

LONDON NEWS, GLOBAL VIEWS

# KCWtoday

## 2019 who we are

KCW Today is a London newspaper serving Kensington & Chelsea, Westminster, Hammersmith & Fulham, and select boroughs including Wandsworth, parts of Lambeth, Hampstead and the City.

Shortlisted for *The Newspaper Awards 2017*, KCW Today is a monthly title with a reputation for intelligent, insightful editorial including: Opinion, Comment, News, Education, Business & Finance, Health, Motoring, Sport, Literature, Dining Out and the best Arts, Culture, Events section in London, both in print and digital formats.

Our demographic is best described through our stockists which range from Westminster Abbey through to Peter Jones, major public and private companies, clubs, banks, educational and health establishments, distinguished cultural institutions and fairs and events throughout London and more.

(See stockists page 8.)

### Content:

- News
- Features
- Opinion & Comment
- Art & Culture
- Education
- Business & Finance
- Literature & Poetry
- Health & Beauty
- Architecture
- Dance
- Astronomy
- Events
- Fashion
- Travel
- Dining Out
- Motoring
- Music
- Sports
- Crossword
- Chess & Bridge

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**T: 020 7738 2348**



### Readership

Total Readership in excess of 60,000, including: print distribution, e-mail distribution, online audience. and events venues. Extensive social media platforms.

### Distribution

The Royal Borough of Kensington and Chelsea, City of Westminster, Hammersmith and Fulham and select outlets in Wandsworth, Lambeth, and the City.

Bonus distribution and media partnerships to major events. For full list of stockists see page 8.

Subscription. £46 for 11 issues, plus supplements  
Cheques made payable to Kensington and Chelsea Today



online [www.kcwtoday.co.uk](http://www.kcwtoday.co.uk)

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# KCWtoday

## Media platforms

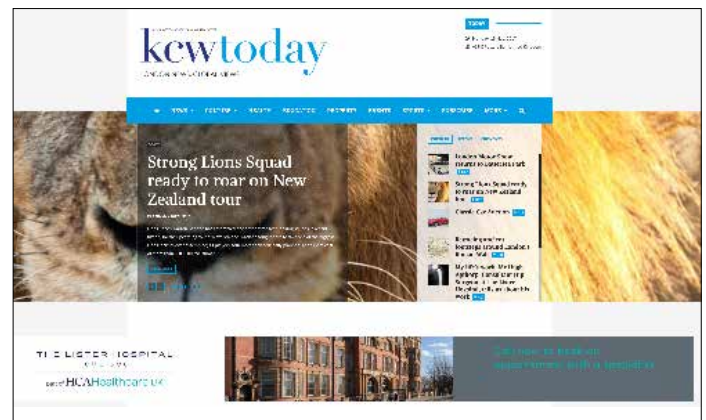
### Print, Newspaper

Advertising, advertorial and editorial opportunities in our monthly tabloid newspaper.



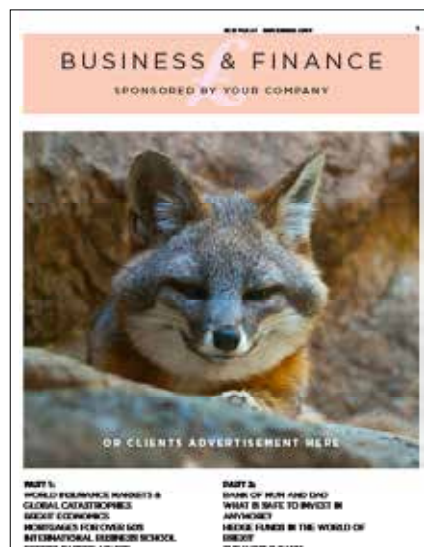
### Online

For online impact we offer Banner, Box and MPU online advertising. HTML 5 compatible.



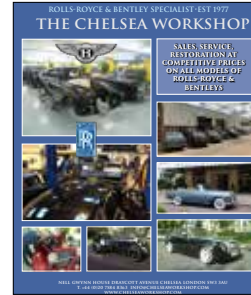
### Wrap around supplements

We offer bespoke 4, 8, 12, 16 page supplements within the newspaper; Health, Education, Events, Lifestyle, Travel, Business and Finance.



# KCW today

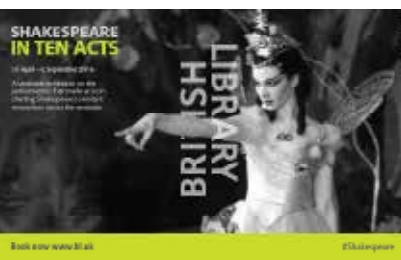
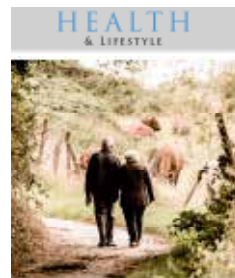
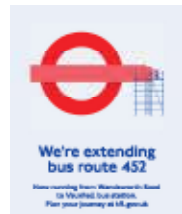
## advertisers & media partners



### Waitrose



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# KCWtoday

## print ad. info

### Rates

Inside front £2100  
Inside back £2100  
Centre Spread £3750  
Back Cover £2250  
Front Cover:  
Earpiece Ad. £ 800  
Special Position  
10% addition  
Full Page Colour £1500  
Half Page Colour: £900  
Quarter Page Colour:  
£550  
Eighth page  
160mm x 62mm (2 col.)  
or 80mm x 126mm  
(4 col.)  
Colour: £360

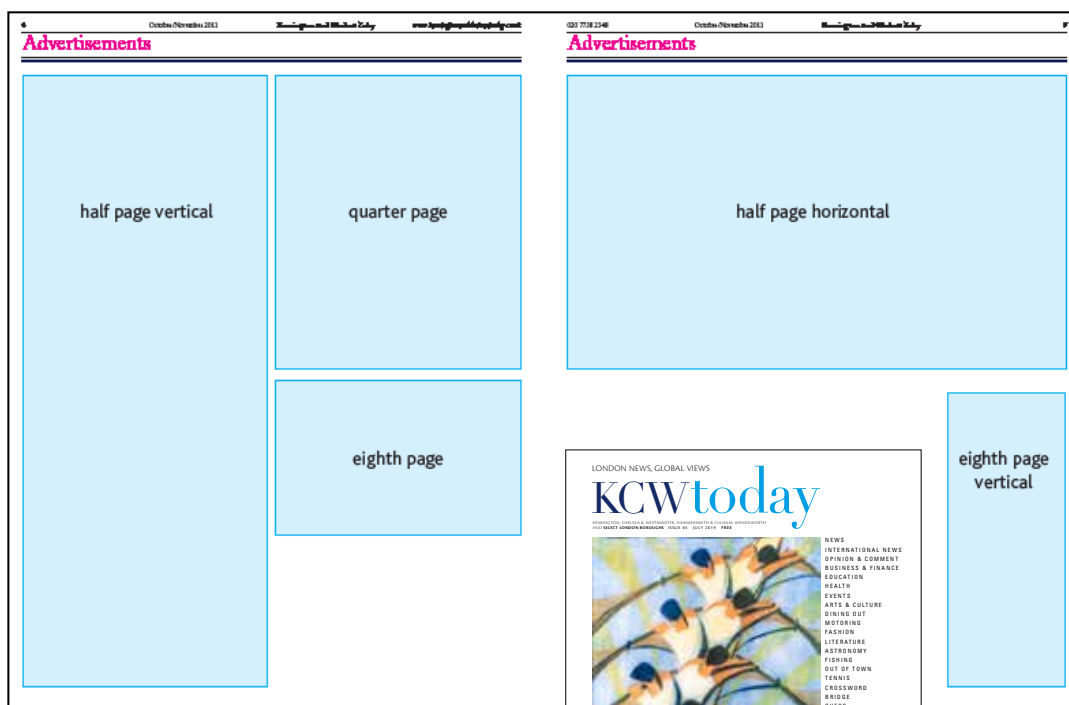
From client's own  
artwork

### Inner Supplements

4,8,12,16pp  
Prices on Application

Artwork  
prepared  
from Client's copy  
& images supplied:

Full page: £150  
Half page £110  
Quarter page £75  
Eighth page £45



**Copy deadlines:**  
See publication schedule.

### Dimensions

Full Page (internal): 258mm W x 316mmH)  
Half Page: 258mmW x 154mmH ( Landscape)  
Half Page: 127mm W x 316mm H (Portrait)  
Quarter Page: 127mm W x 154mmH  
Eighth Page: 127mmW x 75mmH (2 col.) or 62mmW x 154mmH  
Print Sponsorship banner 256mm W x 11mm H

### Mechanical data

Number of Columns: 4. Column length: 316mm. Column width: 62mm  
Gutter: 4mm. Printed on 52gsm improved newsprint

### Artwork

Email prepared digital RGB artwork to: [editor@kensingtonandchelseatoday.co.uk](mailto:editor@kensingtonandchelseatoday.co.uk). PDFs in  
Tabloid Newspaper 760 web coldset specification (full spec. available). Embed all fonts.  
High resolution (300dpi) RGB images only.

### Front Cover

Earpiece Ad. 65mmW x 57mmH.

T: 020 7738 2348  
M: 07903 655 331

[editor@kcwtoday.co.uk](mailto:editor@kcwtoday.co.uk)  
**online** [www.kcwtoday.co.uk](http://www.kcwtoday.co.uk)

# KCW today

## publication schedule

Issue	Artwork Deadline	Publication Date
September	19/08/19	09/09/19
October	21/09/19	07/10/19
November	19/10/19	04/11/19
December/ January	02/12/19	16/12/19
February	24/01/20	03/02/20
March	21/02/20	03/03/20
April	23/03/20	06/04/20
May	20/04/20	11/05/20
June	25/05/20	08/06/20
July	24/07/20	13/07/20
August	21/08/20	14/09/20

These dates are provisional and can be subject to change.

All adverts that are received are subject to approval by the Editor. There is no guarantee that any artwork received post-deadline will be featured in the print edition. Please refer to our Terms and Conditions for full details of our policy regarding advertisement submissions.

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## supplements schedule

<b>September:</b>	Motoring, Health, Education, Vintage, Design & Events
<b>October:</b>	Education, Health, Auctions, Property & Events
<b>November:</b>	Technology, Festive, Environment, Health & Events
<b>Dec/January:</b>	Education, Lifestyle & Festive Events
<b>February:</b>	Business & Finance, Education, Health, & Events
<b>March:</b>	Business & Finance, Health, Travel & Events
<b>April</b>	Education, Technology, Property
<b>May</b>	Chelsea Flower Show, Auctions, Events, Education

**Supplements may be added at our clients' request  
see page 2**

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# KCWtoday

## networks

### KCW TODAY MEDIA PARTNERSHIPS AND FAIRS

#### ART

The Decorative Art, Antiques and Textile Fair  
Chelsea Art Fair  
Art & Antique Fair - Olympia  
Lampada Art & Antique Fair  
The Decorex International Design Fair  
RHS Chelsea Flower Show  
The London Design Show  
100 % Design  
Parallax Art Fair  
British Art Fair  
Saatchi Gallery  
The Tribal Art Show  
The Mall Galleries  
The Olympia Antiques Armour Show  
The Mayfair Antique Fair  
PBFA

#### EDUCATION

The Independent Schools Show  
The Language Show  
The Graduate Fair  
The National Career Guidance Show  
Music and Drama Education Expo

#### TRAVEL

The Adventure Show  
London Cruise Show  
Destinations  
The Luxury Travel Show  
World Travel Market  
Ski and Snowboard Show  
Excursions Show

#### BUSINESS

The Business Show – Largest Business Exhibition  
Business Funding Show  
Funding Smes  
Hammersmith & Fulham Means Business  
Master Investor Show

#### PROPERTY

The Property Investor & Homebuyer Show  
A Place in the Sun  
The Listed Property Show  
Luxurious Properties Show  
The London and Country Property Show  
French Property Show  
The French Show

#### RETAIL

The Chelsea Wedding Show  
The Jewellery Show  
The Chocolate Show  
Ideal Home Show  
The Wedding Show  
Olympia Beauty Show  
London Guitar Show

#### HEALTH

The Alzheimer Show  
The Fertility Show  
Aesthetic Medicine  
Childcare Expo  
The 50+ Show

#### MOTORING

The Classic Cars Show  
London Motor Show

#### NETWORKING EVENTS:

Metro Bank  
Boulle International and the French Community  
in London  
Kensington & Chelsea Chamber of Commerce  
Wandsworth Chamber of Commerce  
Westminster Business Council  
Hammersmith BNI  
Holborn BNI  
BNI Central  
West One BNI  
Platinum BNI  
Home House BNI  
St John Smith's Square and KCW Today  
Graduate Fashion Week  
National Army Museum  
Tate Britain

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## stockists

### **Boroughs:**

Kensington and Chelsea, Westminster, Hammersmith and Fulham, and select areas of City, Lambeth, Wandsworth.

### **Postcodes:**

SW3, SW5, SW6, SW7, SW8, SW10, SW11, SW12, SW15, SW17, SW18, SW19, SW1A, SW1H, SW1E, SW1P, SW1X, SW1W, SW1V, SW1Y, W1, W2, W3, W6, W8, W9, W10, W11, W14, W15, W1K, W1J, W1G, W1W, W1U, WC1N, WC2H, WC2R, NW3, NW11, EC1N, EC1V, EC4, EC4Y.

### **Waitrose:**

Bloomsbury, 3x Fulham, Putney, Kensington, Knightsbridge, Marylebone, Nine Elms, South Kensington, City.  
Peter Jones

### **Shops, Cafes, Hotels, Markets and Newsagents:**

Bailey's Hotel, Chelsea Farmer's Market, Chelsea Workshop, Partridges (Gloucester Road), Chelsea, Hilton Olympia & Holland Park, Copthorne Tara Hotel, Kensington, Holiday Inn London Kensington Forum, Indigo Hotel Earls' Court, Kensington Place, Newsagents (Embassy News Notting Hill, Josiah Fulham Road, Sloane Square News Stand), Pestana Hotel, Royal Garden Hotel, Royal Court Tavern, Starbucks (Chelsea, Fulham & Westminster), Tabernacle, Tesco Coffee bar Earls Court, Threads & Co, Kensington High Street, Waterstones (Notting Hill Gate, Kensington H S, Kings Road) Waynes Coffee.

### **Government Offices:**

Cabinet Office, Downing Street, HM Treasury, Ministry of Justice, House of Lords and House of Commons.

### **Hospitals:**

Chelsea and Westminster Hospital, Lister Hospital, The Royal Hospital Chelsea, Cromwell Hospital, Royal Brompton Hospital, Royal Marsden Hospital, King Edward VII, London Bridge Hospital.

### **GP Surgeries:**

Auriens Kensington, Chelsea Practice Flood Walk,

Draycott, Chelsea Outpatients Centre, Holland Park Medical Centre, London Allergy & Immunology Centre, Kensington Nursing Home, Kensington Park Medical Centre, Knightsbridge Medical Centre, Millbank Medical Centre, Pindrop Hearing W1, Redcliffe Surgery, Nazareth House, One Health Medical Group.

### **Bank branches and Solicitors:**

Barclays (Chiswick, Clapham, Earls Court, Edgware Road, Fulham, Hammersmith, Kings Road, Knightsbridge, Kensington High Street, Marylebone High Street, North Kensington, Notting Hill, Putney, Queensway, Regent Street, Sloane Square, Soho, Westminster), Bromptons Solicitors, Chelsea Building Society, Glydesdale & Yorkshire Bank Kensington, Credit Union Notting Hill, Drummonds, HSBC (Hammersmith, Kensington, Chelsea), Nationwide (Fulham, Hammersmith, Marylebone, Kensington), Nat West (Chelsea, Kensington High St., Putney, Sloane Square, South Kensington, Fulham Broadway, Victoria, Westminster). Santander (Edgware Road, Holborn, Kensington High Street, Kings Road, Queensway, Piccadilly, Chiswick, Hammersmith, Putney, Notting Hill, West End.), RBS (Tottenham Court Road) TSB Hammersmith, William Sturges Solicitors. Yorkshire Building Society Kensington.

### **Academic Institutions:**

Cameron House School, Chelsea Academy, Heatherley's School of Fine Art, Kensington and Chelsea College, Kensington Wade, Royal College of Music, Richmond University, West London College.

### **Libraries & Institutes:**

Art Reference Library, Askew Road Library, Balham Library, Battersea Library, Battersea Park Library, British Library, Brompton Library, Charing Cross Library, Chelsea Library, Earlsfield Library, Fulham Library, Hammersmith Library, Hammersmith & Hammersmith Job Centre, Hammersmith & Fulham Town Hall (and café), Kensal Rise Library, Kensington Library, Mayfair Library, Northcote Library, North Kensington Library, Notting Hill Library, Institut Français, Instituto Cervantes, Paddington Library, Pimlico Library, Portobello Business Centre, Putney Library, Roehampton Library, Shepherd's Bush Library, Society

of Chemical Industry, Southfields Library, Tooting Library, Queensway, Victoria Library, Westminster Library, City of Westminster Archives, Wandsworth Town Library, York Gardens Library Battersea,

### **Churches, Institutions and Chambers of Commerce:**

Westminster Abbey, St Luke's Church, St Johns, Smith Square, London Chamber of Commerce. Tabernacle Notting Hill,

### **Business Hub:**

Le Bureau, Battersea. The Light Bulb Business Centre. Vicarage House.

### **Offices throughout the boroughs.**

### **Gardens:**

Royal Horticultural Society (Vincent Square, Chelsea Flower Show). Chelsea Physic Garden.

### **Museums, Clubs, Cinemas, Theatres, Venues & Galleries:**

The Bridge Club, Cadogan Hall, Chelsea Arts Club, Chiswick Auctions, Chelsea Court Place, Christies Education, Finborough Theatre, Gate Cinema, Lots Road Auctions, National Army Museum, Olympia, Royal Court Theatre, Royal Albert Hall, Royal Hospital, Saatchi DOY, The Sloane Club, Traveller's Club, Universal Music.

### **Select Estate Agents and Residential Addresses in all boroughs:**

199 Knightsbridge, Cadogan Estate Offices, Dolphin Square, Harrods Estates, Hyde Park Residents. Piper Building SW6,

### **Bespoke distribution and media partnerships with Property Shows, Events and Exhibitions**

### **Major Fairs, Exhibition Centres, Art Galleries, Shows and Events:**

Motoring, Health, Property, Travel, Art, Education, Luxury Goods, Textiles etc.  
Bespoke door-to-door distribution: in select areas for media partners and advertisers.



# KCWtoday

## terms & conditions

1. Kensington and Chelsea Today Limited is the holding company for Kensington, Chelsea & Westminster Today (KCW Today).

### 2. Definitions

a. The 'Advertiser' means the person or entity booking advertising space in any KCW Today publication (whether in print and/or online) with KCW Today, whether a brand owner, advertising agency or whomsoever;

b. 'Advertising Copy' means the advertising and/or promotional content requested by the Advertiser to be published by KCW Today in any KCW Today print and/or online publication;

c. KCW Today means Kensington, Chelsea & Westminster Today, 80-100 Gwynne Road, London, SW11 3UW.

d. 'Media Pack' means the information available on KCW Today's current media pack, available as a download on [www.kensingtonandchelseatoday.co.uk](http://www.kensingtonandchelseatoday.co.uk)

e. 'Rates' means KCW Today's costs and charges for the publication of Advertising Copy in any KCW Today publication, whether in print or online.

3. Advertisers must disclose the name of their principals and nature of the advertised goods and/or services and Advertising Copy at the time of booking.

Any incomplete or misleading disclosure and any non-compliance of any matter with applicable regulations shall entitle KCW Today to reject or cancel the order at its absolute discretion.

4. Rates listed in this Media Pack are not offers to contract. A contract between KCW Today and the Advertiser arises only upon and subject to KCW Today's written acceptance (including by email, post or any other written means) of the Advertiser's order for Advertising Copy.

5. KCW Today is entitled at its absolute discretion to reject or exclude any Advertising Copy submitted for publication notwithstanding: (i) KCW Today's previous acceptance of the relevant Advertiser's order and (ii) whether or not relevant Advertising Copy has been previously accepted for publication or published previously.

6. KCW Today shall be under no obligation to make corrections to any pre or post publication Advertising Copy.

7. All payments for Advertising Copy must be made in advance by BACS.

8. Cancellations by Advertisers of any Advertising Copy will only be valid if

KCW Today has acknowledged the cancellation in writing (including by email, post or any other written means). Cancellation instructions received and acknowledged:

a. On or before 7 days prior to the scheduled publication date of the Advertising Copy shall incur a cancellation charge = 50% of the booked rate; or

b. On or before 2 days prior to the scheduled publication date of the Advertising Copy shall incur a cancellation charge = 100% of booked rate.

9. KCW Today and the Advertiser shall observe their respective obligations under the Data Protection Act 1998 in connection with these terms and conditions.

10. Complaints regarding Advertising Copy must be received by KCW Today in writing within one calendar month of publication of the Advertising Copy.

11. These Terms and Conditions shall be construed under and governed by the law of England and the parties submit to the exclusive jurisdiction of the English courts.

**Strenuous efforts are made by KCW Today newspaper to ensure that the content and information is correct. KCW Today newspaper reserves the right to report unsolicited material being sent through to the publication. Personal views expressed in this newspaper are solely those of the respective contributors and do not reflect those of the publishers or its agents. All materials sent to KCW Today are at the suppliers' risk. Reproduction in whole or in part of this publication is strictly prohibited without prior consent.**

**The appearance of advertising in this newspaper, including inserts or supplements, does not constitute endorsement by KCW Today of the products or services advertised.**