



INTELLIGENT MAGAZINE FOR INQUISITIVE MINDS

 Media Pack 2023



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ABOUT US

I-M Intelligent magazine is a multi faceted publication which covers politics, business, conservation, travel, lifestyle, philanthropy, art and culture.

Our editorial ethos relies strongly on personal interviews with outstanding figures from the current British and International scenes such as Nadja Swarovski, Kofi Annan, Morgan Freeman, Clare Balding and Lily Cole; as well as on articles written by contributors the stature of Matthew d'Ancona, Dylan Jones, Francesca Fearon, Anne Krebiehl MW and Nick Scott, Lucia Van Der Post among others.

MISSION STATEMENT

We are inspired by women of power and influence and provide a platform for them to speak about the most important issues of our time.

From gender equality to conservation & sustainability, inclusion & diversity, arts, lifestyle, business, science, philanthropy ... these women are shaping the world of tomorrow and we are proud to give them a voice.

Katie Piper, Kelly Hoppen, Sophie Christiansen, Emilia Fox, Princess Xenia zu Hohenlohe, Talulah Riley ... they all are I-M formidable women who have helped make I-M Intelligent Magazine an essential read for those with the power and will to instigate change and encourage others to follow; they are the true influencers in our society.



ABOUT OUR AUDIENCE

Professional profile:

Politicians, entrepreneurs, C-Suite executives, liberal professionals and HNWIs

- Main Age group: **30-59**
- Sex: **41%** male **59%** female

Annual income:

>£1million: **12%**
 £500k-£1million: **37%**
 £250k-£500k: **40%**
 £150k-£250k: **11%**

Occupation:

C-suite executives: **61%**
 Liberal professionals (architects, engineers, doctors, lawyers...): **35%**
 Others: **4%**

Consumer information

Go to restaurants more than 3 times/week: **77%**
 Travels for leisure more than 3 times/year: **69%**
 Spend more than £10,000/year in wine/spirits: **71%**
 Spend more than £18,000/year in clothes/accessories: **54%**
 Owns at least one watch worth > £10,000: **85%**
 Owns at least one car worth > £70,000: **61%**
 Private banking client: **56%**
 Premier banking client: **41%**

CIRCULATION DETAILS

I-M Intelligent Magazine is published 3 times a year: Spring, Summer and Winter.

It has a circulation of 23,000 copies sold at £12.95 in the UK.

2,000 extra copies sold in bulk to 30 London 5 star hotels and 30 private members clubs.

I-M Intelligent Magazine can be purchased at WHSmith, Selfridges, quality independent newsagents and in our online shop [here](#).



Earth CelebrAction

A new focus for the king of pop art photography

In the world of contemporary photography, David LaChapelle's striking, irreverent and often challenging images of the lurid and colourful post-pop world at the turn of the new millennium have challenged and delighted us for years.

His photographs for the new Lavazza 2020 Calendar are a testament to man's new-found love of the natural environment – a classically-inspired series of gorgeously gaudy models frolicking in bucolic and dramatic landscapes, designed to make us sit up and take notice of our extraordinarily precious planet.

Cheeky, baroque, Felliniesque, surreal... LaChapelle is one of those photographers who brilliantly captured the hedonistic excesses of pop culture. His images elicit reactions from the viewer which oscillate between attraction and repulsion. Behind the gloss of his pictures – heavily ironic portraits of fashion, cinema and showbiz stars – there lurks an artist of formidable technical talent. A former pupil of Andy Warhol and a chronicler of scintillating 90s glamour, LaChapelle has in the past few years shifted his focus away from the cult of celebrity. Nowadays in his photography he prefers to pay homage to environmental issues and the landscape.

In the new Lavazza 2020 calendar, LaChapelle delves into a whole new world of art photography. It marks another chapter in the history of the iconic Lavazza calendar, which has promoted the identity of the beloved Italian coffee brand since 1993. Back then, Lavazza's first edition of the calendar was designed simply to reflect upon the glamorous world of coffee and highlight the company's brand values at a global level.

I-M TIME

Intelligent
MagazineInquisitive
Minds

£3.95

DESIGNERS

THE RISING STARS OF HOROLOGY

AUCTION-METRICS

THE VALUE OF VINTAGE

CLOCK-TALE HOUR

THE NEW OLD-CHIC

TIME, THE MOST VALUABLE THING ONE CAN SPEND

I-M TIME

Led by one of the best watch writers in the U.K., Dr Andrew Hildreth, **I-M TIME** is a conversation about watches. In it, we discuss the design, the making and even the selling of watches, we look at why we collect, what to collect and where from.

We don't philosophise on the meaning of time (there's never enough) or worry too much whether blue dials are on trend (they are, they always are). We ask questions and provide some of the answers... We hope you enjoy it all.

CIRCULATION DETAILS

I-M TIME is published once a year with **I-M Intelligent Magazine**. It has a circulation of 23,000 copies sold together with the main magazine or independently through our online shop [here](#) for £3.95.

2,000 extra copies sold in bulk to 30 London five star hotels and 30 private members clubs.





EVENTS

Conversations that matter

These are high brow events hosted by women of influence and power talking about hot topics such as gender equality, inclusion and diversity, conservation and sustainability..

There are 3 of these events in the year, which are featured in the magazine, online and in social media. The events are filmed and the content shared with the sponsor.

An I-M evening with...

These events are more light-hearted and aimed at creating a smart but fun environment in which to talk about subjects interesting to our I-M community.

Sponsorship benefits

- Logo in all material (invites, programme, etc)
- Welcome note at the event
- Right to use the video content from filming the event (we'll produce 1 minute clips, 3 minutes clips for our website/newsletter and 20 second clips for Social Media); It will just need to be credited to I-M.
- DPS ad in the issue featuring the event
- Recognition in the print and online feature, and foreword.
- Other content opportunities to be discussed.

PRIVATE EVENTS

We invite our subscribers to attend relevant events organised by our brand partners.

Contact us for details.



ARTIST OF THE YEAR AWARD

The winner was Beth Cullen-Kerridge

The Award was presented by fellow artist Mouna Rebeiz.

AWARDS

2018 saw the first edition of the I-M Formidable Women Awards, hosted by the talented journalist Kat Brown.

2018 marked the 100th anniversary of women obtaining the right to vote in Britain, at a time where there are women in very high positions in politics (Nicola Sturgeon - First Minister in Scotland, Angela Merkel - Chancellor in Germany, Christine Lagarde - Managing Director of the IMF...)

More and more women are climbing through the ranks of the corporate world and more female artists and athletes are being recognized. It is an amazing time to be a woman.

At I-M Intelligent Magazine we wanted to celebrate the success and worth of women in Britain, and thus we were very proud to launch these Awards.

Over 10 weeks, 13,000 people voted online for our 24 nominees, more than 120,000 read about these formidable women on our website... and 28% of our social media followers engaged with the finalists through our Instagram account.

The categories are:

Entrepreneurial Award	Inspiring Personality Award
Inclusion & Diversity Award	Conservation & Sustainability Award
Young Talent Award	Lifetime Achievement Award
Artist of the Year Award	Philanthropy Award

I-M Formidable Women Awards 2023 – London, October

For Sponsorship opportunities email our Editor:
editor@i-m-magazine.com

Don't just be part of any conversation, be part of one that matters.

I-M

INTELLIGENT MAGAZINE FOR INQUISITIVE MINDS

Art & Culture



Focus



Volume XVII
Winter 2021

Business



Conservation



Icons



Design





I-M Fashion



I-M Fashion



DIGITAL

www.i-m-magazine.com

Unique users: **122,000/month**
Page impressions: **425,000/month**
Page visited per session: **5 on average**

*New editorial content is uploaded almost every day to keep up with the demands of our sophisticated audience.

Reading devices

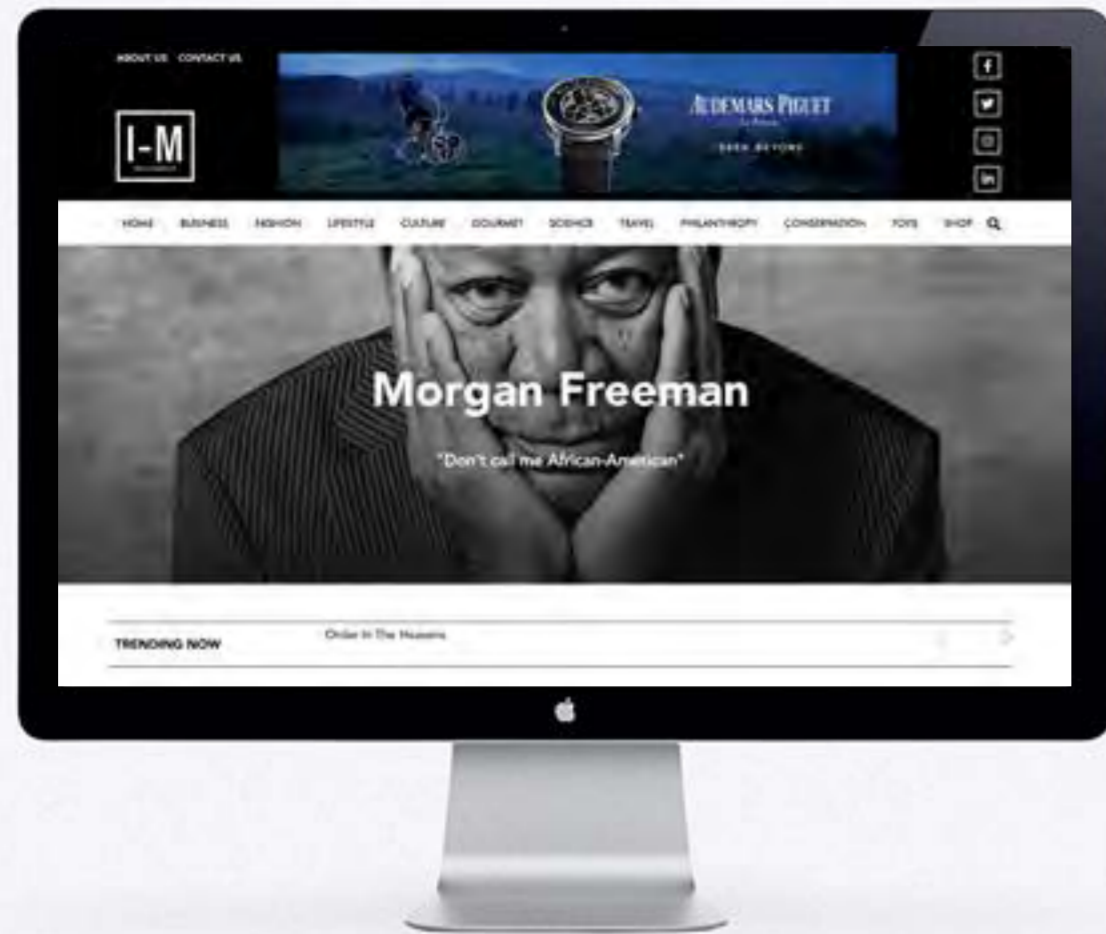
See kind of devices our readers are using:



You now have direct access to anything you see in our pages just by using the camera icon in your Google browser.

*Place it over any image, take a picture and the magic will happen.

Overleaf: Morgan Freeman.



ONLINE

We offer several banner formats:
Leaderboard, MPUs and Double MPUs

Leaderboards

Leaderboards are banners placed at the top of the page. They are available in all the sections of the website and can be expandible (up to 970x250 pixels).

This format offers high visibility. We recommend that you introduce a frequency cap or geographical parameter to maximise the performance of your banner adverts.

MPUs

MPUs are banners placed in the centre of the page. Their larger dimensions enable advertisers to use more elaborate, creative artwork to reach a wider audience.

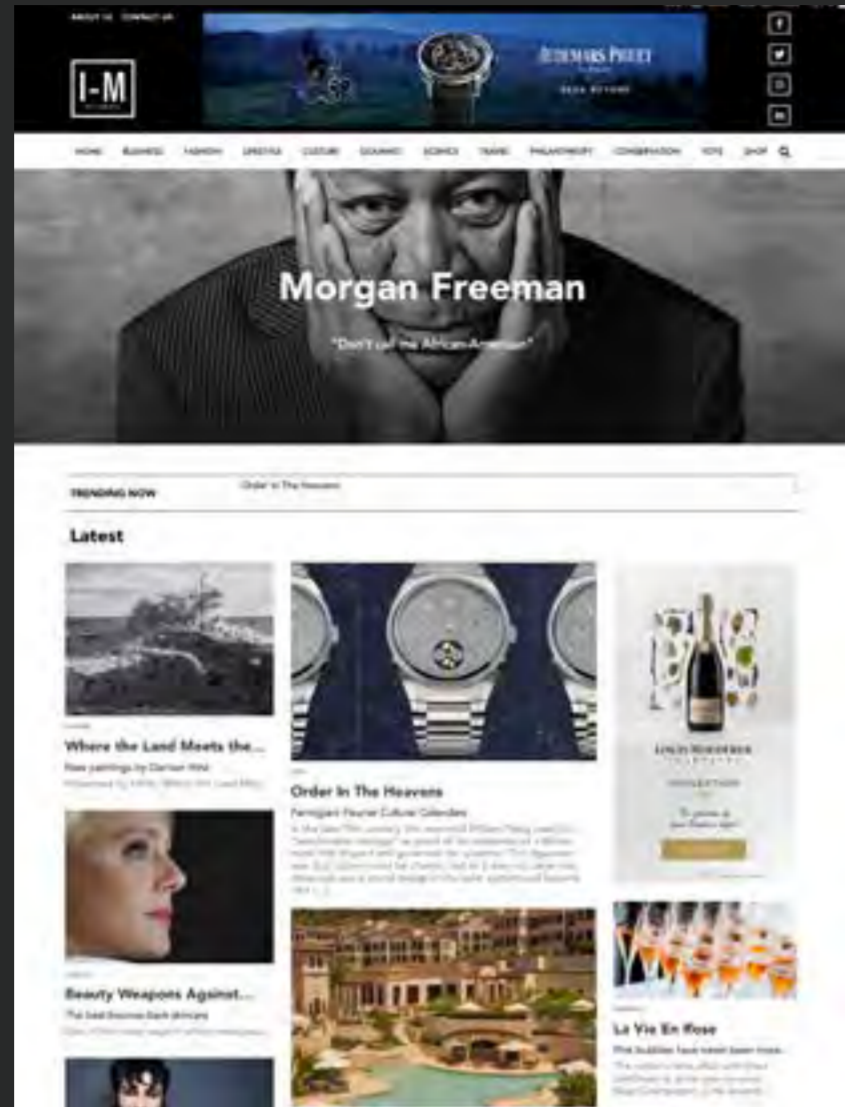
Double MPUs

Double MPUs are banners placed on the right or left column with dimension 336x560. The larger dimension enables the maximum visibility on the website.

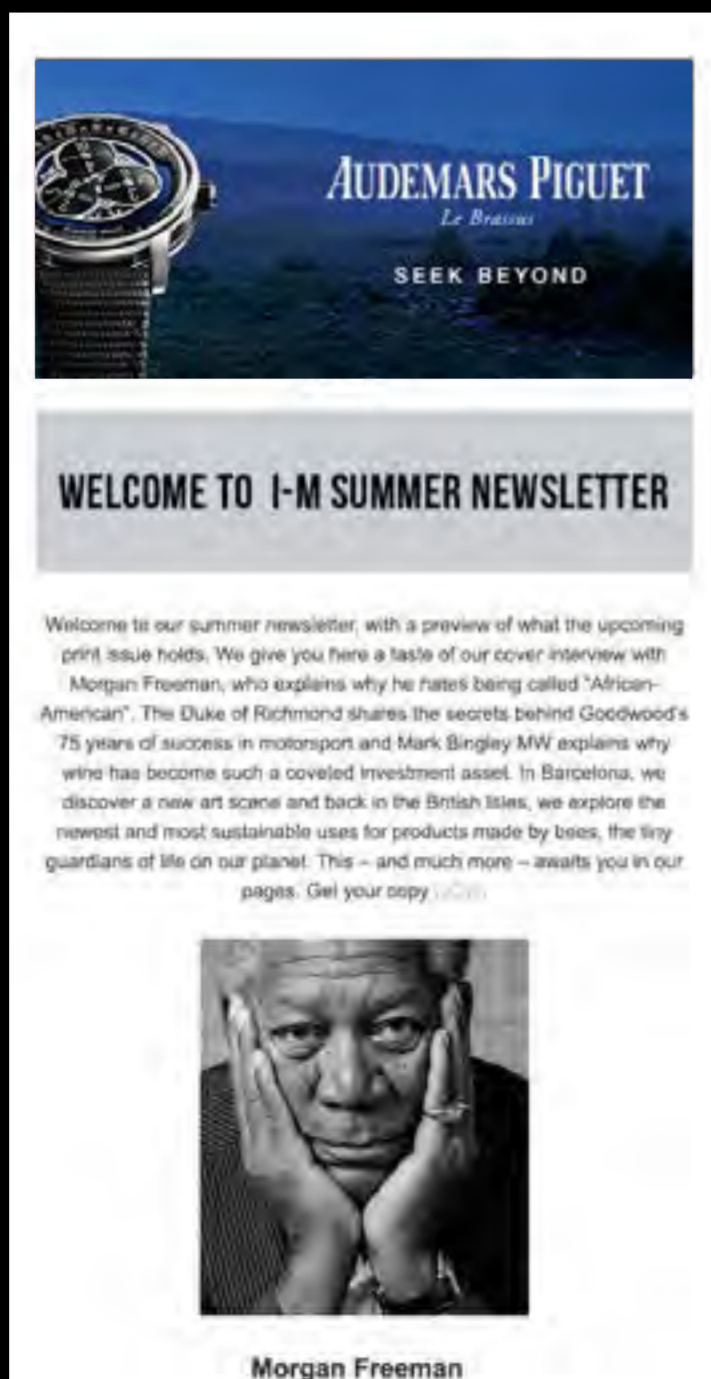
*Please note that all formats are available by impressions or by tenancy.

MONTHLY NEWSLETTER

Subscribers: 7,413
Opening rate: 37%
Click through: 1.3%



I-M (Intelligent Magazine) website.



I-M (Intelligent Magazine) Newsletter.

ADVERTISING RATES

Monthly newsletter

Leaderboard:
£2,000

Online

Double MPU banner:
£3,000/month residency

Standard leaderboard:
£4,000/month residency

Many other digital formats are available upon request.

Print

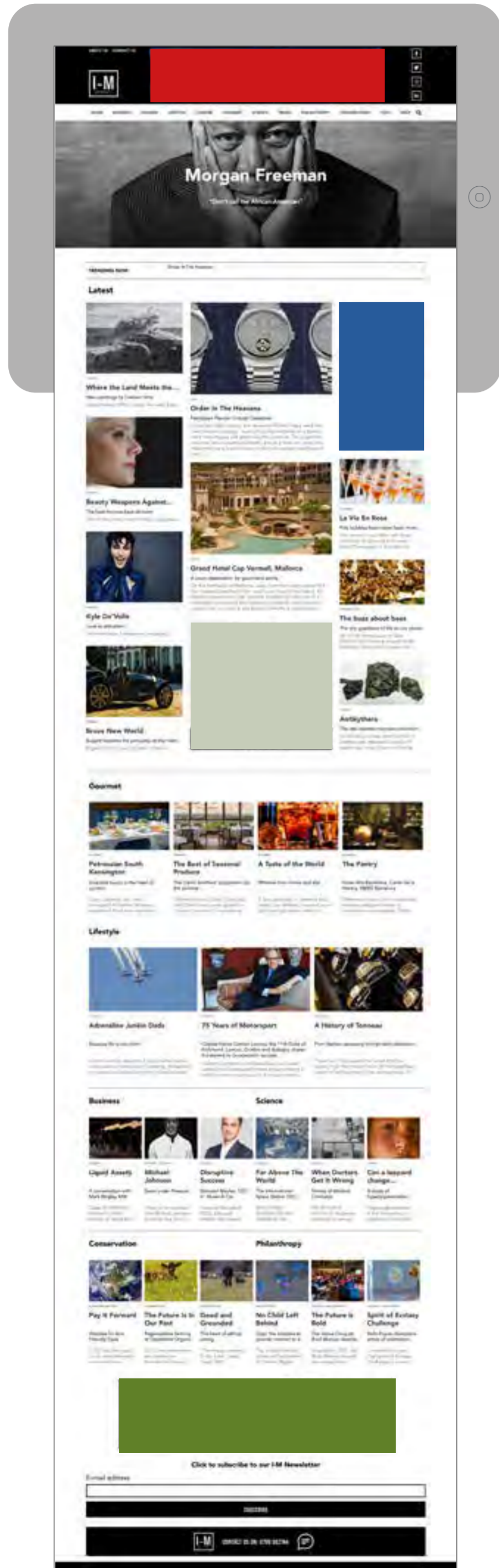
OBC: **£11,900**
 Opening DPS: **£13,900**
 IBC: **£9,900**
 1st rhp: **£8,900**
 2nd rhp: **£7,900**
 FP rhp 1st third: **£7,500**
 FP rop: **£6,500**
 DPS: **£9,900**

Mechanical data:

Full Page 335mm (h) x 235mm (w) + 6 mm bleed all around and cropmarks for positioning.
 DPS: Please supply as 2 separate Full Pages (see above) CMYK files only

For enquiries and copy delivery please email: production@i-m-magazine.com

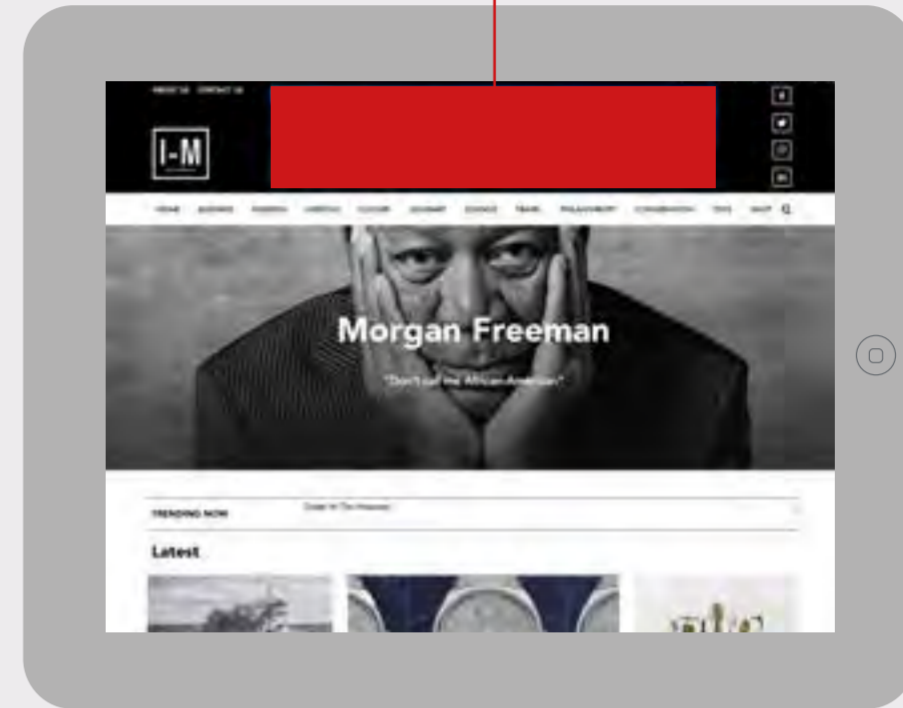
*For terms and conditions please contact our editor@i-m-magazine



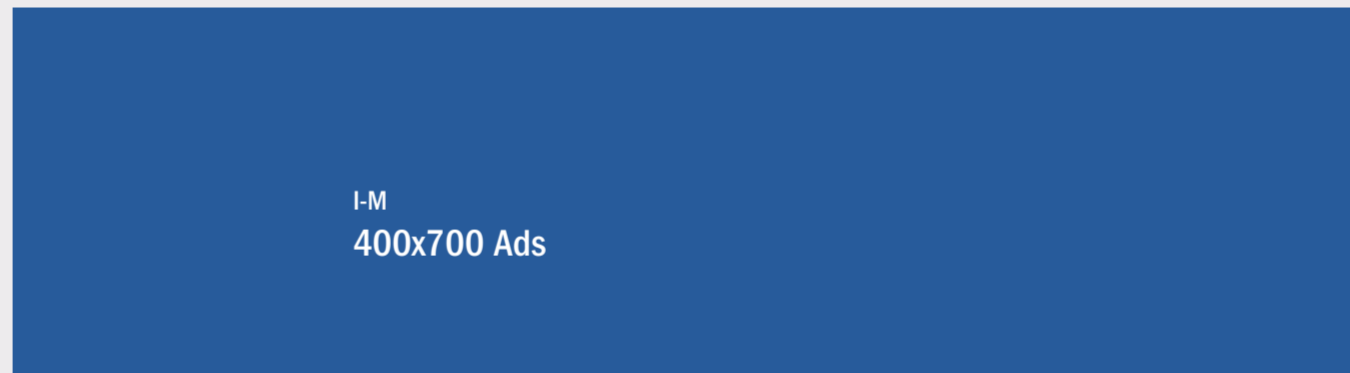
Leaderboard 970x250



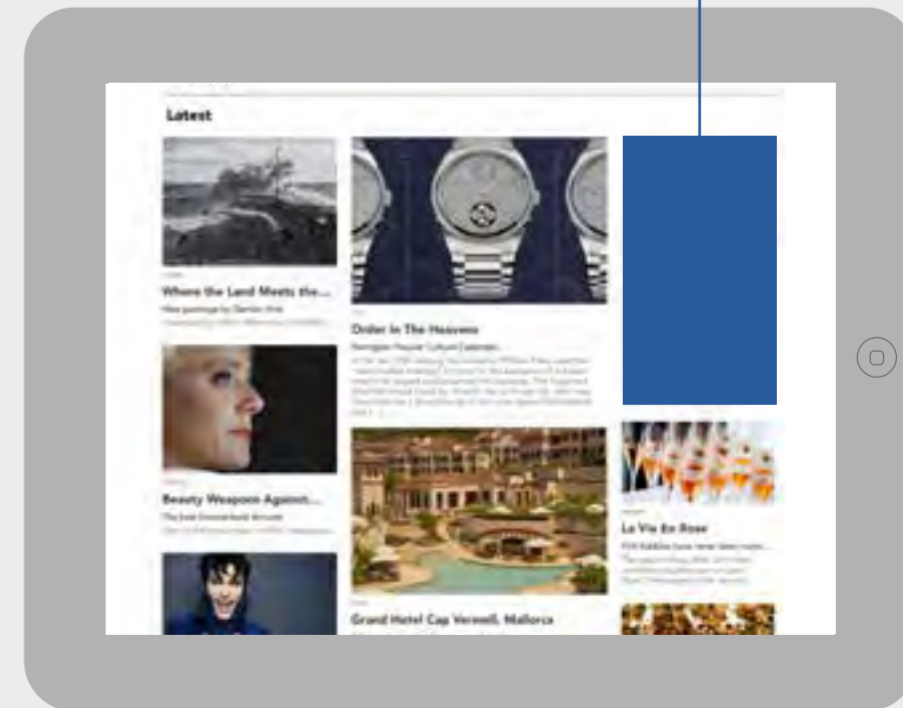
I-M
970x220 Ads



Middle Page Ad 624x972



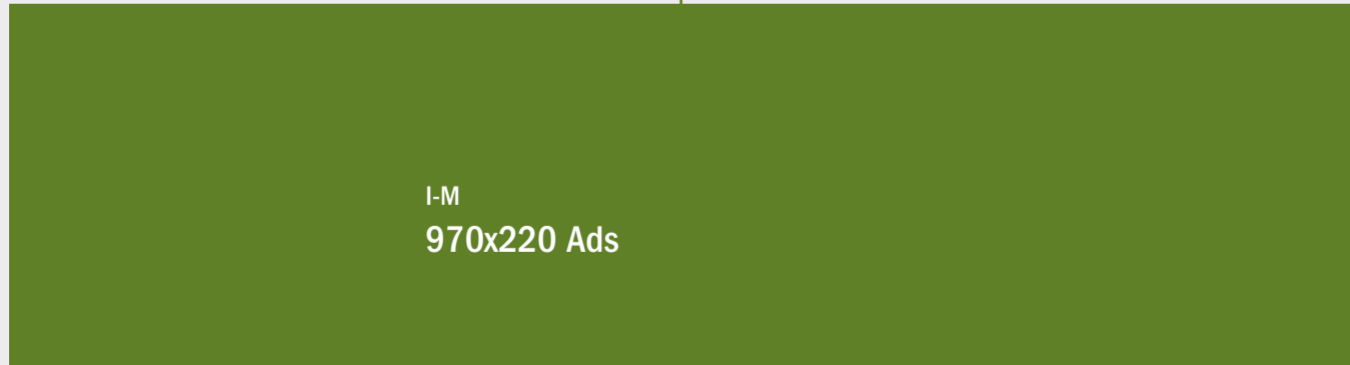
I-M
400x700 Ads



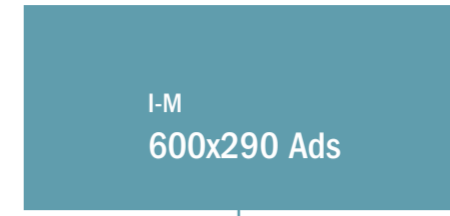
MPU AD 500x450



Large Horizontal Footer Ad 970x250



Newsletter Leaderboard Ad 600x290



I-M

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