

# STIRLING

LUXURY MAGAZINE



MEDIA KIT 2010

EUROPE



# STIRLING

LUXURY MAGAZINE



“Follow your bliss  
and the universe will open doors  
where there were only walls”

JOSEPH CAMPBELL



A quarterly magazine devoted to luxury...

Featuring breathtaking diamonds, jewellery, watches, art, sculpture, travel, yachts, jets, 5 star hotels and exceptional luxury goods.

Printed on the most exquisite fine art paper and distributed in the UK we aim to reach clients with discerning taste and refinement.

Stirling has superb exposure to the UK's most dynamic high net worth audience. An ideal publication to reach an affluent clientele with a passion for luxury, travel and hidden mysteries.



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## DISTRIBUTION

60 five star hotels in and around London.

First and business class airport lounges in  
Heathrow and Gatwick.

Private and executive jet centres and helipads  
in London.

In flight for first and business class  
(United Airlines, Jet Airways and Etihad Airways).

Luxury apartment blocks in central London.

Cruise Ship lounges.

Spas and private health clubs.

Private members clubs.

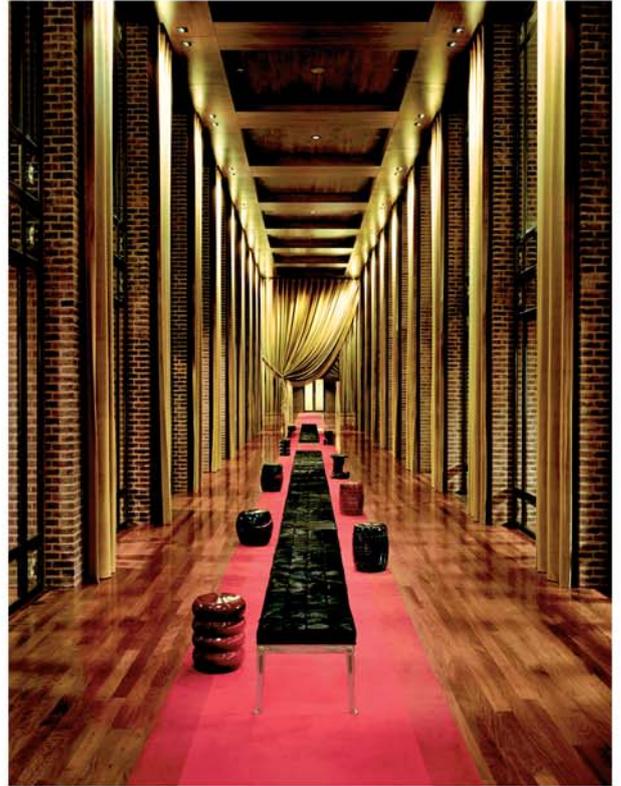
Private doctors.

Private dentists.

Major limousine companies.

## CIRCULATION

20,000



# ADVERTISING SPECIFICATIONS & RATES

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## Digital File Requirements:

Preferred file format: PDF/X-1a  
Resolution: 400ppi  
Colour mode: All elements must be CMYK (process no spot colours)  
Preferred colour profile: Offset Print - Euro Catalog  
Total ink density: no limitations (CMYK 400 accepted)  
For double page spread ads, supply adverts as two single pages  
Please label artwork with Advertiser and Issue  
Preferred medium: CD

Other file formats accepted: EPS (all fonts outlined) , QXD and INDD (with all linked files).  
Media will not be returned unless requested.

## Proof Requirements:

A contract proof is required. Offset Print - Euro Catalog is advised for matching colour on press. A standard colour bar is required on the proof, but is not necessary in the digital file.

## Bleed Ads:

Create page layout document to trim dimension with 3mm bleed on all four sides and include crop marks.

## Advertising dimensions:

ADVERT SIZE	TRIM	BLEED	TYPE AREA
FULL PAGE	230mm (W) x 300mm (H)	236mm (W) x 306mm (H)	220mm (W) x 290mm (H)
DOUBLE PAGE SPREAD	460mm (W) x 300mm (H)	466mm (W) x 306mm (H)	450mm (W) x 290mm (H)
1/2 PAGE VERTICAL	112mm (W) x 300mm (H)	118mm (W) x 306mm (H)	102mm (W) x 290mm (H)
1/2 PAGE HORIZONTAL	230mm (W) x 147mm (H)	236mm (W) x 153mm (H)	220mm (W) x 137mm (H)
1/4 PAGE	112mm (W) x 147mm (H)	118mm (W) x 153mm (H)	102mm (W) x 137mm (H)

## 2010 UK Rates (ex. V.A.T.)

Full Page	£4,800
Double page spread	£7,200
Back Cover	£5,200
Inside front cover DPS	£7,950
Inside back cover DPS	£7,600
1/2 page (vertical/horizontal)	£2,450
1/4 page	£1,250

Please visit our press centre for regular updates:  
[www.stirlingmagazine.com](http://www.stirlingmagazine.com)

## Please send materials to:

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