

South London's **leading** property magazine

LONDON PROPERTY
south



MEDIA**PACK**2017

ABOUT US

SOUTH showcases the finest properties in South London as well as highlighting great buys for those considering a move out of the city.

We bring you news and views, insights into the best neighbourhoods, financial know how, design inspiration and lots more – if, like us, you love everything to do with homes and interiors.

And a whole cast of experienced agents share their unique knowledge of the South London market.

Our aim is to showcase the best of the South London market – including prime commuter hotspots.



View on our website or download from the ISSUU app



ADVERTISING RATES

Double page spread	£1,300
Full page	£725
First half page	£425
Quarter page	£195
Half page	£375

Advertorial Promotion +30%

On request –

- Special positions
- Leaflets
- Gatefolds/Bind-ins



OUR READERS

- High status, living in and around South London
- £1,800,000 average house value
- 65% own their own property
- 15% residents own a second home
- 50% of these homes are outside the UK
- 25% Directors
- 3 holidays / breaks a year 2 of them abroad
- 110,000 + Average household income
- 45% Male – 18% (Age 25-34) 22% (Age 45-55)
- 55% Female – 8% (Age 18-24) 33% (Age 35-44)
- 70% of residents own a car

**Source Experian, Tactican and Royal Mail*





ADSPEC

width x depth (mm)

Full page bleed	trim 230mm x 300mm bleed 236mm x 306mm
Full page	200mm x 260mm
Half page landscape	
Bleed	trim 230mm x 145mm bleed 236mm x 148mm
Half page landscape	200mm x 125mm
Half page portrait	95mm x 260mm
Half page portrait bleed	trim 110mm x 300mm bleed 113mm x 306mm
Quarter page portrait	95mm x 125mm
Quarter page landscape	200mm x 62mm
Web banners	1200 pixels x 100 pixels

Adobe InDesign CC or high resolution PDF. (These must be provided with a minimum of 3mm bleed, registration marks on all sides). All supplied images must be CMYK and a minimum resolution of 300dpi. Pictures should be saved as jpeg files (maximum quality and lowest compression.) WE CANNOT ACCEPT images embedded in Word documents. Any fonts supplied must be Mac compatible. We cannot guarantee registration on small type reversed out lettering when made out of multiple colours.

PUBLISHING SCHEDULE

Issue	Editorial	Advertising	Published
Jan	28th Nov	7th Dec	3rd Jan
Feb	11th Jan	18th Jan	1st Feb
Mar	1st Feb	8th Feb	22nd Feb
April	1st Mar	8th Mar	22nd Mar
May	5th Apr	12th Apr	26th Apr
June	3rd May	10th May	24th May
July	31st May	7th Jun	21st Jun
Aug	5th Jul	12th Jul	26th Jul
Sept	2nd Aug	9th Aug	23rd Aug
Oct	6th Sep	13th Sep	27th Sep
Nov	4th Oct	11th Oct	25th Oct
Dec	1st Nov	8th Nov	22nd Nov
Jan 18	6th Dec	13th Dec	2nd Jan





TESTIMONIALS

“We love the magazine and wouldn’t dare not feature in it!”

Sam Sproston
Partner and Office Head Knight Frank, Wandsworth

“London Property South have been fantastic to work with and our branches benefit greatly from the exposure which this established magazine provides”

Lisa Mackenzie
Regional Sales Director KFH

“The magazine goes from strength to strength and is an important advertising tool in our business”

Robin Chatwin
Head of South West London, Savills

“The strongest property-focused platform in the area for us to display our homes for sale and to let”

Austin Thorogood
Director, John Thorogood, Wandsworth

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