



globalmediahub
connecting **brands** across the world



Our aim is to get your magazine into the hands of your target audience. We work closely with publishers to provide a distribution plan that will appeal to advertisers and increase your brand awareness. Our goal is to capture the attention of your target demographic giving you the chance to create a bond with your audience that will last long after they finish reading your magazine.

OUR SERVICES

We provide a range of services that are designed to ensure your magazine reaches your target audience.

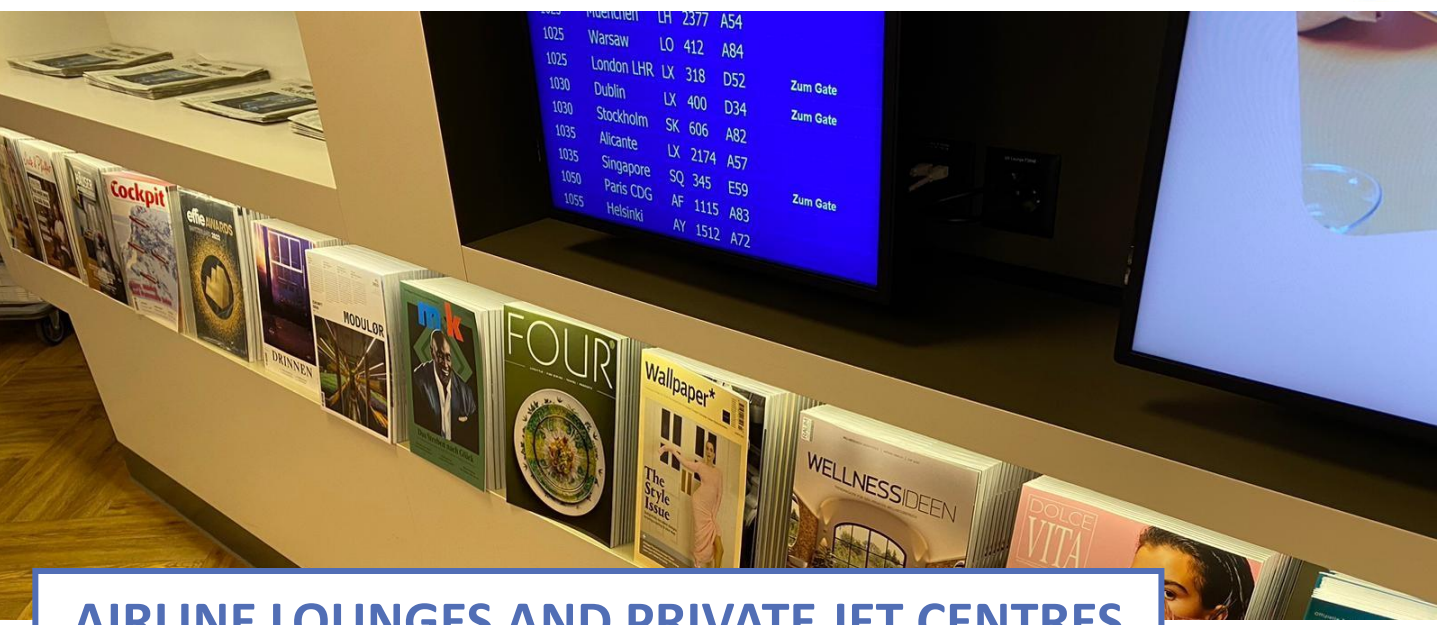
- ✓ Global Copy Placement
- ✓ Corporate Offices and Luxury Apartments
- ✓ Southampton Cruise Terminals
- ✓ Brand to Hand Merchandising
- ✓ Event Placement
- ✓ Driving Subscription and Data Collection
- ✓ Logistics

BENEFITS

We can help to build your circulation. Our services provide the following advantages:

- ✓ Drives brand awareness
- ✓ Increases your circulation and readership
- ✓ Maximises advertising revenue
- ✓ Connects with your target audience
- ✓ Saves money on your logistics

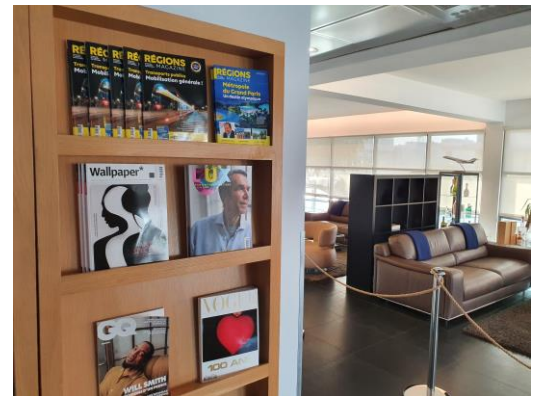
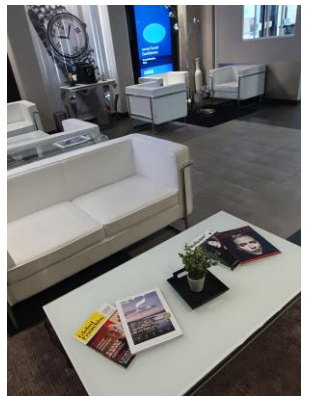
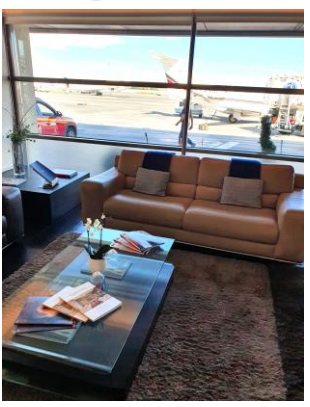




AIRLINE LOUNGES AND PRIVATE JET CENTRES

Global Media Hub have access to an impressive network of prestigious airline lounges and private jet centres globally including in the UK, USA, UAE, Asia, Australia and across Europe.

Providing access to a captive HNW audience, lounges and jet centres add value to your media pack, help to increase brand awareness, encourage repeat purchase and drive subscriptions.



EUROSTAR*

We can provide you with direct access to Eurostar* with placement in lounges at London, Paris and Brussels. Eurostar* offers a desirable audience:

- ✓ A reach of 68,816 AB1 monthly passengers
- ✓ 50% of passengers are aged between 25 and 44 years
- ✓ 8% of Eurostar* passengers travel in Business Class

In addition to lounge and on board placement we can offer the following promotional opportunities:

READ OF THE WEEK

This promotional stand offers you exclusive placement for your magazine allowing for multiple facings of your title. This impressive display provides the wow factor and offers invaluable exposure.

- ✓ Available in St Pancras and Brussels lounges.
- ✓ Volumes vary depending on copy weight
- ✓ Six facings of your magazine
- ✓ £100 per rack per day

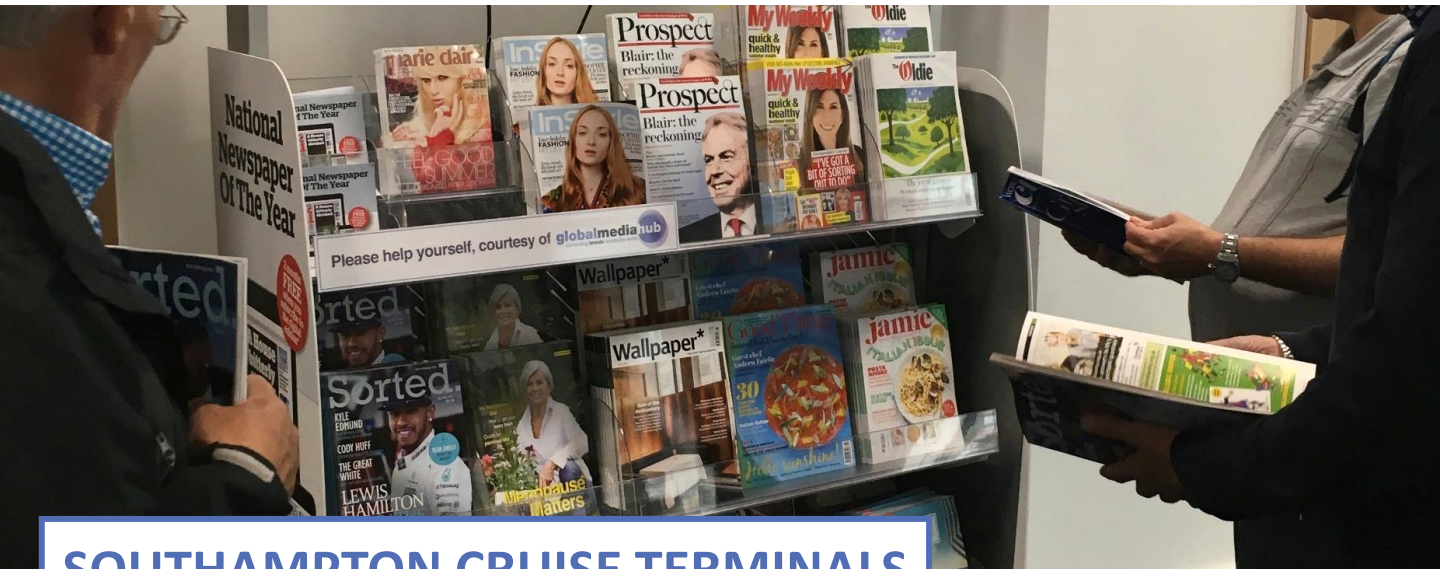


EUROSTAR* RECOMMENDS

This promotional space is available at Paris and offers exclusive top shelf space for multiple facings of your magazine. Multi facings ensure your title stands out from the crowd.

- ✓ Volumes vary depending on copy weight
- ✓ Three facings of your magazine
- ✓ £100 per day





SOUTHAMPTON CRUISE TERMINALS

Global Media Hub have **exclusive** access to media stands across all **five** of Southampton's Cruise Terminals, including the brand new Horizon terminal. With more 5 star cruise liners than ever before the stands provide access to a captive and affluent audience. Located within both arrival and departure areas the stands cover all the major cruise brands including Royal Caribbean, P&O, Cunard, Saga, MSC and Norwegian.



Southampton has a long-established global cruise reputation welcoming **2 million passengers** and over **500 cruise ships** annually. Southampton's unrivalled sea, land and air access cements its reputation as Europe's leading cruise turnaround point. Winner of multiple awards for its facilities and cruise infrastructure, Southampton is the UK's premier cruise port and the UK and Northern Europe's number one departure port.

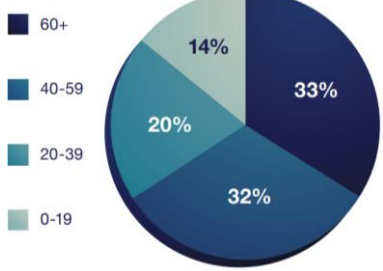
Drive repeat purchase, increase brand awareness, encourage subscriptions and add value to a media pack by utilising cruise terminal placement.



Cruise Tourist Age Averages from 2018-2020

The average age of a cruise passenger is **50**

More than a third of cruise passengers are aged **40-60**





CORPORATE DISTRIBUTION

Global Media Hub have a carefully curated network of corporate racks in premier corporate offices across the City of London and Canary Wharf, targeting affluent city slickers. These sites offer unique access for brands and advertisers to exclusive AB1 audiences, including high earners and key consumers. Canary Wharf hosts approximately 120,000 workers every day and the impressive footfall of these venues provides invaluable brand exposure.

ACCESS TO THESE BRANDS:

Morgan Stanley

B BROADGATE
ESTATES



Schroders

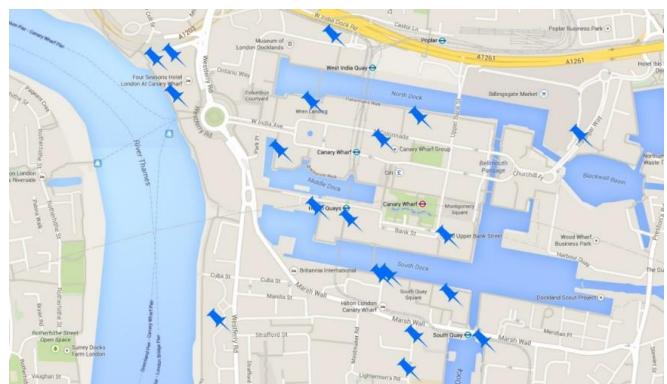
CREDIT SUISSE

J.P.Morgan

HSBC

CONNECT WITH YOUR AUDIENCE:

- We create a unique distribution list to reach your target audience
- Specific venues are selected based on your product profile
- Product is displayed in high footfall areas including receptions.
- Field team delivers 3 days per week, ensuring fully stocked and well merchandised racks.
- Office-based sales team manage venue relationships which includes establishing initial supply and ongoing demand.





REGIONAL DISTRIBUTION

Global Media Hub have developed a hand delivery network in key locations across the UK in a wide variety of venue types:

MANCHESTER, LIVERPOOL, LEEDS & SOUTHAMPTON CITY DISTRIBUTION

Across Manchester, Liverpool and Leeds we have a number of venues types hand delivered to weekly including Hotels, Offices, Coffee Shops, Bars, Restaurants, Universities and Museums.



LUXURY SOUTH COAST DISTRIBUTION

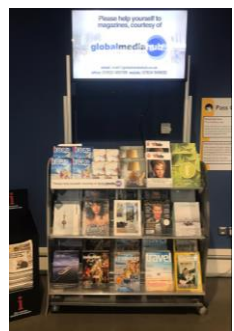
Our South Coast distribution includes Southampton Cruise Terminal, Hotels, Marina's, Restaurants and events such as Southampton Boat Show and Cowes Week.

Southampton Cruise Terminals

Global Media Hub have exclusive media stands in Southampton's Cruise Terminals giving access to all the major cruise brands including Royal Caribbean, P&O, Saga, MSC and Norwegian. In addition to placement, digital adverts to promote subscriptions and products can be placed on the screens which accompany each stand.

Events

We can provide your brand with a presence at prestigious South Coast events such as Southampton Boat Show and Cowes Week by targeting hotels and venues popular with event goers.



GLOBAL EVENTS

Appropriate and timely magazine distribution at the right event can provide invaluable brand exposure for your magazine. We know how to maximise the effectiveness of event placement, visitors are targeted at every stage of the event, beyond the confines of an exhibition stand. We utilise brand to hand merchandising to give your brand face-to-face contact with your audience.

With copy placement and brand to hand activity, we can provide publishers with access to world renowned events such as:

- ✓ Wimbledon
- ✓ Art Basel in Switzerland, Hong Kong and Miami
- ✓ Fashion Weeks in London, Paris, Milan and New York
- ✓ Glorious Goodwood
- ✓ Grand Prix – including Monaco, Abu Dhabi and British



BRAND TO HAND

Brand to hand merchandising provides face-to-face contact with consumers. Our team will deliver your publication right into the hands of your target audience in and around key events or in areas of high footfall.

Why should you do it?

- ✓ Maximum engagement with brand
- ✓ Face-to-face contact
- ✓ Utilising social media at the same time can increase traffic to your site
- ✓ Can be counted towards your [ABC](#)
- ✓ Increases your brand awareness
- ✓ Encourages repeat purchase and drives subscriptions
- ✓ Can be used to collect data or sell subscriptions to a key audience

Why Global Media Hub?

- ✓ With our many years of experience, we can recommend the best places to achieve each titles' individual objectives
- ✓ Staff are fully briefed about your magazine
- ✓ Staff are encouraged to engage with members of the public
- ✓ Clothing, shoes, accessories, hair etc. are all managed to match your brand
- ✓ We can source branded items such as T-Shirts, Hoodies, Tote bags, Pens, Mugs etc

All of these factors ensure your title is fully interacted with and remembered.



DRIVING SUBSCRIPTIONS AND DATA COLLECTION

Global Media Hub can help drive subscriptions and data collection through a variety of innovative campaigns. A strong subscription offer, when presented to an appropriate audience, can turn a sample copy into a new subscriber.

Event Distribution and Brand to Hand – We can distribute copies of magazines directly into the hands of a targeted, captive audience. Our experienced merchandisers can highlight your subscriptions offer when handing out copies or potential subscribers can submit their data to the ambassadors in return for entering a competition or receiving a free copy of your magazine. We can also provide effective sales staff to manage subscriptions stands at events, engaging with attendees, data collecting and promoting subs.



Targeted Copy Placement – We can develop a bespoke placement plan to get your title in front of your target market, utilising our global network of venues we can place your title in:

- ✓ Airports
- ✓ Hotels
- ✓ Corporate Locations
- ✓ Luxury Apartments
- ✓ Private Jet Centres
- ✓ Supermarkets
- ✓ Bars & Restaurants



Home Move Box - Welcome boxes are delivered into the homes of up to 20,000 home movers every month. We can place a copy of your magazine which arrives on the day of the move. This channel offers a high value audience of ABC1 decision makers. The high consumer engagement increases brand awareness, generates valuable social media and drives subscriptions.

Subscriptions Fulfilment - As well as increasing subscriptions we can often save money with our competitive mailing and parcel rates.

EUROPE DISTRIBUTION

Global Media Hub have a vast European network where we can offer placement into top 5 star luxury hotels, airport lounges, private jet centres, golf clubs and private members clubs.

Regions we cover but are not limited to include:

- **France** – Paris Hotels, Private Members Clubs, Golf Clubs, Private Jets, Airport and train Lounges and Restaurants. Cote d’ Azur Hotels
- **Italy** – Milan and Rome Hotels
- **Germany** - Hotels, Private Members Club, Golf Clubs, Private Jet Centres, Retail, Lufthansa lounges nationwide
- **Spain** – Barcelona and Madrid Hotels, Madrid, Barcelona and Palma airport lounges
- **Switzerland** – Basel, Zurich, Geneva hotels. Swiss and Aspire lounges at Zurich airport and Basel gate service
- **Netherlands** – Amsterdam Hotels

Other European destinations available on request.



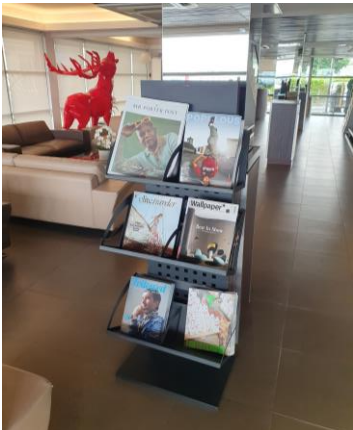
Aspire Lounge Zurich



Universal Private Jet Paris



Majestic Hotel Cannes



Jetex Private Jet Paris



Lufthansa Lounge Frankfurt



Monte-Carlo Bay Hotel Monaco



NORTH AMERICA OPPORTUNITIES

Global Media Hub boasts many years' experience in the free sector in the US with Mr Porter Post, Wallpaper* and other titles over the last few years. We offer placement into top 5 star luxury hotels, health clubs, spas, venues across The Hamptons, airport lounges, private jet centres, country clubs, wineries, private members clubs, top corporates and luxury apartments and gents salons.

Our vast array of placement options means we can design a bespoke distribution plan to achieve maximum brand awareness in to very targeted locations. We use local hand delivery agents and courier to reach an enviable network of exclusive venues frequented by HNWIs.

HOTELS - Attracting an international, affluent audience our network of **over 200 hotels** nationwide are hand selected based on their room rates and their brand fit to ensure your magazine is targeted accordingly. We can get you access into prestigious hotels such as: **The Four Seasons, LA, Mandarin Oriental, San Francisco & The Jefferson, Washington** to name a few.



CORPORATE OFFICES & LUXURY APARTMENTS - We can place copies of your title into the **top corporates** such as **Apple Inc HQ, Facebook HQ, Google HQ** in New York and Silicon Valley. These offices house a well-heeled audience, giving you the opportunity to target affluent US and international businessmen. The corporate sites have a high footfall providing invaluable brand exposure and the chance to reach protentional new readers.

We can access circa 1000 **luxury apartments** across NY where copies are left with the concierge or put in postal boxes. Residential and office buildings also often have their own gyms and fitness centres along with personal trainers on request, this is an efficient way of reaching many.

AIRLINES - Placement into the **52 Delta Airlines Sky Club** lounges across the states and the **Virgin** lounge at JFK allows your magazine to be clearly displayed in high footfall locations. Over 50 million passengers pass through JFK airport alone each year, offering unparalleled exposure. Travelers have the opportunity to browse or take your title with them on their journey, further increasing your reach. Airline placement allows you to reach your audience when they have the dwell time to fully immerse themselves in your title, taking in and appreciating the content/absorb advertising.

We can also place copies into **39 United Red Carpet** lounges across 27 cities including **New York, Boston, Washington** and **Los Angeles**.



PRIVATE JET CENTRES - Reach the high-flyers at private jets centres and heliports including **Teterboro** and those on **Long Island**. Jet centres allow you to reach sought after VIPs and executives at a time when they can appreciate your title. This premium venue type will also help with drawing in advertisers.

SPAS - Spas, such as the **Spa & Wellness** in the Peninsula New York, not only target your audience but also provide the ideal environment for absorbing advertising messages. Many spas do not permit phones so reading materials such as books and magazines are often the only distraction, making this a highly captive audience.



PRIVATE CLUBS - These venues provide access to an exclusive male audience at sites across America. Membership at these venues requires introduction by current members and a significant membership fee making them well suited to capturing your audience.

FITNESS CENTRES / GYMS - New York in particular has one of the biggest gym networks in America. Gyms have proven to be perfect for magazine placement with members reading copies whilst working out or taking them away to read later. We can place into well-known gyms and fitness centres, including **Barry's Boot Camp, Cross Fit, Equinox, Golds Gym & LA Fitness** (subject to approval).

COUNTRY CLUBS - American residents and regular visiting businessmen use country clubs to escape the hustle and bustle of everyday life. These clubs are very exclusive, attracting members with high disposable income and therefore are a hub for your target demographic. Clubs can be selected around particular events such as the Masters and can include but are not limited to **Bel Air Country Club, The Madison Club & LA Country Club**.

GENTS SALONS - Gentlemen specific salons are a unique way to target your demographic during a time of relaxation, this down time offers the perfect opportunity for your magazine to be enjoyed. Salons we can access include **Fleischman, Gents of New York & Esquires of Wall Street**.

WINERIES - America is big on their wineries and this avenue can offer a unique element to your distribution plan. We can place your magazine into world famous wineries including **Napa Valley Reserve**, helping you to target a HNW audience.

EVENTS - We can target film, art and fashion events including **New York Fashion Week, The Oscars and Art Basel in Miami** with placement in the key surrounding hotels and target popular transport networks used for each. Having a presence at prestigious events helps to increase your brand awareness and gets your title into the hands of HNW individuals and potential advertisers.

BRAND TO HAND - Audience engagement activities help to raise awareness of your brand and engages consumers. We can facilitate brand to hand activities across the US in key locations and outside popular events such as **Frieze New York**.



CANADA - We have access to a vast venue network nationwide including in **Toronto, Ontario, Montreal and Vancouver**. Venue types include, but not limited to, luxury hotels, spas, salons and gyms and consist of some desirable locations such as **Shangri-La Hotel, SOHO House, Ritz-Carlton and Four Seasons**.



THE HAMPTONS

The Hamptons, in the East End of Long Island, is a string of seaside communities renowned for being a luxury destination for affluent New Yorkers and the visiting rich and famous. Home to premium hotels, guest houses, high end bars and designer boutiques. Global Media Hub has access to a vast array of locations giving you the perfect opportunity to reach a high net worth, elusive audience



PLACEMENT

There are several venue types which provide a perfect arena for your title including:

- **Hotels** – We can place your magazine in places such as Topping House, The Baker House and The Maidstone Hotel.
- **Private Airports** – An exclusive location for copy placement we can place your title in MacArthur Airport, East Hampton Airport, Republic Airport and Gabreski Airport.
- **Restaurants & Cafes** – The Hamptons are home to high-end restaurants and cafes including 18 Bay, Vine Street Cafe and 1770 House.
- **Boutique** shopping in The Hamptons is serious business, with access to premium fashion venues including One Kings Lane, Messina jewellers & Michael Kors why go anywhere else.



UAE OPPORTUNITIES

PLACEMENT

Target a HNW audience in over 5,000 venues across various sectors including:

- ✓ **Corporate Venues encompassing the CBD** - JP Morgan, Carlisle Group etc
- ✓ **Spas** - Givenchy Spa, The Dollhouse, Talise Spa
- ✓ **Hotels** - The Burj Al Arab, Four Seasons, The Ritz Carlton
- ✓ **Private Clubs** - The Capital Club, Dubai Ladies Club, Godolphin
- ✓ **Restaurants** - La Petite Maison, Zuma, Gaucho
- ✓ **Galleries** - Christie's Dubai, Capital D, Ayyam
- ✓ **Car Showrooms** - Porsche, Bentley, Audi, Rolls Royce



EVENTS

Our talented merchandising team provide world-class sampling and brand activation at almost any event in the UAE. Take your pick from the best: The Dubai Air Show, Arabian Travel Market, Cityscape, Dubai International Boat Show & Dubai Jewellery Week among others.



AIRPORTS

Dubai is the world's busiest airport – we can offer high visibility placement in 1st & Business Class lounges for British Airways, Virgin, Marhaba, Sky Team, Dubai Civil Aviation (DCA), Emirates, Gulf Air

Target travellers at Abu Dhabi airport in all 1st & Business Class lounges plus 25 media stands across the airport.

Reach the high-flyers at Private Jet centres including Royal Jet, Al Bateen, Al Jaber Aviation, Falcon Aviation & Executive Jet





SOUTH EAST ASIA OPPORTUNITIES

Gain direct access to your target audience in South East Asia with our network of up to 500 venues in key locations:

HONG KONG

- ✓ **Airline Lounges** - Plaza Premium, Royal Orchard, CNAC VIP
- ✓ **Corporates** - Bank of China, Standard Chartered, HSBC, Swiss Privilege
- ✓ **Hotels** - The Peninsular, Mandarin Oriental, The Langham, Four Seasons
- ✓ **Private Clubs** - The American Club, Pacific Club, The Hong Kong Bankers Club, Hilltop Country Club

SINGAPORE

- ✓ **Airline Lounges** – SATS, Air France, Singapore Airlines
- ✓ **Hotels** - Shangri-La, Goodwood Park, Carlton, Four Seasons, The Stamford
- ✓ **Private Clubs** - Orchard Country Club, The British Club, Raffles Country Club, Singapore Polo Club

BANGKOK

- ✓ **Airline Lounges** - Singapore Airlines, Air France, Bangkok Airways
- ✓ **Hotels** - The Banyan Tree, Shangri –La, Four Seasons, The Dusit Thani

MALAYSIA

- ✓ **Airline Lounges** - Cathay Pacific*, Emirates*, Plaza Premium
 - ✓ **Corporates** - Lion Group, Alliance Investment, Bursa Malaysia
 - ✓ **Hotels** - JW Marriott, The Westin, Renaissance
 - ✓ **Restaurants** - The Load Bistro, Prime Restaurant, Marco Polo Restaurant
- *subject to prior approval



EVENTS

We can offer world-class sampling and brand activation through our professional merchandising team at events and venues across South East Asia. Take your pick of the best.



Global Media Hub have an extensive logistics network offering the following services:

MAIL – Access to market leading rates for UK and Overseas mail

PARCEL DELIVERIES – Through our courier partners we offer a range of signed for delivery options in the UK and Internationally

LONDON HAND DELIVERY – A network of our own vehicles will walk your product into business addresses across London potentially saving you money on subscriber copies

PICK, PACK & STORAGE – Competitive pick and pack offering from multiple warehouse locations

INTERNATIONAL FREIGHT – We can offer worldwide air, sea and road freight at competitive rates

E-COMMERCE – Integration of your e-commerce system into our warehouse including Shopify

PRINT SITE PICK UP – Time sensitive bulk deliveries into wholesale and other locations

*We have our special dispatches managed by Global Media Hub every issue and are impressed with the high level of customer service as well as the cost and efficiency of these deliveries. – Wallpaper**

Global Media Hub did a fantastic job delivering our Maps, Guides and signage to our 300+ venues. The team were incredibly responsive and helpful and supporting us through exceptional circumstances. – London Craft Week

I have been impressed by the customer service and competitive rates provided by Global Media Hub who dispatch our quarterly magazines. – Field Gibson Media