MONOCLE: MEDIA KIT 2013
The mission

Bringing the world into focus

Monocle was founded in 2007 as a briefing on global affairs, business, culture, design and much more. We believed there was a globally minded audience that was hungry for opportunities and experiences beyond national borders.

We also felt this was a generation that wanted to know who was creating the best cities, about new business ventures from Seoul to São Paulo and the people benchmarking quality in everything from media to hospitality.

*Our readers have proved us right.*
The magazine

A global briefing on affairs, business, culture and design

The magazine

Monocle’s 10 issues a year are dense, bookish and collectable. They are commissioned, edited and designed at our Midori House headquarters in London’s Marylebone and call on a global team of staff editors and over 30 correspondents from Beirut to Milan, Washington to Singapore. Monocle: keeping an eye and an ear on the world.

The content

A Affairs

A global mix of reportage, essays and interviews with the forces shaping geopolitics.

B Business

Devoted to identifying opportunities and inspiring the reader.

C Culture

A tight group of opinionated columnists, reviewers and interviewers deliver the best in film, television, music, media and art.

D Design

Bypassing hype, Design is dedicated to unearthing emerging and established talent wherever it may be.

E Edits

Bite-sized and always thought provoking, Edits is full of vital life improvements curated in a fast-paced and well-researched collection.
1. Australia’s Merino wool industry
2. Daimler’s car-sharing service
3. The Frankfurt stock exchange
4. High-speed rail in Madrid and Berlin
5. Barack Obama’s chief of protocol

1. Amsterdam’s renovated Rijksmuseum
2. Brazilian TV
3. French band Air
4. Tsutaya Books in Tokyo
5. Film-maker and collector James Brett
1 Helsinki’s design renaissance
2 Fashion feature on eyewear
3 Furniture collector Noritsugu Oda’s house
4 Danish typeface designers
5 Textile artist Kay Sekimachi

1 Inventory: the spring collection
2 Vienna Christmas gift guide
3 Sydney breakfast hotspot Three Blue Ducks
4 Sports cities: Paris
5 Tangier property prospectus
Guides and supplements

*From snowy foothills to sandy beaches, Monocle’s additional editorial line-up has got everything covered*

Throughout the year Monocle produces several guides to complement the main editorial content. These range from reference-style transport surveys to design and travel directories. We also offer the opportunity to build a strong brand partnership with the use of sponsored colour supplements such as city and country surveys or travel guides. These bespoke editions vary in format and are produced in collaboration with our team of in-house editors and design specialists.

**Newspapers**

Monocle Alpino hits newsstands each December and is about leading a better life at high altitude. Monocle Mediterraneo, which goes on sale the final week of July, covers life in sunnier destinations. We use the format to display photography and advertising in an eye-catching large format. The newspapers are distributed globally but are always promoted in key winter and summer resorts, whether that is Kitzbühel, Capri or Phuket.

**The full picture**

With its print, audio and online elements, Monocle is a total media brand. That’s in addition to our expanding retail network and online business. Via our shops in New York, London, Toronto, Tokyo and Hong Kong we sell products that cater to our readers’ tastes. We also have a café in Tokyo and another in London.
The readership

A worldwide audience

Affluent
Informed
Intelligent
Well travelled

Readership
Monocle readers are globally minded, often working and living across borders. They make up a demographic that is opportunity-focused: looking for new business ideas around the globe, keen to discover new hotels, wanting to be up to date with the best developments in food, media, design, architecture and more.

Our core reader is an urban-dwelling, MBA-educated, CEO/MD/entrepreneur working in finance, government, design or the hospitality industry. Readers have an average income of £207,000 and travel on 10 business trips a year, plus five holidays. They are savvy and design-conscious consumers who invest in property, art, cars, timepieces, fashion and interiors.

Facts & figures
59%: percentage of our readers with a postgraduate degree.
3 weeks: annually, the average amount of time our readers spend in hotels on an average of 10 business trips.
35: the average age of a Monocle reader, of which a quarter are female.
4 hours: the average amount of time our readers spend reading the magazine.

Survey by Linda Jones & Partners
The circulation

Onwards and upwards

—

73,149 sales
6% year-on-year growth

Circulation

Monocle’s total average global circulation is 73,149 (Jul-Dec 2012): 62% newsstand (44,957), 21% subscriptions (15,594) and 17% paid bulks (12,598).

As a premium media brand, Monocle has a strict no-free-copies policy and our free circulation therefore equals zero.

100% of Monocle subscriptions are sold at the full price (£90 per annum: 10 magazine issues and two newspapers).

The Monocle cover price is £6 and the subscription model is a premium one. The high active-purchase percentage reflects the high level of engagement our affluent, well-travelled, influential, opinion-leading and discerning audience has with our brand.
The editorial plan

Our year ahead

10× magazines
2× newspapers

February: monocle issue 60: On sale 17 January
March: monocle issue 61: On sale 21 February
April: monocle issue 62: On sale 21 March
   Special edition Style Survey 1
May: monocle issue 63: On sale 25 April
   Special edition Design Directory 1
June: monocle issue 64: On sale 23 May
   Special edition Transport and Energy Survey
July/August: monocle issue 65: On sale 20 June
   Special edition Quality of Life and Entertaining Guide
MONOCLE MEDITERRANEO: On sale 25 July
   Special edition newspaper
September: monocle issue 66: On sale 15 August
   Special edition Entrepreneurs Guide and Workplace Design Survey
October: monocle issue 67: On sale 19 September
   Special edition Style Survey 2
November: monocle issue 68: On sale 17 October
   Special edition Design Directory 2
December/January: monocle issue 69: On sale 21 November
   Special edition 2014 Forecast + Travel Top 50
MONOCLE ALPINO: On sale 19 December
   Special edition newspaper

Ideas for the year ahead...

1) Design and build a mixed-use coffee shop
2) Produce a bespoke gift guide for the Christmas season
3) Publish a beautiful and resourceful guidebook
4) Create new surveys and develop new radio shows
5) Add to our expanding archive of documentaries
Advertorials
Working together

Bespoke surveys
Travel guides
Themed series
Exclusive partnerships

A tailored product
In addition to offering personalised packages to advertisers, Monocle also creates original content for companies interested in exploring alternative creative solutions to augment existing marketing strategies or specifically target the discerning Monocle reader. Produced entirely in-house by the editorial team and controlled by the editor in chief, Monocle custom-content solutions are afforded an equal level of quality and time as editorial, and employ the talents of photographers and illustrators usually featured within the magazine.

Forward thinking
Monocle bespoke advertising can connect campaigns across print and digital, deliver advertorial collaboration in film and audio or target and engage audiences with integrated mini-sites promoted on our website. All content is produced by our in-house editorial and design teams.
Monocle online

A fresh perspective

220,000+ unique visitors per month
1,000,000+ page impressions per month

Monocle.com

Monocle takes a unique approach to the web with a focus on video, round-the-clock radio on Monocle 24 and an ever-expanding retail offer. Rather than rehashing the print edition online, our web strategy is to provide an in-depth complement to our activities on the page. We drive traffic with daily comment via our Monocolumn, news and current affairs broadcast day and night from our studios in London and weekly additions to our web shop. Mini-documentaries, travel and retail briefings, in-depth Q&As and photographic reportage also expand upon Monocle’s magazine and radio offering. The intelligent content and programme-sponsorship opportunities ensure a premium and high-value environment to communicate with an affluent, influential and loyal global audience.

Who’s visiting? Viewing? Listening? Shopping?

Our audience online is very similar to the print edition, though we know our reach is bigger in some markets. People are passionate about radio and there are waiting lists for our special product collaborations. Our audience visits because ours is a more personal approach to the web: rather than shouting and trying to drive traffic with gimmicks we prefer to host our visitors in a more intimate environment. That means radio, longer-form films and a premium retail environment.

An average visit of 16 minutes says it all.

The site has a growing audience of over 220,000 unique users and over 450,000 film downloads each month.
Monocle 24

A new vision for radio

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24 hours a day
7 days a week
400,000 listeners per month
1.5 million downloads per month

Monocle 24 was founded in 2011 to provide a radio station that catered for a smart, diverse audience. Monocle 24’s listeners have a thirst for global affairs, business, culture, design and much more. Their music tastes are similarly broad, provided for by a playlist of carefully curated tracks from Denmark to Brazil.

Monocle 24 is not a rolling news service. We try to cover stories that are often ignored by other globally minded broadcasters and take time to tell stories in depth and add analysis along the way. We often report on stories that at first listen may seem to be hyper local but that actually tell a bigger story with international resonance. We believe that a commercial station can have the same authority and depth as a public broadcaster.

For our advertising partners we have delivered a model that sees each show having just one dedicated sponsor. We have created the first ever luxury radio environment open to commercial partners.

The station is broadcast live from our London HQ, where we have built state-of-the-art studios.

You can listen live via our player online at monocle.com or download shows from our site or iTunes; we also have a handy mobile app. Tune in.
The M24 programme offers

Something for everyone

News
Discussion
Music
Topical shows

LIVE NEWS SHOWS

The Globalist: This one-hour show airs at 06.00 London time and looks ahead to events that will shape the day in Europe, and beyond, with a special focus on Turkey and the Gulf.

Midori House: A one-hour news show airing at 08.00 London time. Get the views of our editors and correspondents around the world, plus our daily Monologue.

The Briefing: This one-hour show airs at 12 noon London time and includes analysis of the day’s news in Europe. This is also our drivetime show for the US East Coast.

The Globalist: Asia: This one-hour show airs at 20.00 London time and focuses on the news agenda in Asia and Oceania, including a review of the region’s front pages.

The Monocle Daily: Regular check-ins and live interviews from the US and the Americas add to the mix of guests and analysis from our Midori House studios, every day for an hour at 22.00 London time.

WEEKEND SHOWS

The Review: A one-hour Saturday show looking at the best in music, media and the arts.

The Curator: The best of the week on Monocle 24, compiled into one show.

The Monocle Weekly: Our original Sunday show is hosted by Robert Bound and Andrew Tuck, covering key interviews of the week and looking ahead to the next seven days.

The Stack: Hosted by editor in chief Tyler Brûlé, the programme looks at the future of print media from magazines to newspapers.

MAGAZINE SHOWS

The Urbanist: Hosted by editor Andrew Tuck, the show about the people making city life better, from dedicated mayors to hi-tech businesses.

The Entrepreneurs: Our business show aimed at people who run their own company – or want to.

Culture with Robert Bound: From live music sessions to the state of the art market.

Section D: Presented by Hugo Macdonald, the show investigates the design world from furniture brands to architecture.

The Menu: Monocle’s show about the world of food and drink.
Advertisers list

Brands we have worked with include:

Air France
All Nippon Airways
American Express
Audi
B&B Italia
Bally
Bang & Olufsen
Bell & Ross
BlackBerry
BMW
Boeing
Bottega Veneta
Brand Hong Kong
Breitling
Brioni
Bulgari
Burberry
Cadillac
Cartier
Cathay Pacific
Chanel
Chopard
Citi
Comme des Garçons
Credit Suisse
De Beers
Dedon
Delvaux
Deutsche Bank
Diageo
Dior Homme
Dom Perignon
Donna Karan
Dunhill
Emirates
Ermenegildo Zegna
Finnair
Finnair

General Electric
Government of Japan
Government of Madrid
Gucci
Hackett
Harrods
Harry Winston
Heathrow Airport
Helsinki Airport
Hennessy
Hilton Hotels and Resorts
HSBC
Hublot
Hugo Boss
Hyundai
IWC Schaffhausen
J.Crew
Japan Airlines
Kenzo
Korean Air
Krug
Laurent-Perrier
Lexus
Louis Vuitton
Lufthansa
Mackintosh
Mandarin Oriental
Maurice Lacroix
Mercedes-Benz
Microsoft
Missoni
Mitsubishi Estate
Moncler
Montblanc
Muji
Nissan
Oscar de la Renta
Park Hyatt

Patek Philippe
Paul Smith
Peroni
Persol
Philips
Pictet
Qantas
Qatar Airways
Ralph Lauren
Rimowa
Ritz-Carlton
Rolex
Saint Laurent
Salvatore Ferragamo
Samsonite
Scandinavian Airlines
Shangri-La
EDB Singapore
Star Alliance
Thai Airways
The Dorchester
The Peninsula Hotels
Tiffany & Co.
Tod’s
TOTO
Tourism Australia
Toyota
UBS
USM
Vertu
Veuve Clicquot
Volvo
William & Son
Woolrich
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