

# area

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For further details on advertising opportunities, please contact:

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#### The Reader

ABC1 male and female professionals aged 20 to 60 years

#### Circulation

The total circulation of **area** is circa one million copies per issue

#### Distribution Breakdown

925,000+ delivered by hand across London and Surrey  
25,000+ mailed to a select number of Foxtons clients, applicants and PRs  
60,000+ distributed from Foxtons' network of offices and through our headquarters

#### Frequency

11 issues a year

#### Rates

Outside back cover £5,000 (limited space available)

#### Mechanical Details

Artwork files to be supplied as a high resolution PDF by email or on CD  
Single page: 210mm x 297mm trim, 216mm x 303mm bleed



**area** is a unique and stylish magazine featuring some of the most exclusive homes available in London and Surrey.



#### THE AUDIENCE:

**area** is targeted towards the ABC1 male and female property-owning professionals within the London and Surrey areas. The 24 different versions allow local content to be geographically targeted and therefore truly relevant to the reader. The collective print run of these magazines, circa one million copies, along with the limited advertising space makes this a prime spot for advertisers to be noticed.

#### THE EDITORIAL CONTENT:

In each issue there is a dedicated property review from the local Sales & Lettings Managers, providing in-depth knowledge of their area. There are also articles aimed at providing interesting reading for those already enjoying living in the area, as well as anyone considering moving. These include local news and information about what is going on and a variety of monthly features, covering the sales and lettings markets and interior design, either highlighting the latest products or offering guidance and tips to make the most of your home, inside and out.

#### THE RARE PROPERTY SECTION:

In each issue the most exclusive local properties are brought to light with their own feature pages and editorial, derived from an interview with the current property owner.

#### THE GALLERY:

For those that enjoy catching a glimpse of what's available in the property market as well as sparking ideas for their own interiors, the Gallery section provides a glance at some of the many homes for sale and to rent through Foxtons. The free flowing style and design keeps every page looking different.

#### THE INDEX:

One of Foxtons' strengths is the sheer amount of properties available. The Index section allows those actively seeking property, as well as those simply interested in keeping up to date with the property market in their area, to see what prices are being achieved throughout each locality. The dense listing is broken up with photographs to make reading easier on the eye.

**area** is a local property magazine with a difference. Distributed each month to highly targeted and affluent areas, one of its main strengths is the immense range of properties to view in each area, as well as informative local and property-related editorial content.

