

DISTRESSED ADVERTISING STRATEGY MARCH 2025

[Last updated 18th March 2025]



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WHAT IS DISTRESSED ADVERTISING



WHAT IS DISTRESSED ADVERTISING

If a publication hasn't sold all of its advertising pages then they may choose to offer space at a heavily discounted rate to fill space and meet their deadline.

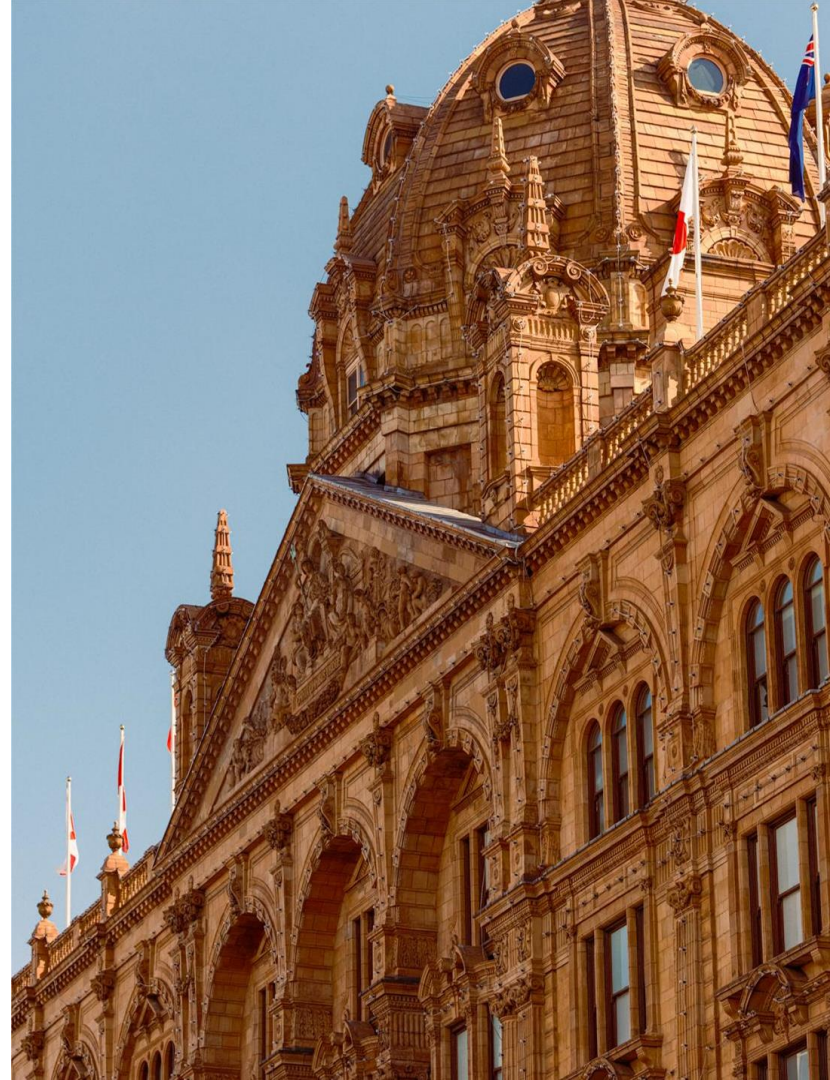
This document outlines potential opportunities for Knightsbridge Partnership BID members to take these spaces in 2025 on select publications we have secured this opportunity with.

NB: There is no guarantee that distressed advertising space will become available in these publications. If it does, it will be last-minute and creative will require a very quick turnaround.

All rates quoted are based on a single-page advert (non-specified position).

OPPORTUNITIES

Knightsbridge Partnership 2025



TIMES LUXX / LUXX REPORT

DISTRESSED SPACE SPECIAL RATE:

£4,000 +VAT (brand)

STANDARD RATE:

From £15,500

PUBLICATION DATES 2025:

LUXX MARCH ISSUE

Publication date: 1st March

Standard copy deadline:
14th January

LUXX MENSWEAR REPORT S/S

Publication date: 22nd March

Standard copy deadline:
22nd February

LUXX WATCHES & JEWELLERY REPORT APRIL

Publication date: 19th April

Standard copy deadline:
28th March

LUXX MAY ISSUE

Publication date: 10th May

Standard copy deadline: 11th April

LUXX WATCHES & JEWELLERY REPORT JUNE

Publication date: 21st June

Copy deadline: 30th May

LUXX SEPTEMBER ISSUE

Publication date: 6th Sept

Standard copy deadline:
13th August

LUXX WATCHES & JEWELLERY REPORT JUNE

Publication date: 21st June

Standard copy deadline: 30th May

LUXX MENSWEAR REPORT A/W

Publication date: 27th Sept

Standard copy deadline: 29th
August

LUXX OCTOBER ISSUE

Publication date: 4th October

Standard copy deadline: 5th Sept

LUXX WATCHES & JEWELLERY REPORT OCTOBER

Publication date: 18th October

Standard copy deadline:
10th September

LUXX NOVEMBER ISSUE

Publication date: 1st November

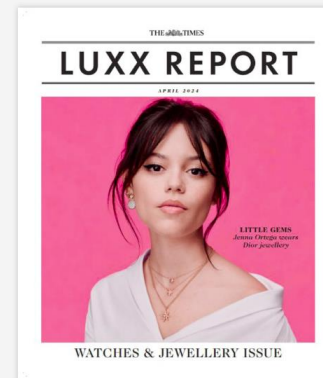
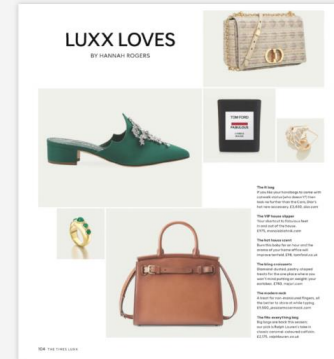
Standard copy deadline:
3rd October

LUXX DECEMBER ISSUE

Publication date: 6th December

Standard copy deadline:
7th November

*NB Copy deadline for distressed
advertising space is likely to be
later than the standard copy
deadline.*



BRUMMELL

DISTRESSED SPACE

SPECIAL RATE:

£1,000 +VAT (generic)
or £1,500 +VAT (brand)

STANDARD RATE:

From £6,500

PUBLICATION DATES 2025:

SPRING 2025 ISSUE

Brummell: 18th March
Standard copy deadline: 10th February

SUMMER 2025 ISSUE

Standard copy deadline: 25th April

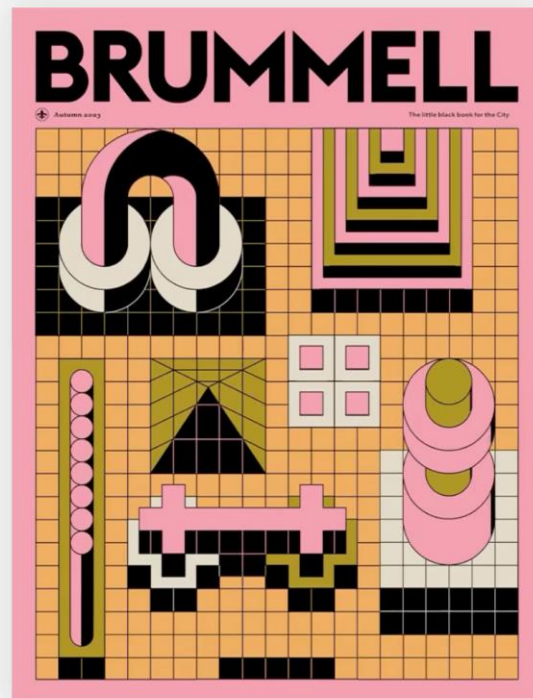
AUTUMN 2025 ISSUE

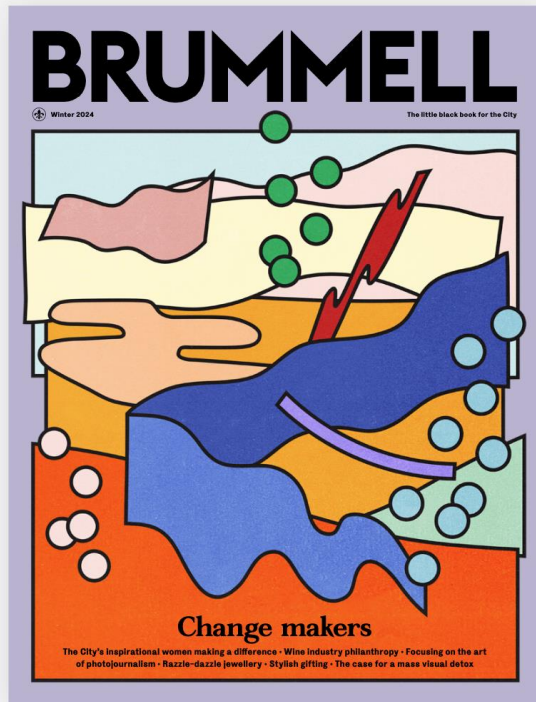
Brummell: 16th September
Standard copy deadline: 20th August

WINTER 2025 ISSUE

Brummell: 19th November
Standard copy deadline: 13th October

NB Copy deadline for distressed advertising space is likely to be later than the standard copy deadline.





SECRET TRIPS

DISTRESSED SPACE SPECIAL RATE:

£1,000 +VAT (generic)
or £1,500 +VAT (brand)

STANDARD RATE:

From £5,500

PUBLICATION DATES 2025:

SPRING 2025 ISSUE

Publication date: 28th March
Standard copy deadline: 21st February

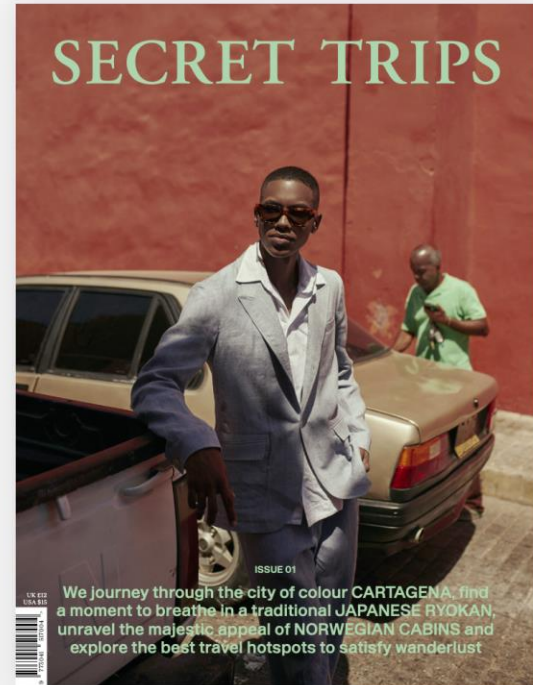
AUTUMN 2025 ISSUE

Publication date: 2nd Sept
Standard copy deadline: 29th July

WINTER 2025 ISSUE

Publication date: 4th Nov
Standard copy deadline: 30th Sept

*NB Copy deadline for distressed
advertising space is likely to be later
than the standard copy deadline.*



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Dear Atlas, Ourba Valley, Morocco

Here the desert meets the Atlantic Ocean, and the sun beats down on the sand. The air is thick with the scent of orange blossom and the sound of the wind. The valley is a patchwork of terraced fields and ancient stone walls. The mountains are a backdrop of rugged beauty. The people are warm and welcoming. The life is simple and fulfilling. This is the heart of Morocco, where time seems to stand still.



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SECURITY TRIPS



EDWARD GREEN
SUIT & CLOTHES
SUDHAMPTON
ENGLAND

LOUISA - 15, GARDEN STREET
LONDON - WC1E 7EJ - 020 7341 4444
WWW.EDWARDGREEN.CO.UK



MONTBLANC

Celebrating 100 Years of Meisterstück
with a Green Series. The collection.

THE

EDIT

STYLE



Carry on

Stella McCartney's new collection is all about practicality and style. The new line features a range of bags and suitcases that are both functional and fashionable. The collection is made from sustainable materials and is designed to be versatile and easy to travel with. The new line includes a range of bags and suitcases that are both functional and fashionable. The collection is made from sustainable materials and is designed to be versatile and easy to travel with.

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SECURITY TRIPS

Field of vision

Light and space are essential for a good view. The new line of binoculars from the brand offers a wide field of vision and a clear, sharp image. The binoculars are made from high-quality materials and are designed to be durable and easy to use. The new line includes a range of binoculars that are both functional and fashionable. The collection is made from sustainable materials and is designed to be versatile and easy to travel with.



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SECURITY TRIPS

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April 1986



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SECURITY TRIPS



The last suitcase you will ever need.

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SECURITY TRIPS

THE ART OF LUXURY MAGAZINE

**DISTRESSED SPACE
SPECIAL RATE:**
£2,500 +VAT (brand)

STANDARD RATE:
From £5,500

PUBLICATION DATES 2025:

SPRING 2025 ISSUE

Publication date: 1st April

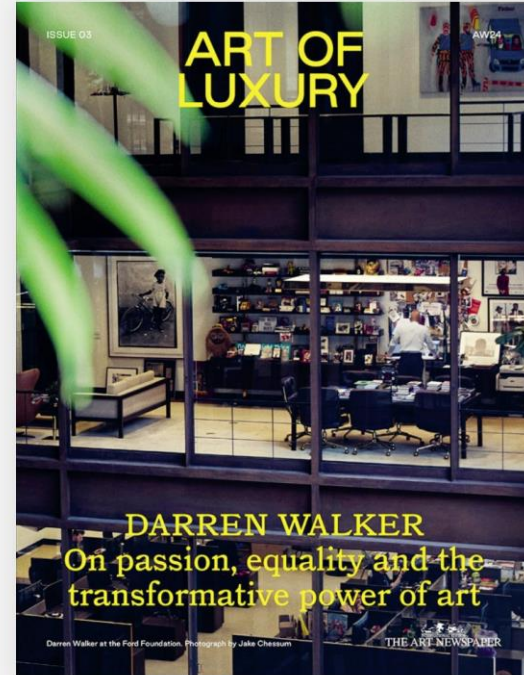
Standard copy deadline: 14th February

AUTUMN 2025 ISSUE

Publication date: TBC

Standard copy deadline: TB

*NB Copy deadline for distressed
advertising space is likely to be later
than the standard copy deadline.*





OOH ADVERTISING

Knightsbridge Partnership has also secured special rates for BID members on OOH advertising.

If you would like to receive emails with lastminute opportunities to consider, please email katie@knightsbridgepartnership

ADVERTISING GUIDELINES



ADVERTISING GUIDELINES FOR TIMES LUXX

All publications need to approve advertising copy in advance.

To be eligible, creative submitted must look like an advertisement for Knightsbridge and not an advertisement for a brand (who could potentially advertise directly – then there is no conflict of interest).

KNIGHTSBRIDGE

THANK YOU

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Communications

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