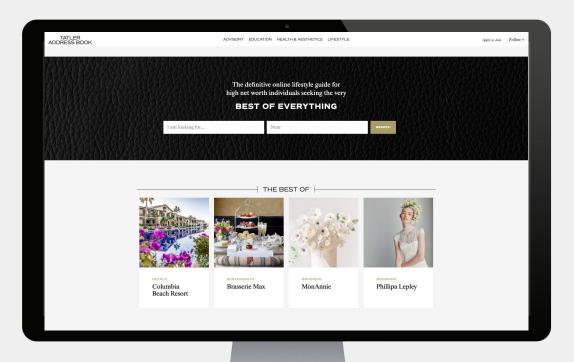


TATLER ADDRESS BOOK

THE BEST OF EVERYTHING



The Tatler Address Book is the definitive online lifestyle directory recommending the finest Cosmetic Doctors, luxury Spas, Hotels, Wellness, Restaurants, Wedding suppliers, High Net Worth lawyers and financial advisors, Education and Country & Sporting – all with the Tatler seal of approval and its rigorous editorial process.

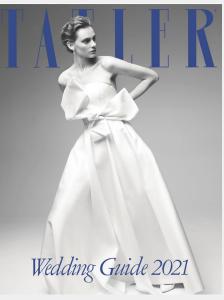
addressbook.tatler.com

@tatleraddressbook



TATLER BRAND REACH









TATLER

Circulation **78,202** | Readership **101,000** | Average HHI £172K Female **84%** | ABC1 **80%** | AB **51%** | Average Age **42** | London/SE **47%**

TATLER.COM

Unique Users $\ 1.6m \mid$ Page Impressions $\ 4.2m \mid$ Average HHI $\ \pounds 172K$ Female $\ 63\% \mid$ ABC1 $\ 70\% \mid$ AB $\ 44\% \mid$ Average Age $\ 46 \mid$ London/SE $\ 40\% \mid$

Source: iPSOS May 2022; GA Jan-Mar 2022; Condé Nast Luxury Survey 2021; social media as of July 2022



BRAND FOOTPRINT

A HIGHLY TARGETED AUDIENCE



PRINT, TABLET, MOBILE **101K**



1.6m



50CIAL **793K**



TATLER CLUB NEWSLETTER 22K



Source: iPSOS May 2022; GA Jan-Mar 2022; Condé Nast Luxury Survey 2021; social media as of July 2022



ANNUAL MEMBERSHIP

Website

- A detailed profile(s) in your chosen section of the Tatler Address Book for 12 months e.g. Hotels; Spas; Restaurants; Weddings
- 1 x profile image; 4 x further images on your bespoke Tatler Address Book webpage
- 100-200 words of copy, edited by Tatler
- Click-through links to website, email and social media channels
- Video assets (supplied by the client subject to editorial approval)

Traffic Driving Media & Marketing

- Traffic drivers on Tatler.com and Tatler social channels to drive traffic to the Tatler Address Book
- Print advertising in Tatler, Vanity Fair and supplementary
 Conde Nast titles for the Tatler Address Book

Accreditation Logo

 Tatler Address Book accreditation logo for use on all print and online marketing materials

Social Media

• Editorial support across @tatleraddressbook Instagram and Facebook channels.

Please get in touch with the Tatler Address Book team for membership rates TatlerAddressBook@condenast.co.uk

Online Profile Examples

address book. tatler. com/united-kingdom/berkshire/travel/cliveden-house address book. tatler. com/united-kingdom/country-sporting/fairfax-favor







Advisory

ADVISORY



Advisory is *Tatler's* trusted network of influential private client experts, all at the pinnacle of their profession. From Family Law to Property, our hub of elite practitioners have the gilt-edged expertise necessary to advise UHNW and HNW individuals. Here's where to find gold-standard guidance...





Country & Sporting

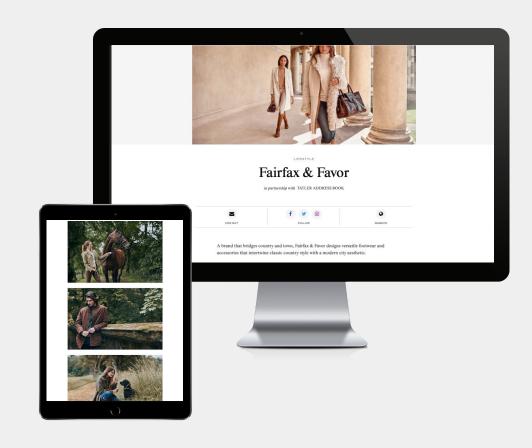
COUNTRY & SPORTING

Whatever the season, escape to the country and finesse sporting skills with the best apparel, tuition, locations and more.

95% of Tatler readers agree they love to be **outdoors**

86% agree that **outdoor activities** are fundamental to their life

Tatler readers are four and a half times more likely than the average affluent adult to parktake in game or clay shooting







Dine & Imbibe

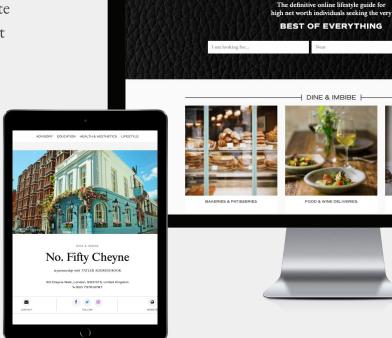
DINE & IMBIBE

A collection of the UK's most sumptuous and celebrated restaurants and delivery services, indexed for your booking pleasure. Whether you're seeking haute cuisine, a hidden gem or restaurant-quality dining at home, don't eat out – or in – without it.

91%

of Tatler readers say going out to eat is one of their favourite pastimes Tatler readers spend a collective £5.5b annually on dining out

Source: Condé Nast Britain Luxury survey 2021



ADVISORY EDUCATION HEALTH & AESTHETICS LIFESTYLE

RESTAURANTS



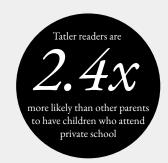


Education

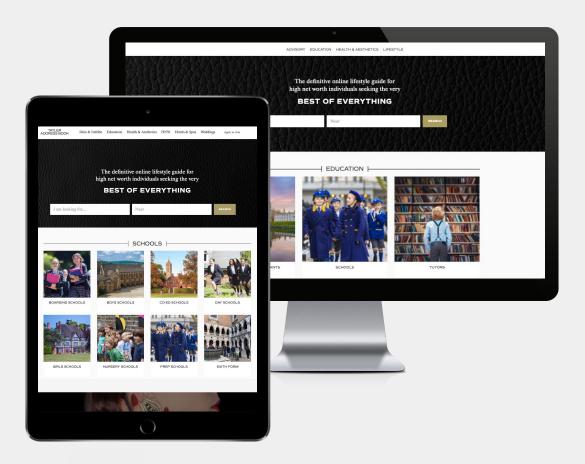
EDUCATION

Brush up on the finest educational establishments in the land with an all-star list of the standout schools, tutors and educational consultants in the UK. We aim to make the complex process of finding the perfect match for your child that bit easier.

67% of Tatler readers have children



Source: TGI 2020 Q2







Health & Aesthetics

HEALTH & AESTHETICS

"The Tatler Address Book is the definitive online beauty directory of the most sought-after aesthetic doctors, cosmetic surgeons and glossiest clinics - all with a Tatler seal of approval and its rigorous editorial process. Launched in 2018, this has now become the go-to resource for anyone seeking advice on the finest practitioners in the UK"

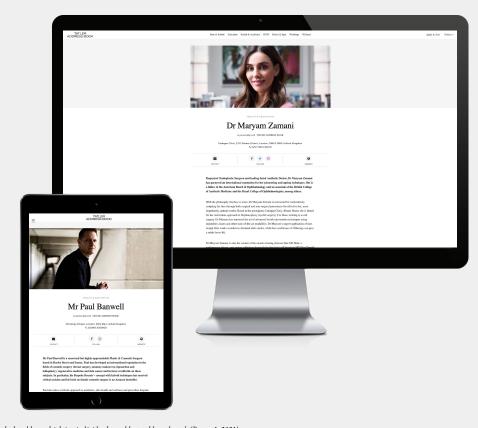
Francesca White

Health and Beauty Editor-at-Large

Tatler readers are **2.4x** more likely than the average adult to say they would consider having a cosmetic procedure

Tatler readers are **5.6x** more likely than the average adult to say they are interested in innovations in cosmetics

92% are willing to pay more for proven results



Sources: TGI GB Jan 2022, Conde Nast Beauty Survey 2020; Collective spend calculated by multiplying individual spend by total brand reach (Pamco 1, 2021)





Travel

TRAVEL





A luxurious list of the check-ins worth checking out showcasing the most luxurious, authentic hotels and spas to plan your future adventures.

From rejuvenating UK spa breaks, to an 18th Century Spanish palace, the Tatler Address Book is here to fuel your passion for travel.

79% of *Tatler* **readers** agree they have sought out further information about a hotel or destination after seeing it in Tatler



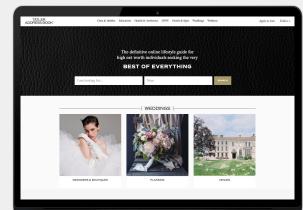
Weddings

WEDDINGS

Tatler has always been the society style bible and who better to guide you through your wedding journey...

The Tatler Wedding Address Book is a digital extension of Tatler's infamous print Wedding Guide and Little Black Book of contacts, edited by Tatler Weddings editor Astrid Joss. The Weddings vertical of the Address Book is a curated edit of the very best designers, venues, florists, stationers, cake makers, photographers, caterers, wedding planners and more to create the society wedding of the century. We do the research into the very best so our readers don't have to.

The Tatler Address Book provides members with a platform to be seen and engage with the most discerning and affluent audience of all UK glossies, ensuring that you are seen by the right audience for whom the sky's the limit.







PRINT GUIDE |

After the unprecedented success of the digital *Tatler Address Book* platform since its launch in 2018, this year we have launched a highly-coveted print edition of the *Tatler Address Book*.

Applications for the 2024 guide are now open. Bagged with the February 2024 main issue of *Tatler* this annual A5 guide will be the most sort-after rolodex of contacts for high society.

The guide will reach far beyond the realms of our discerning and high-spending *Tatler* readers. Every member of the Address Book featured within the guide will be given a copy(ies). From the top Cosmetic Surgeons on Harley Street to the most influential private client advisors, from the world's most luxurious hotels, spas and restaurants to the ultimate wedding suppliers, top Educational establishments and more; this guide will be read in every high-net-worth waiting room, lobby, bar, reception, as well as 2024 *Tatler* Events and beyond, providing brands with a unique and a-first-of-its-kind marketing opportunity. The *Tatler Address Book* 2024 will be the only contacts you need on speed dial...





THE NEXT STEPS...



If you would like to feature in the *Tatler Address Book*, please get in touch with a member of the team at *tatleraddressbook@condenast.co.uk*

Your profile will remain the same throughout your campaign, however should there be any urgent changes then we can of course make adjustments. You will have complete approval before your profile goes live.

All payment will be due upon booking.

We are unable to provide analytics but encourage brands to monitor response themselves via Google Analytics.

TESTIMONIALS

'Tatler's Address Book is an excellent way to showcase your business and market to a high-profile audience. The internationally-recognised Tatler brand has helped us to grow our client network and develop school partnerships outside of the UK.' - *The Golden Circle Tutors*

'Since we've joined Tatler's Address Book we have observed an uptake of the right type of clientele we like to work with – they are sophisticated, classy, worldly and appreciate beauty. We couldn't be more happy with being an Address Book's member since the very first day it launched and would recommend them all of our industry friends.' - Blooming Haus

'Our clinic decided to feature in the Tatler Address Book several years ago as we sought to partner with a publication that our patients would instantly recognise. The positive feedback received since then confirms this was the right decision. Not only are the team at Tatler a pleasure to work with, but they are also consummate professionals, and nothing is left to chance.' - *Dr Ariel Haus, Founder - Dr Haus Dermatology*

