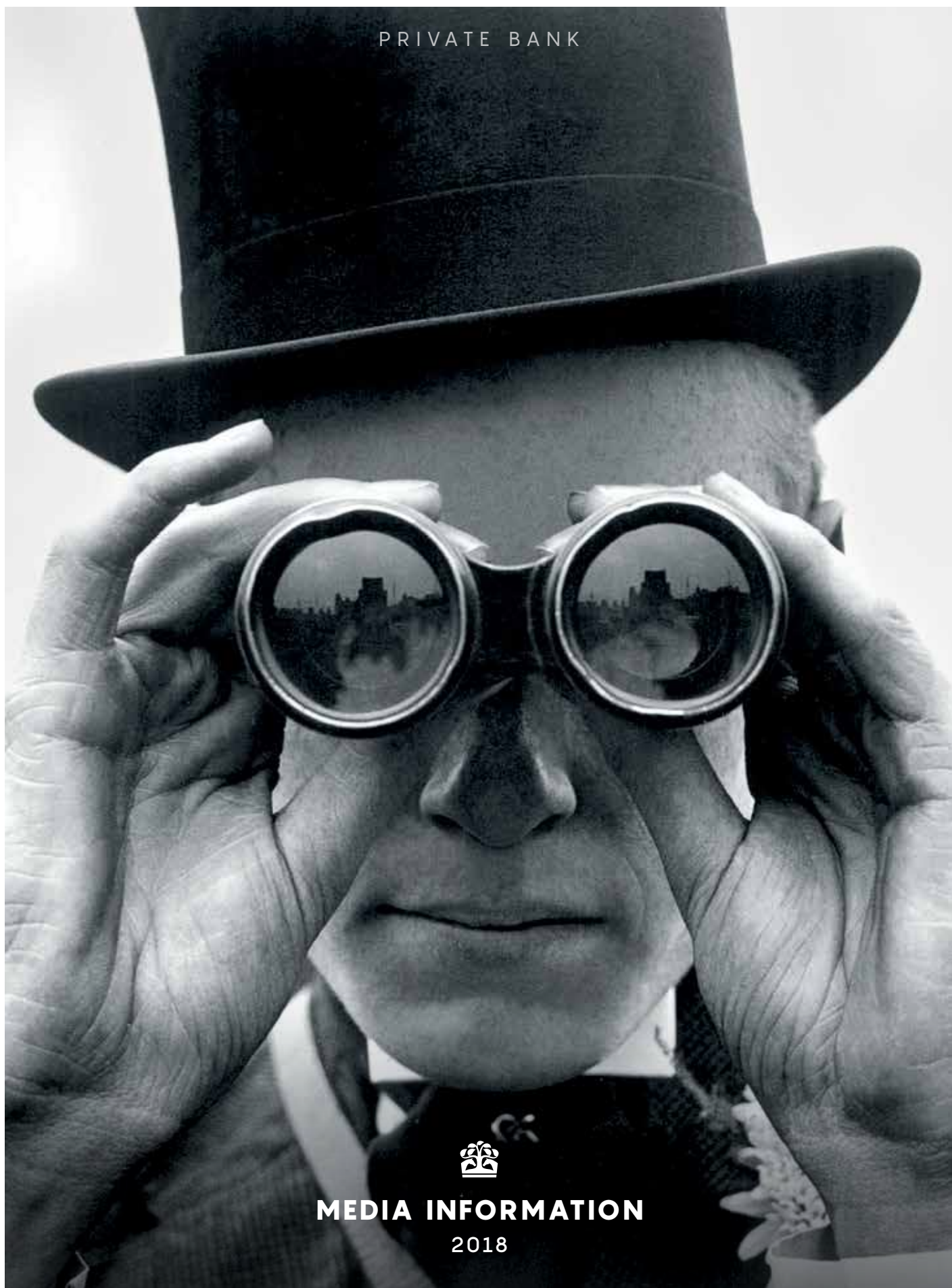


WEATHERBYS

PRIVATE BANK



MEDIA INFORMATION

2018



A MODERN BANK, REFRESHINGLY TRADITIONAL

A FAMILY STORY THAT SPANS FOUR CENTURIES

Weatherbys was founded in 1770 by James Weatherby. Seven generations later, Weatherbys is still privately owned and run by his family. The traditional values of careful stewardship and attention to detail continue to underpin the business.

For 245 years, the Weatherbys name has been synonymous with the horseracing industry. Today, Weatherbys Bank is a fully accredited bank, offering all the services you would associate with a modern financial institution. It has a diverse client base – including some from racing, but a majority of whom are not. They offer a full banking service through their Racing Bank, Premier and Private Bank including current accounts, deposits and lending.



AT WEATHERBYS, WE ARE
CONSCIOUS OF OUR HISTORY,
BUT ALWAYS AMBITIOUS FOR
OUR FUTURE.

OUR CLIENTELE

A bi-annual publication with high production values, the sumptuous magazine belongs on the coffee tables of the most prestigious addresses in Britain. As well as keeping their clients up-to-date on the luxury world, Weatherbys magazine features insightful editorial content and thought leadership profiles.

PRIVATE BANK:

For clients who have £3m net asset value, or an income in excess of £300,000 per annum.

PREMIERE BANK:

For clients who have £1m net asset value, or income in excess of £100,000 per annum.





OUR AFFLUENT AUDIENCE
COMPRISES INFLUENTIAL VIPS,
CEOS AND CHAIRPERSONS OF PUBLIC
COMPANIES, ENTREPRENEURS, HEADS
OF STATE, SPORT PERSONALITIES,
CELEBRITIES, WEALTHY TRAVELLERS
AND MULTI-NATIONAL CORPORATIONS

OUR AUDIENCE

RATIO OF MALE
TO FEMALE IS

65%/35%

55

AVERAGE AGE

20%

OWN RACEHORSES

75%

ARE LANDOWNERS

30%

BUSINESS OWNERS
AND LEADERS

85%

PRIVATE BANK AND
PREMIER BANK CLIENTS
OWN MORE THAN ONE
UK PROPERTY

60%

ENJOY OUTDOOR
PURSUITS INCLUDING
FISHING, SHOOTING,
AND SKIING

50%

COLLECT ART, WATCHES,
JEWELLERY, CARS

£10k

AVERAGE
HOLIDAY SPEND
PER COUPLE FOR
OUR CLIENTS



STRATEGIC DISTRIBUTION ENSURES THE
MAGAZINE IS VISIBLE AT LOCATIONS
FREQUENTED BY SPECIFICALLY IDENTIFIED,
APPROPRIATE DEMOGRAPHICS

DISTRIBUTION POINTS



10,000 mailed to:
Private Bank and
Premier Bank clients

10,000 distributed to:

MEMBERS CLUBS

RAC Club, Groucho
Club, Lansdowne Club,
Annabel's, Morton's,
Bromptons, and
Soho House.

**FIRST & BUSINESS
CLASS AIRPORT
LOUNGES**

Copies are placed into the
lounges of major UK, USA,
and Asian airlines such as
Virgin, United, South African
Airways, Air Canada and
Singapore, Cathay, Emirates,
American Airlines, BA,
Lufthansa, BMI.

PRIVATE JET CENTRES

London City Airport Jet
Centre, Farnborough,
Biggin Hill.

**CORPORATE
RECEPTION AREAS**

Copies placed in
purpose built racking
at 112 corporate sites
such as Morgan Stanley,
Bank of America, ITV.
These locations employ
90,000 people across
279 businesses and
have over 10,000 daily
visitors.

**SPAS/PRIVATE
HEALTH CLUBS**

The Harbour Clubs,
Chelsea Village and
Citipoint.



FULL COLOUR DISPLAY ADVERTISING RATES

Inside front cover DPS	£17,000
Double page spread 1st 20%	£15,500
Double page spread	£13,950
Inside front cover	£12,750
Outside back cover	£15,950
Inside back cover	£9,950
Single Page	£7,950

BESPOKE SOLUTIONS**

ADVERTORIAL

*Please note that we are only able to offer Advertorial space across DPS'.

GATEFOLD COVER

Inwards fold, 6pp	£27,200
Inwards fold, 8pp	£33,800

INSERT

Booklet, client-supplied	£POA
Single Sheet, client-supplied	£POA
Booklet or Single Sheet, FMS-produced	£POA

All inserts are bound in at pg80 and must not exceed a weight of 200g and spine width of 2mm

SPONSORSHIP

Section, including client branding	£POA
Cover, product placement	£POA

**Please note that these figures are guide prices only. (All prices subject to VAT)

AGENCY DETAILS

Agency commission 10%

Note: All advertising copy must be supplied for clearance by Weatherbys, prior to acceptance.

Terms and conditions available on request.

ADVERTISING ENQUIRIES

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PRINTED MAGAZINE

MATERIALS

Cover - 300gsm Silk
Text - 115gsm Coated

MECHANICAL DATA Single Page

Advertisements

Page trim: 325 x 240mm
Page bleed: 335 x 250mm
(trim plus 5mm bleed on each edge)

Double Page Spread Advertisements

Pages trim: 325 x 480mm
Page bleed: 335 x 490mm
(trim plus 5mm bleed on each edge)

PRINTER'S PDFS

When supplying PDF files for DPS advertisements these must be supplied as spreads. All PDF files must contain crop marks.

During preparation of artwork to generate print quality high-resolution PDF files, ensure that all images used are converted to CMYK or Greyscale and are no less than 300 DPI in resolution.

ENQUIRIES

For all other enquiries including copy deadlines and publishing dates or for technical assistance, please contact:

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