

Rate card

Orient-Express Magazine offers advertisers total flexibility. Our sister publication, *Orient-Express (Eastern & Oriental) Magazine*, allows advertisers to reach similar affluent readers in the Far East. Rate card available on request.

Publication schedule

Orient-Express Magazine: spring (March), summer (June), autumn (September), winter (December).
Copy: Three weeks prior to publication date.

Rates in Orient-Express Magazine

Colour	1x	2x	3x	4x
Full Page	£5,150	£4,915	£4,640	£4,495
DPS	£9,630	£9,195	£8,670	£8,430
Half Page	£3,105	£2,940	£2,795	£2,680
Quarter Page	£1,885	£1,800	£1,650	£1,635

Special positions

Outside Back Cover	£6,010	Inside Back Cover	£5,755
Inside Front Cover	£5,755	Facing Contents	£5,755
First Half	10% extra	All Guaranteed Positions	10% extra

Inserts

£65 per 1,000 (loose); £80 per 1,000 (bound in). Minimum: subject to weight and size.
Advertorials and promotions can be quoted on request.

- Terms of payment: strictly 30 days after publication date
- Overdue accounts are subject to a 3% surcharge
- Euro rates available on request
- Advertising agency commission: 15%

Printing specifications

Page Sizes	DPS	Full Page	Half Horizontal	Half Vertical	Quarter
Trim	297 x 440mm	297 x 220mm	143 x 220mm	297 x 105mm	129 x 88mm
Bleed	303 x 446mm	303 x 226mm	146 x 226mm	303 x 108mm	
			(bleed top or bottom)	(bleed left or right)	

Orient-Express Magazine is produced digitally, therefore, we only accept Press-Ready PDFs via CDs, DVDs or artwork can be uploaded directly to www.zebra-online.net (username: oex; password: upload).

Please supply colour proof via post. PDFs must be created according to the PPA Standard (available on request). Production costs will be charged for non-PDF formats or incorrectly supplied PDFs.

Cancellation: Four months prior to publication date. All bookings are subject to ILN Group terms and conditions, a copy of which is available on request.

The Illustrated London News and Sketch Ltd,
a subsidiary of Sea Containers Ltd

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Media pack



EXPRESS
MAGAZINE





“Orient-Express is one of the rare examples of a magazine that has established itself as a brand in its own right. Customers in the upmarket hotels where it is distributed expect to find a complimentary copy in their room—and will complain if it is not there.”

Precision Marketing, July 2005

Why advertise?

- Exclusive access to a discerning, affluent, well-travelled readership
- Orient-Express Hotels' price barrier to entry is high (average room rate is \$300 per room per night—this is the highest average room rate compared with any competitor)
- The magazine is read at leisure in a relaxed environment
- Distribution at high-end travel points means readers are active, high-spending travellers and the number of readers per copy is high
- The highest standards of editorial and production guarantee that the advertising message achieves the most effective impact
- New audiences are reached with every issue
- With a track record of 20 years' success, the magazine is tried and tested by the world's best-known luxury and travel brands, including Cartier, Christian Dior, Coutts, Cunard, De Beers, Dolce & Gabbana, Graff, Krug, La Prairie, Lexus, Louis Vuitton, Missoni, Omega, Patek Philippe, Ralph Lauren, Rolex, Tiffany & Co, and Zegna

Editorial features

- Strikingly high editorial standards
- Innovative design and first-class photography
- Has commissioned some of the world's leading writers and photographers, including Stephen Bayley, Anthony Dias Blue, Nicholas Foulkes, Avril Groom, PD James, Erica Jong, Alexander McCall Smith, Suzy Menkes, HRH Princess Michael of Kent, Sir Stirling Moss, Lord Norwich and Lord Snowdon
- Travel features providing inspiration and unique insights
- An eclectic mix of features appealing to the upmarket international traveller covering:
 - Beauty and social events
 - Cars
 - Culture
 - Fashion
 - Fine dining and drinks
 - Jewellery
 - Personalities
 - Shopping
 - Travel destinations
 - Watches
- Original fashion photography shot on location, combining the exotic and the drop-dead glam

Eastern & Oriental Express

- A Far East edition of ***Orient-Express (Eastern & Oriental) Magazine***, is placed on board the Eastern & Oriental Express Train and in the rooms of Asia's top hotels, airline lounges, clubs and restaurants. This provides a separate circulation of 35,000 (full details on request)

Special supplements

Discerning guides and special biannual “magazines-in-magazines” include:

- ***Gourmet Voyager***—fine dining, cooking, entertaining, and exclusive wines and spirits, in the context of lifestyle, people and travel. Published June and December
- ***Pulse***—the world's most exclusive and exciting watches, plus fine jewellery from the leading international houses. Published March and September
- ***Discerning Guide to USA, The Caribbean, Mexico & French Polynesia***—an insider's guide to all that's best in dining, sightseeing and shopping, in and around Orient-Express properties in Charleston, Charlottesville, New Orleans, New York, St Martin, St Michaels, the Mexican Riviera and Bora Bora
- ***Discerning Guide to Venice, Florence, Portofino and Ravello***—all of the cities' best restaurants, shops and unexpected sights (Publication dates and full details are available separately)

“We were delighted with the response we received from *Orient-Express Magazine*: as well as a number of good email enquiries, the best of all was an order to carpet throughout the cabins of the sailing yacht *Takapuna*, from Dr Pamela Connolly (Pamela Stephenson)!”

John Stockwell of Craigie Stockwell

Orient-Express Magazine is aimed at the discriminating traveller and provides inspirational and evocative content to entertain and inform them. Produced to the highest standards, *Orient-Express Magazine* provides a unique environment in which to promote luxury brands, lifestyle products and travel services to a sophisticated, difficult-to-reach readership.

The magazine is distributed in Orient-Express properties around the world, including 37 of the most luxurious, distinctive hotels and on board the famous luxury trains. Distribution goes well beyond the realms of Orient-Express Hotels; the magazine is circulated in top UK and European hotels, restaurants and private clubs, and to Business and First Class passengers of leading airlines, including in-flight British Airways First and Club Class, and Virgin Atlantic Upper and First Class.

Total circulation 75,000

Orient-Express Magazine's distribution has increased significantly in the past two years from 35,000 to 75,000.

Key recent developments include:

- *Orient-Express Magazine* has been specially selected by British Airways for in-flight long-haul First and Club Class, and Virgin Atlantic in-flight Upper and First Class. The magazine is also distributed in First and Business Class lounges at Heathrow, Gatwick and Manchester airports
- The magazine is distributed to a range of exclusive UK and European hotels. Selected leading restaurants, renowned members' clubs and luxury cruise lines (outside of Orient-Express Hotels) circulate the magazine in-room and in-cabin

Airlines **40,000**

On board all **British Airways First and Club Class** long-haul flights **(30,000)**

On board **Virgin Atlantic First Class** flights and in **Virgin lounges** at Heathrow and Gatwick airports **(1,500)**

In **First** and **Club Class** lounges of **British Airways** worldwide **(5,500)**

Other airlines **(3,000)**

Air Harrods, Aer Lingus, British Mediterranean, Cathay Pacific, Continental, Delta, Iberia, Japan Airlines, KLM, Korean Airlines, Lufthansa, Malaysia Airlines, Singapore Airlines, US Airways

Orient-Express Hotels **17,500**

Italy

Hotel Cipriani & Palazzo Vendramin Venice
Hotel Splendido & Splendido Mare Portofino
Villa San Michele Florence
Hotel Caruso Ravello

Spain

La Residencia Mallorca
Hotel Ritz Madrid

Portugal

Lapa Palace Lisbon
Reid's Palace Madeira

France

Hôtel de la Cité Carcassonne
Afloat in France Burgundy

Russia

Grand Hotel Europe St Petersburg

USA

El Encanto Hotel & Garden Villas California
Windsor Court Hotel New Orleans
Charleston Place Charleston
Charleston Place Mailing List
'21' New York '21' Club VIP Mailing List
Keswick Hall Virginia

The Inn at Perry Cabin Maryland

La Samanna St Martin, French West Indies

Brazil

Copacabana Palace Rio de Janeiro

Argentina

La Cabaña Buenos Aires

Peru

Hotel Monasterio Cuzco

Machu Picchu Sanctuary Lodge Machu Picchu

Miraflores Park Hotel Lima

Mexico

Maroma Resort and Spa Riviera Maya

Casa de Sierra Nevada San Miguel de Allende

South Africa

Mount Nelson Hotel Cape Town

The Westcliff Johannesburg

Orient-Express Safaris Botswana

Australia

The Observatory Hotel Sydney

Lilianfels Blue Mountains Katoomba

French Polynesia

Bora Bora Lagoon Resort & Spa Tahiti

Trains **10,000**

Venice Simplon-Orient-Express, Northern Belle, British Pullman, The Royal Scotsman and Hiram Bingham Luxury Train

Exclusive UK/Europe hotels, restaurants and clubs **5,000**

Includes The Berkeley Hotel, Chewton Glen, Claridge's, Harry's Bar, Hotel Meurice, The Ritz Hotel, The Sanderson, Hotel Vendôme, Hotel Westminster

Full details on request

Subscribers and VIP database **2,300**

Ships **200**

ResidenSea and QE2

Average Net Distribution January-December 2006

74,556 copies

ABC

