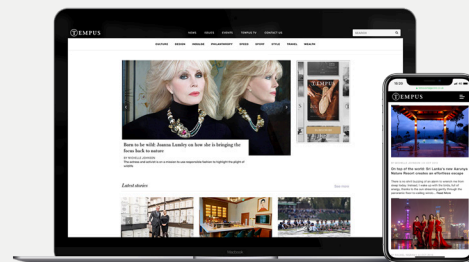
Read on to discover the range of commercial opportunities we can offer across print, digital and events, or get in touch with our partnerships team to create a bespoke, multi-platform package to meet your needs.

COLLABORATING WITH TEMPUS HAS BEEN AN INCREDIBLE EXPERIENCE. THEIR EXPERTISE AND TALENT FOR WHAT THEY DO IS EXEMPLARY. THEY HAVE BEEN AN IMPORTANT PART OF BUILDING AWARENESS OF THE PICTORUM ART GROUP

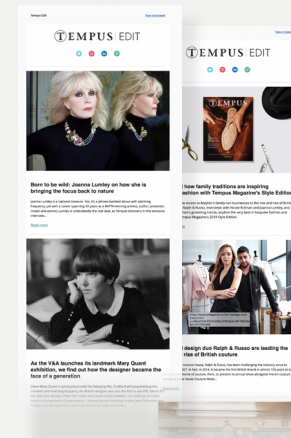
– Jenna McDonald, Creative Director,  
Pictorum Art Group



PRINT



DIGITAL



NEWSLETTER



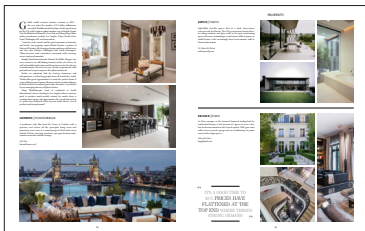
EVENTS

# PRINT OPPORTUNITIES

Get directly in the hands of consumers who have the means to engage with their products and services. A high-quality print product that doesn't age, Tempus magazine has a staying power that exceeds many of its competitors.

## BRAND PLACEMENT

Guarantee prominent placement in our Luxe List and spotlight features with low-cost, high impact brand placement.



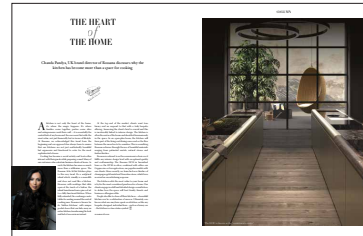
## ADVERTISING

Tempus offers clients a range of DPS and single-page advert options. Our design team is able to create artwork if required.



## ADVERTORIALS

Written and edited by our team of expert journalists and perfectly tailored to capture the interests of our unique HNW audience.



## PHOTOSHOOTS

Tempus organises bespoke photoshoots with strong editorial value to highlight brands, products or persons.



“ THANK YOU TO THE WHOLE TEMPUS TEAM FOR SO BEAUTIFULLY REPRESENTING OUR EVENT WITH A METICULOUS EYE FOR PAGE DESIGN AND WONDERFULLY WORDED COPY ”

*Gilli Cuthbert*  
Account Manager  
Concours of Elegance

# DIGITAL OPPORTUNITIES

We work across our digital platforms to create valuable ROI for our brand partners, focusing on maximum engagement with meaningful audiences through relevant, timely content and partnerships



## ADVERTORIAL

Our team of expert luxury journalists can create knowledgeable, exciting content tailored to your business, from native content to branded advertorial posts.

## DIGITAL ADVERTISING

From banner ads to homepage skins, we provide a range of ways for our brand partners to sponsor relevant categories of our website to highlight their importance in the marketplace.

## NEWSLETTERS

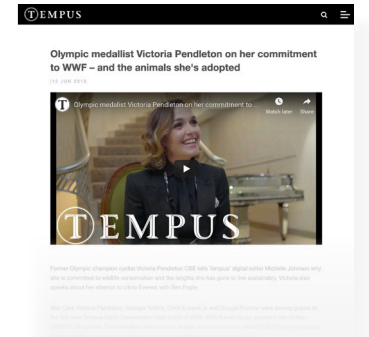
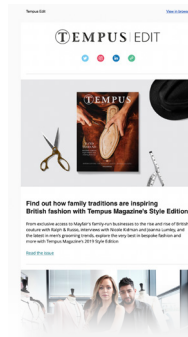
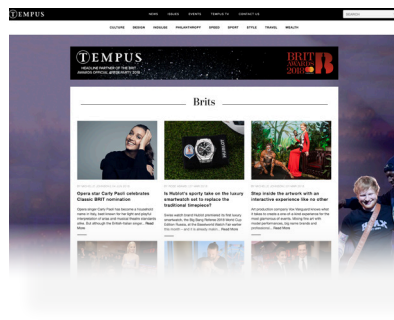
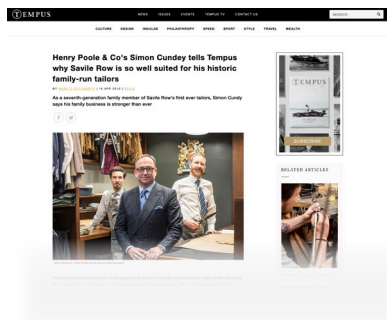
Delivered to 10,000 readers every week, The Tempus Edit newsletter is the authority on what's hot in the world of luxury. Opportunities include sponsorship, bespoke stories or SOLUS emails to draw attention to your most exciting offers.

## SOCIAL MEDIA

With a combined 29,700+ users and followers across our social media channels, Tempus is a growing commodity within the digital luxury space. Every one of our digital advertising opportunities is complemented by social media posts.

## VIDEOS

If a picture is worth a thousand words, a video is priceless. Our team can help you capture your event or product launch, go behind-the-scenes at your atelier, or take the viewer on a journey through your brand's history.





# EVENTS

We offer bespoke events and marketing programmes that are completely unique to, and in tune with, your brand's needs.

For example, our tailored packages might combine a personalised, boutique event along with print and online editorial. Written and hosted by experts in luxury journalism, and with curated guestlists and entertainment designed by our world-class events team, we guarantee ROI.

From exclusive whisky and cigar tasting events to supper clubs and international sports tournaments, our events calendar is rich and varied, tailored to connect our HNW readership with our partners to deliver genuine ROI.

# BOUTIQUE EVENTS

Tempus Magazine's intimate brand evenings are designed to connect our HNW readership with the things they are passionate about. While many of our events happen in brands' boutiques, Tempus also has access to a private event space in central Mayfair, which is exclusive to our own events and luxury partners.

We specialise in bringing a carefully curated audience to fit your brand's needs – whether you want to generate press, make direct sales, reach a new audience or a combination of all three.

All of our boutique events are run in the fashion of your brand guidelines and style, and are covered by Tempus.



## CASE STUDY: PARMIGIANI | BOUTIQUE EVENT PACKAGE

### Summary

Tempus organised an intimate event at the Mount Street boutique for which we provided the guestlist as well as champagne, caviar and an expert speaker. The event was supported with a print and digital partnership package including a print advert and SOLUS email.

### Guests

25 guests – average net worth of £1bn

### Result

Five enquiries and sales on timepieces priced between £20,000 - £150,000

---

“ We partnered with Tempus to host a boutique event to introduce new customers to Parmigiani. The intimate 25-person evening was planned seamlessly and brought together a high calibre of interested HNW and UHNW guests, with expert speakers and superb champagne and caviar sponsors. We have since had five enquiries and sales on timepieces priced between £20,000-£150,000. ”

*Liam Chadzynski*  
*Store Manager, Mount Street*  
*Parmigiani Fleurier SA*

# BESPOKE EVENTS & CONTENT

We have a growing and dedicated staff of luxury and corporate event planners who can combine creativity and flawless execution with ease, no matter how complex our clients' requirements.

We take a bespoke, personal approach to planning luxury events, and whether you're looking to organise a product launch or a private client event, we can arrange something that will capture the imagination, create unforgettable memories and reach your commercial targets.



## CASE STUDY: CHERIDA | EVENT AND CONTENT PACKAGE

### Summary

Tempus organised a ladies-only champagne reception in our private central Mayfair events space. We supplied the guestlist, organised entertainment and catering, curated and showcased the collection and provided sponsors. We also created a video for the brand, organised a photoshoot, provided online event coverage and print editorial, and created a print advert.

### Guests

60 business women – average net worth of £4-5m

### Result

The designer made four direct sales on the night and a follow up sale which involved dressing a team of 10+. Tempus also made a connection to Karen Brady, which saw Brady wearing Cherida's designs on the 2019 season of The Apprentice (8.1m viewers per episode) and in the official global campaign photos.

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“The Tempus team have been a delight to work with throughout the entire process of the event from client liaison and preparation to execution and follow ups. The team had a great understanding of what was required and how the event needed to look, feel and the type of clients that attended. The sponsors that are chosen also had perfect synergy with the brand. I just want to massively thank you and the team for delivering an outstanding event and enhancing my vision for my launch event. ”

*Cherida Patterson*  
Founder  
CHERIDA

# CHARITY & GALA EVENTS

From small-scale charity shoots at Holland & Holland to large-scale gala events at five-star hotels, the Tempus events team is equipped to handle all manner of events. Our team provides tailored guest lists, organises fundraising activities such as auctions, and obtains world-class media coverage.

Previous celebrity and sporting guests have included Olympic gold-medallist Peter Wilson, 2017-18 Formula E world champion Lucas Di Grassi, Jaguar racing driver Mitch Evans, model David Gandy, singer Pixie Lott, model Paul Sculfor, England cricketer Sam Billings, explorer and Breitling ambassador Inge Solheim, comedian Alan Carr, actor Luke Pasqualino and designer Joshua Kane, among others.



## CASE STUDY: TEMPUS EARTH CONSERVATION GALA

### Overview

Tempus organised a large-scale black tie gala at The Dorchester to raise awareness and funds for earth conservation efforts. As well as organising the event from the ground up, Tempus provided the entire guestlist and organised sponsorship in excess of £50,000 and a successful charity auction.

### Guests

350 affluent philanthropists, environmentalists and HNWs

### Result

The evening raised £100,000 for the World Wildlife Fund

“ We’re so grateful to be chosen by Tempus magazine as the benefactor of their fantastic Earth Gala. At a time where over half of the world’s species are in decline and our planet’s resources are under increasing pressure it is now more important than ever to raise awareness and funds for our vital conservation work. ”

*Alison Lucas*

*Executive director fundraising & marketing services*

*WWF*





# RATE CARD

## Print

<b>Premium</b>	Inside front cover - DPS	£4,000
	Inside back cover	£2,500
	Outside back cover	£4,000
	Early DPS	£3,000
<b>Standard positioning</b>	Double page spread	£2,000
	Full page	£1,000
	Double page promotional feature	£4,500
	Full page promotional feature	£3,500
	LuxeList product placement	£500
	Inserts	POA
	* all prices include insertion in digital version	
<b>Cover Wrap</b>	£10,000 + printing costs	

## Digital

<b>Banner (home page)</b>	£1,000pcm
<b>Banner (story/section)</b>	£750pcm
<b>Overlays</b>	Price on application
<b>Expandables</b>	Price on application
<b>Branded SOLUS newsletter to 15K database</b>	£800
<b>Advertisement on Tempus weekly newsletter</b>	£500
<b>Promotional editorial feature</b>	£1,500
<b>Competitions</b>	£500

## Events

<b>Sponsorship of Tempus Event</b>	Average £500 per head
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## Distribution

<b>Targeted list</b>	Price on application
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# PUBLISHED BY VANTAGE

Tempus Magazine is proudly published by creative design agency Vantage Media.

Vantage Media is a modern agency with a fresh approach to content disciplines across digital, brand marketing, publishing and event solutions. With a full range of services designed to make a lasting impact, our team gets to the core of your brand's message to help you reach your creative and commercial goals.



## PUBLISHING

Did you know that 45% of readers will interact directly with a brand as a direct result of reading their company magazine?

Few mediums engage an audience or add value like a beautifully created magazine or luxurious coffee table book. We work with the best creators, writers and journalists in the business to bring you top quality content in any sector – from banking to beauty.



## DESIGN

Great design is paramount to your brand's success but, most importantly, it's key to how you communicate your values, goals and ambitions.

We are proud to work with a diverse range of clients - from household names to community start ups and charities - to create design and marketing solutions from full branding suites, to marketing material and pitch decks.



## DIGITAL

Your company's online branding is far more than a shop window for your customers.

As a multi-platform creative media agency, we have been expanding our digital services to help our clients create beautiful, intuitive online journeys. We provide website design, UX/UI design, blogging and editorial content, as well as marketing materials and much more.



**Find out more by contacting:**  
[michelle@vantagemediagroup.co.uk](mailto:michelle@vantagemediagroup.co.uk)



**For commercial and events enquiries,  
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