



MONOCLE

Media Kit

2022



Opportunities and solutions

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Brand values

MONOCLE is a global media brand publishing across print, audio and online platforms. Our distinctive voice is informed by a unique perspective on the world, one that is sought out by an audience of influential international individuals.

15 years of influence

This year marks our 15th anniversary. Since launching, MONOCLE has championed quality journalism and borderless opportunities. Our unrivalled access to leaders in politics, business, culture, design and fashion brings insight into how the world works and where it is headed. We are not interested in salacious scoops; our curiosity is directed at those with clout who are changing countries, cities and lives for the better.

Healthy point of view

Always taking the high road to establish a positive vantage, MONOCLE eschews the sniping and cynicism that pervade the mainstream in favour of a constructive approach. We search for the people, places and concepts that will furnish our audience with action-provoking opinions and options. These ideas are thoughtfully crafted in concise and consistent forms of print, radio and film to best convey our philosophy.



On-the-ground global reporting



No stone unturned
From as far afield as São Paulo, Seoul and Canberra, MONOCLE counts on 40 permanent correspondents and countless photographers, illustrators and contributors in all corners of the world for our original editorial output. We are constantly investing in our resources to bring our readers ever more varied and meaningful content.

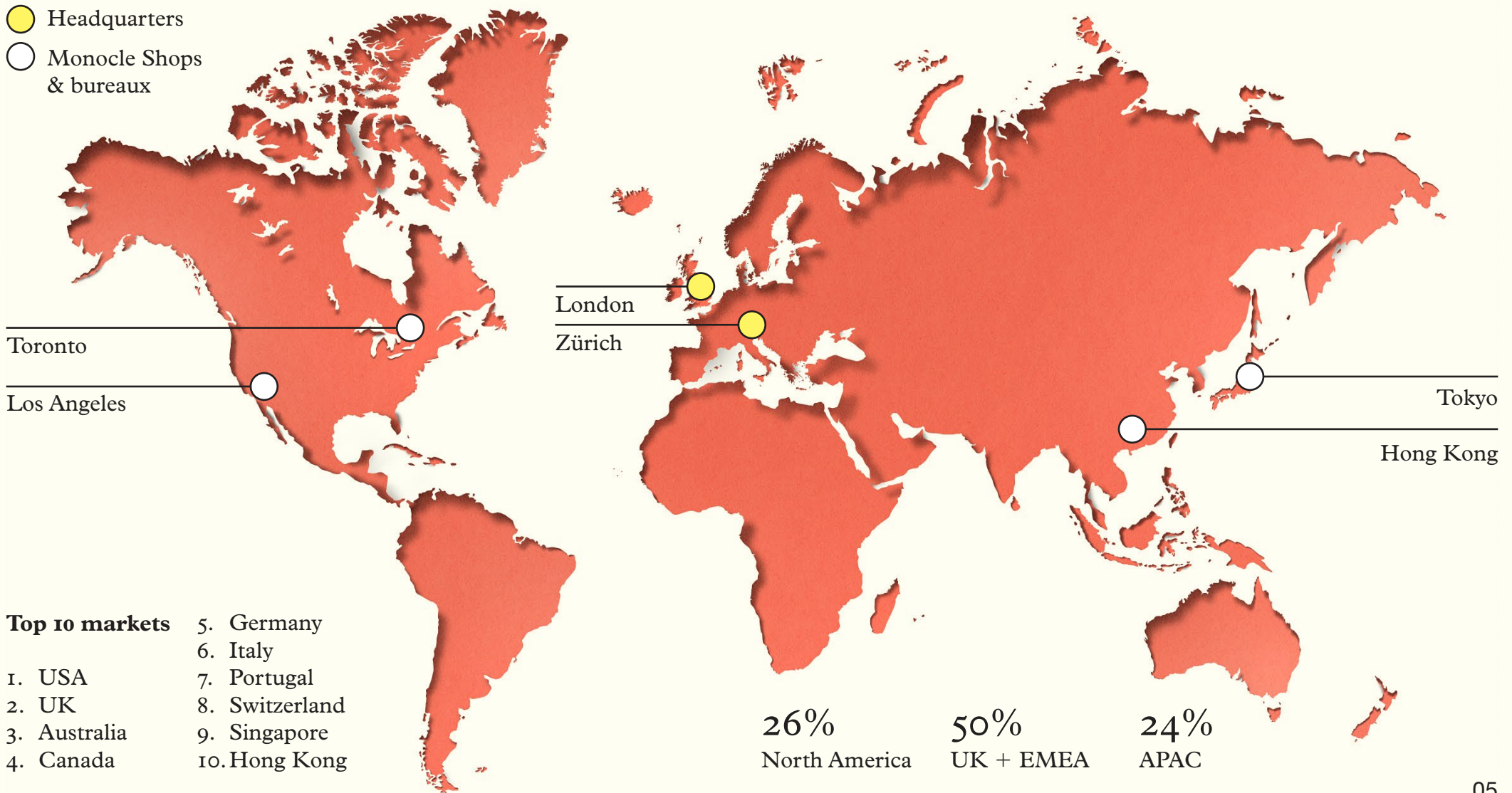


World views

Our physical footprint comprises six permanent editorial bureaux and a growing network of shops, newsstands and cafés.

We are committed to keeping an eye and an ear on the world to serve our discerning audience and valued partners in person.

- Headquarters
- Monocle Shops & bureaux



Community ties

Informed and affluent, the MONOCLE community is blessed with social and professional capital across industries, sectors and borders. Their interest in affairs and business is matched by their cosmopolitan approach to style, travel and entertaining.

Influencing the influencers

Our audience comes to MONOCLE for a global perspective on all aspects of life, from the clothes they wear and the cars they drive to business opportunities and inspiration. One quarter own businesses and a further half hold senior positions in their organisations. Their **average age** is **46**, with two thirds aged 35 to 55. They are **highly educated**, with **93%** holding university degrees, and **80%** are **male**.

In numbers

€400,000

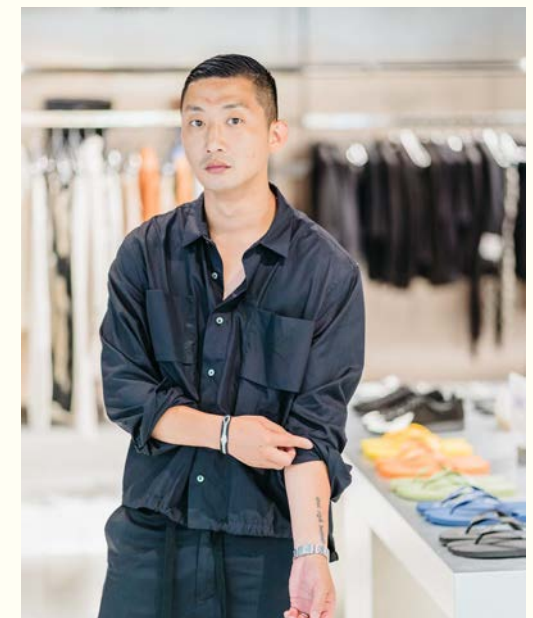
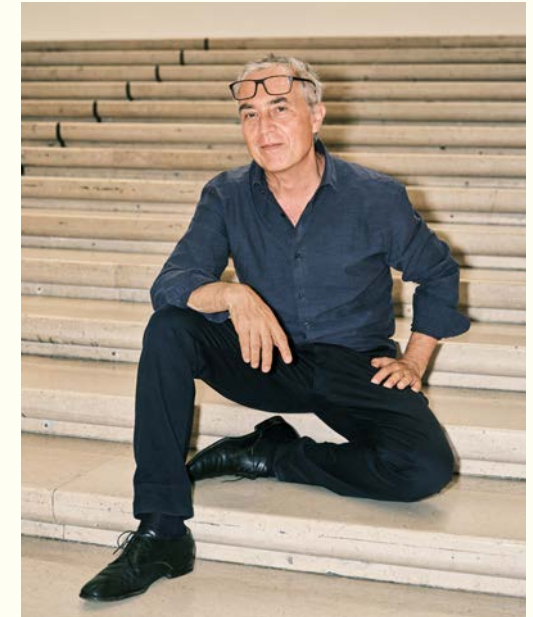
Average household income (*Asia: €485,000: North America: €480,000*).

47%

who have been reading MONOCLE since launch are heads of their firms.

73%

hold a post-graduate degree or MBA.



On the same page

With 10 core issues per year, plus annuals including *The Entrepreneurs* and *The Forecast*, we also augment our print offering with newspaper specials that complement our activities at high-profile events such as Salone del Mobile.

Highly engaged

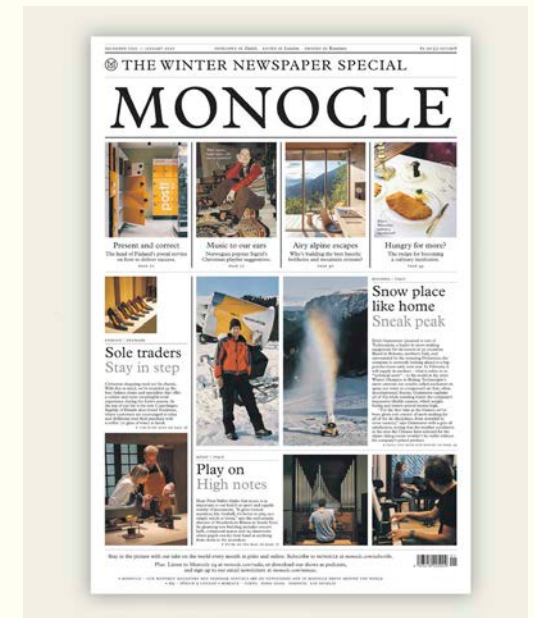
Our readers have a real bond with the magazine and 90% of them read every issue. MONOCLE operates a strict “no free copies” policy and a premium subscription model with subscriptions starting from £120. On average, every issue is read by two people for three hours and 40 minutes. And they heed MONOCLE’s recommendations: last year, **60% visited a featured retailer;** **50% bought a item;** and **47% visited a destination.**

In numbers

80,000
Global circulation.

168,000
Global readership.

3 hours 40 minutes
Average reading time.



Refreshed graphic approach



Designed to connect
To coincide with the approaching 15th anniversary, we recently presented an editorial redesign. The aim was to reframe and refresh our long-term commitment to great journalism and photography and the beauty of print. This structural fine-tuning also offers our partners a reinvigorated platform from which to reach our readership.



Listen up

We've been keeping an ear to the ground with Monocle 24 since 2011. From our studios in London and bureaux in Tokyo, Hong Kong, Zürich, Toronto and Los Angeles, we reach millions of listeners around the world every month.

Reaching out

From sponsorship of flagship shows such as *The Globalist* (236,000 listeners) and *The Briefing* (138,000 listeners) to custom-made programmes, the opportunities for partners to amplify their messaging are endless. Weekly magazine shows reach a wide audience too, with 117,000 tuning in to *The Foreign Desk* and 110,00 listening to *The Urbanist*. We can also sync with our print and digital channels to offer a comprehensive, all-media approach.

In numbers

1,000,000+
Monthly listeners (live and podcast downloads across all platforms).

75%
Podcast completion rate.

63%
of MONOCLE readers listen to Monocle 24 weekly or daily.



Voice recognition

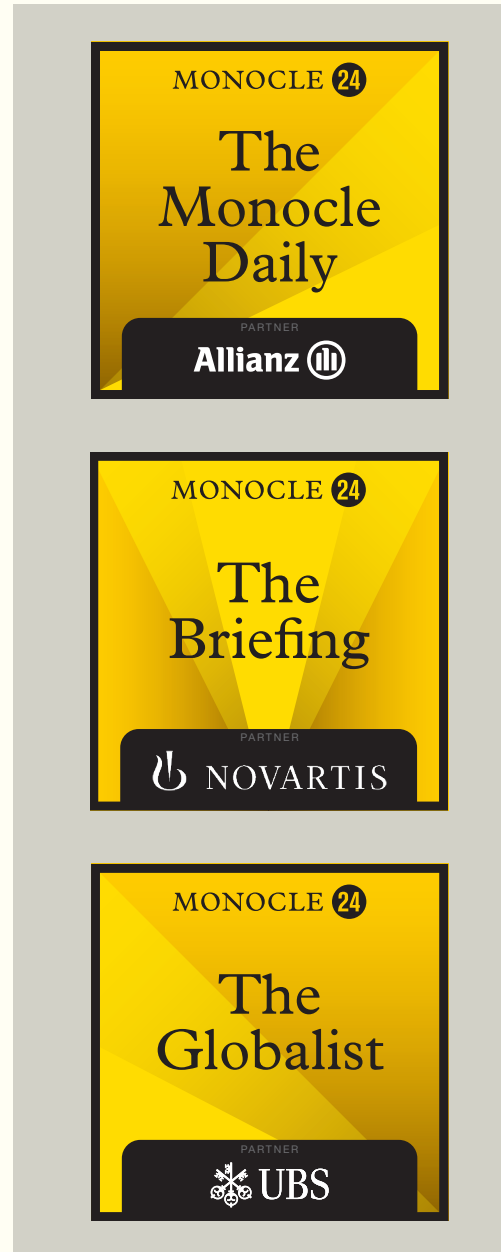


Magazine shows
Informed coverage of business, culture, design, media and more make our weekly magazine shows

must-listen podcasts. Sponsorship partners benefit from the authority and passion that M24 hosts and guests bring to their subjects.

Daily news shows
Anchored from London and Zürich, our news coverage offers pacy round-ups and expert insights.

Bespoke shows
An original voice in innovative storytelling, Monocle 24 is the audio home of premium brands.



Daily contact

MONOCLE's unique approach to digital includes several routes for sponsorship and original branded content across our popular newsletters. These opportunities ensure a targeted environment to communicate with a focused, premium audience.

Inbox highlights

Sponsorship of our flagship daily weekday news email, **The Monocle Minute**, offers advertisers a direct route to the inboxes of our engaged audience. **The Weekend Editions** are lifestyle focused and led by opinion columns by Andrew Tuck every **Saturday** and Tyler Brûlé every **Sunday**. On Wednesdays, subscribers receive **The Monocle Minute On Design**, delivering insight into the design industry from our design editor and team.

In numbers

65,000+
Daily subscribers.

41%
Open rate.

100%
Share of voice for partners.



Deeper impact

MONOCLE's bespoke advertising connects campaigns across print, digital, film, audio and live collaborations. On our website we also offer a dynamic route for our partners to meet our audience via digital hubs and extensions of print advertorials.

Welcome to our world

Our partners benefit from our expertise in producing content in tune with our editorial and visual tone. We offer creative solutions that are crafted in-house by the same editors, photographers, illustrators, audio producers and film-makers at the core of our editorial production. From high-pagination booklets to documentary films, original podcasts or sponsored events, our bespoke solutions invite our partners into the MONOCLE world.

Key advertiser benefits

Bespoke content

Leverage MONOCLE's voice to speak directly to our audience.

Unique engagement

Standout executions deliver results.

In good company

MONOCLE's partners include world-leading brands and governments.



Tailored partnerships in print



Inspiring messages

Whether it's the amplification of a key brand message or the creation of a new campaign for our international audience, MONOCLE's print advertorials offer partners a unique perspective on their brand that we know will appeal to our affluent, influential audience.

Innovative formats

We can suggest bold formats that are guaranteed to stand out and optimise impact in the magazine.



1. Eight-page insert created for Swiss furniture brand USM in Monocle's special newspaper for the 2021 edition of the Salone del Mobile fair
2. South Korean department store The Hyundai's 36-page elastic-bound booklet, included with the September 2021 magazine and used as stand-alone content
3. Four-page illustrated advertorial for Italian design brand Flexform
4. Chanel Watches' special activation to mark the 2019 launch of its J-12 model



Custom collaborations on audio

Stand-alone bespoke or white-label podcasts

Here we bring the M24 team, global voices and recording expertise and sound quality to branded audio.

Monocle-created bespoke podcast series aligned with existing programmes

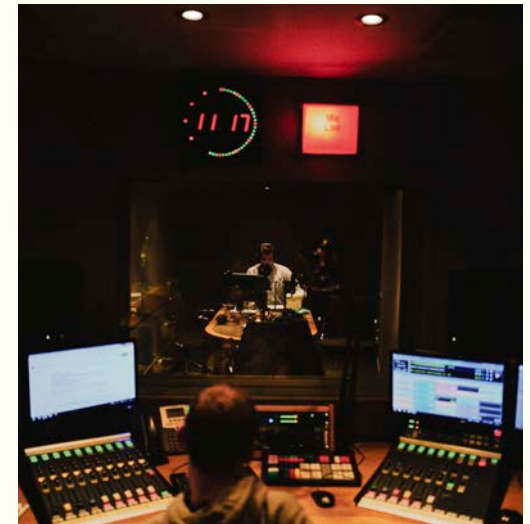
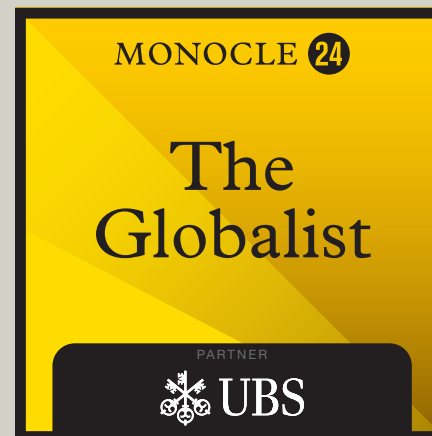
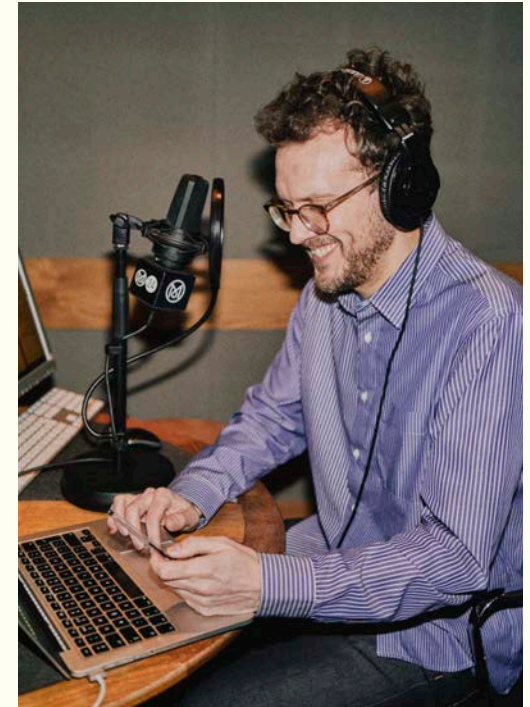
These are partnerships wherein a bespoke partner × Monocle branded series is created to run in the feed of an existing show and on partner platforms.

M24 podcast sponsorship

This is a unique way to reach a discerning global listenership at its most attentive. We offer sponsorship via impactful brand association to our key Monocle 24 daily news and weekly magazine shows.

Sponsorship elements comprise:

1. Logo presence on visual identity tiles for programmes.
2. MPU on selected show landing pages on *monocle.com*.
3. Pre-roll “in association with” introductory message read by the presenter.
4. 30 to 60-second mid-roll brand message made by the Monocle 24 team.



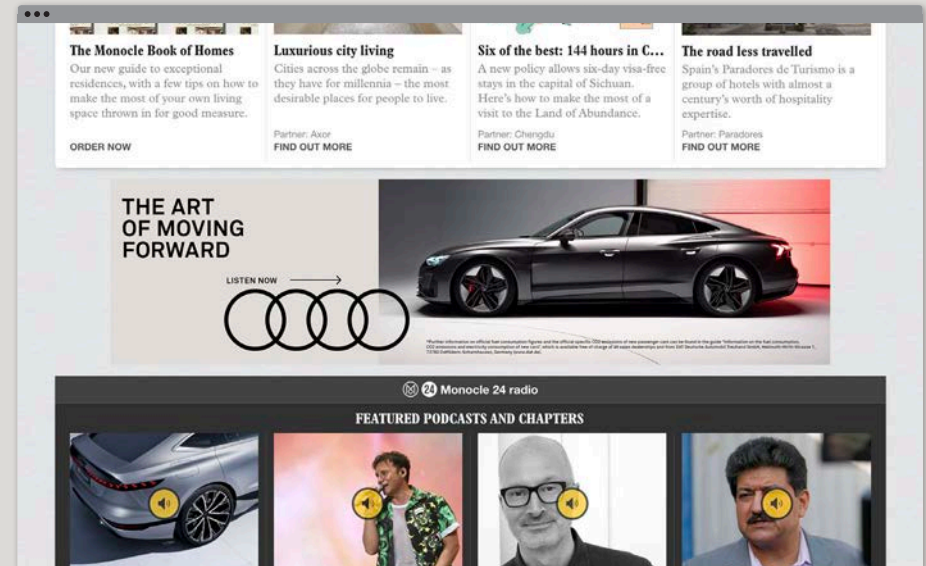
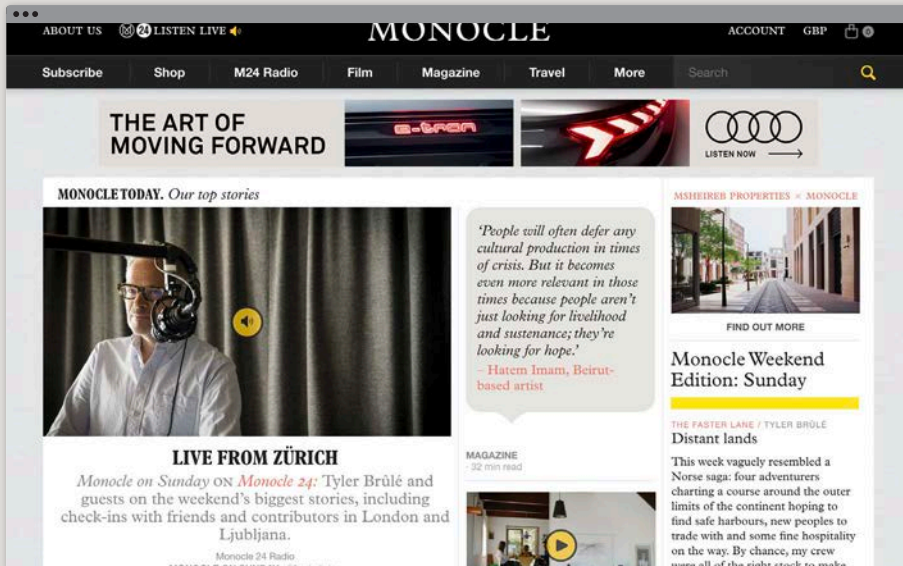
Innovative solutions online

Central operations

The Monocle website is our central destination for listening to Monocle 24 radio, reading our archive of all print content, watching exclusive films produced in-house and participating in other brand elements, including shopping our retail offering and reading travel guides. Used by more than 1 million people per month, the website is the ideal destination for our advertisers to amplify their own campaign or content co-created with us.

Multiple options

From taking over super leaderboards and banners to sponsoring newsletters and producing short documentaries from scratch, the Monocle digital offering gives our partners a multitude of options. Microsites, branded content hubs and seamless campaign integration with bespoke banners all help to connect our partners and their content with our unique audience of readers, listeners and website visitors.



Events that deliver



In person
We strongly believe in the power of pressing the flesh and the clinking of glasses. Sharing a glass of wine in person is our preferred form of social media; we love to connect our influential audience with our commercial partners on a personal level at events around the globe.



Monocle Films



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1

Covering all the angles
Captured across the globe by leading video journalists and edited in-house, our films provide a fresh

perspective on business, culture, design and more. These richly made pieces complement our print and audio editorial.



2

1. Monocle's Tyler Brülé hosting a masterclass for the film 'Métiers d'art by Chanel'
2. Commercial film made for watch brand A Lange & Söhne in 2018
3. Making 'Inside the airship industry' in 2021
4. 2019 film 'Icebreakers at work'



3

Through the Monocle lens

For commercial partners, we offer a variety of opportunities, including bespoke films and pre- and post-roll videos. Monocle's branded films are beautifully shot, with eloquent and informative scripts, and tailored to cater to a brand's needs beyond or in tandem with printed media.

Editorial schedule

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	ON-SALE DATE
February (<i>Opportunity special</i>)	4 December	3 January	27 January
March (<i>15th anniversary</i>)	10 January	31 January	24 February
April (<i>Style & Fashion</i>)	11 February	28 February	24 March
May (<i>Design Awards</i>)	4 March	28 March	21 April
June (<i>Culture & Art</i>)	14 April	25 April	19 May
July/August (<i>Quality of Life Survey</i>)	16 May	23 May	16 June
September (<i>Back to business</i>)	15 July	25 July	18 August
October (<i>Luxury menswear special</i>)	12 August	22 August	15 September
November (<i>Design & Architecture</i>)	16 September	26 September	20 October
December/January (<i>Soft Power Survey</i>)	28 October	7 November	17 November

Editorial schedule

The Annuals

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	ON-SALE DATE
The Entrepreneurs	26 August	5 September	29 September
The Forecast	14 October	24 October	17 November

Newspapers

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	ON-SALE DATE
Salone del Mobile	9 May	27 May	6 June
Art Basel	27 May	6 June	15 June
Summer Special	15 July	20 July	1 August
Winter Special	18 November	22 November	5 December

Rate card

Print

SIZE / POSITION	RATE
Page run of book*	€19,145
Page first third*	€20,920
Contents/Masthead/Contributors	€23,565
Inside back cover	€24,930
Outside back cover	€26,715
DPS run of book	€33,835
DPS first third	€41,850
Inside front cover DPS	€49,860
Spread one	€47,185
Spread two	€44,525
Spread three/solus spread	€42,690

*15% premium for right-hand page guarantees.

Digital

SIZE / POSITION	RATE PER WEEK
Super Leaderboard	€26,700
Homepage Billboard 1	€3,100
Homepage Billboard 2	€2,500
Film section sponsorship	€9,500
The Monocle Minute [†]	€10,000
Weekly Bulletin [†]	€11,100

[†]Minimum sponsorship period of three months.

Monocle 24

POSITION	RATE PER WEEK
Daily news show	€11,000
Weekly magazine show	€8,000
Weekend show	€5,000
Bespoke programming	Rates available on request