



Stowe

THE MAGAZINE FOR OLD STOICS

THE CORINTHIAN

MEDIA PACK 2024



ABOUT STOWE SCHOOL

Stowe is a contemporary British independent school. It is proud to be a fully co-educational, boarding and day school.

Pupils at Stowe are educated in a sublime environment that produces confident young people who are proud of their achievements. Stowe emphasises academic achievement alongside other learning experiences. Balance is important - for the wellbeing of pupils and for maximising their academic and intellectual attainment. Stowe's unique surroundings and unrivalled facilities help in the development of well-rounded individuals, and pupils leave Stowe ready to embrace the challenges that lie ahead.

The Old Stoic Society is the alumni society for Stowe School. Managed by a Committee of former pupils, the Society supports Old Stoics on their departure from Stowe throughout the rest of their lives with an annual calendar of sporting activities, business networking, reunions and other social events. Furthermore, Stowe Connect, the digital forum for Old Stoics provides an invaluable opportunity to connect with Old Stoics for internships, work experience and more.

The magazine for Old Stoics, *The Corinthian* is an annual publication, distributed to members of the Stowe Community.





ABOUT THE STOWE COMMUNITY

Old Stoics

On leaving Stowe, former pupils become Old Stoics and receive a lifetime subscription to *The Corinthian*. The Old Stoic Community is made up of over 8,500 people, aged from 18 to over 90; Old Stoic members represents an affluent AB1 demographic.

Parents

Stowe parents also receive a copy of *The Corinthian*. Parents are an affluent and discerning group of individuals. Parents enrol their child for Old Stoic Society life membership, so it is in the interests of the Society to engage this area of the Stowe Community.

Stoics

The Corinthian is placed around the school for current Stoics to read; the magazine informs and inspires pupils about the breadth and success of the Old Stoic community.

READERSHIP

Entrepreneurs

Politicians

Architects

The Corinthian readership is made up of a dynamic group which actively supports both Old Stoics and businesses local to Stowe

The Corinthian is distributed in digital and physical format to 8,500+ members of the Stowe community

Business Owners

Old Stoics range in age from 18 to 90+ and have a vast array of interests, combined with high levels of disposable income

Doctors

Journalists

Financial Experts

Lawyers

Academics

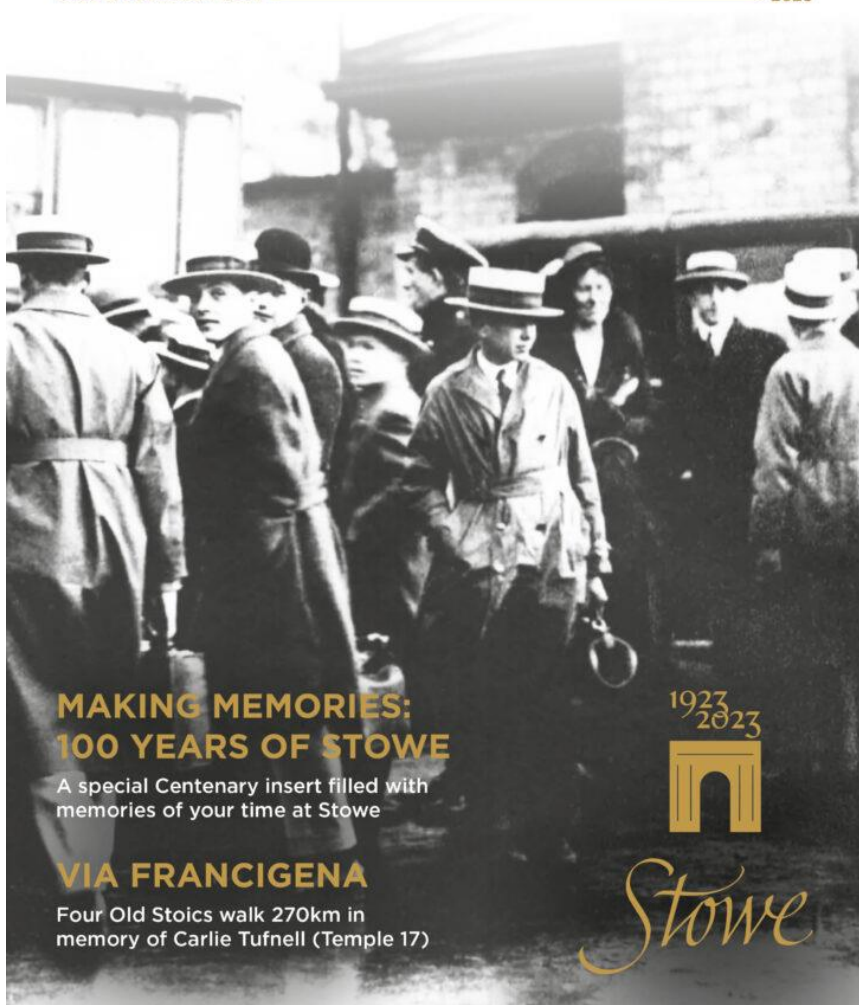
Senior Executives



THE CORINTHIAN

ISSUE 13: CENTENARY ISSUE

2023



THE MAGAZINE

Since its inception, our intention has been for *The Corinthian* to sit comfortably alongside other publications on an Old Stoic's coffee table or desk. Our readership is made up of professionals and opinion leaders in many different fields, with many different passions, each at different stages of their life journey. The quality and variety of articles, alongside the high standards of production make for a magazine deserving of the intellectual and enquiring minds that read it.

Our readers' shared connection with Stowe makes *The Corinthian* unlike any other publication they read. The brands who partner with us understand and value the unique position that Stowe holds in the hearts and minds of our readers, and the ability for *The Corinthian* to break through the marketing noise to reach a discerning group of consumers.

Alongside the print edition, we offer *The Corinthian* in a fully accessible digital format, enabling us to reach the widest possible audience. We will continue to mail printed magazines whilst, in an effort to reduce our carbon footprint and reduce costs, both our youngest and our international readers will have the option to 'opt in' for a hard copy or access digitally. The digital edition will contain more in-depth articles, galleries and video content. For advertisers this offers an all-year-round presence, the opportunity for interactive and engaging content, and 'click-through' for easier customer journeys.

We also provide opportunities for Old Stoics' business stories to be told through our Old Stoic social media channels. The 2024 issue will celebrate 50 years of girls at Stowe making it the perfect opportunity to engage with a female readership.

COMMERCIAL OPPORTUNITIES

Display Advertisements

INSIDE FRONT COVER:

Type: 170 x 262.5mm

Trim: 210 x 297mm

Bleed: 216 x 303mm

Old Stoic	Non-OS
£1250	£2500

PLUS:

6 months of leader board on website.
Space on a web page for one logo,
description and link

INSIDE BACK COVER:

Type: 170 x 262.5mm

Trim: 210 x 297mm

Bleed: 216 x 303mm

Old Stoic	Non-OS
£1000	£2000

PLUS:

3 months of leader board on website.
Space on a web page for one logo,
description and link

FULL PAGE:

Type: 170 x 262.5mm

Trim: 210 x 297mm

Bleed: 216 x 303mm

Old Stoic	Non-OS
£750	£1500

PLUS:

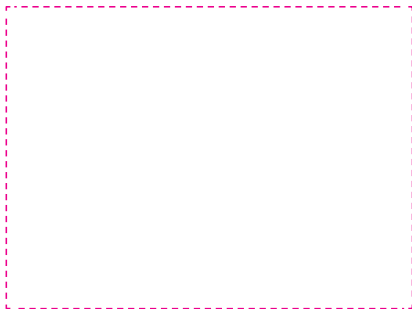
3 months skyscraper on website.
Space on a web page for one logo,
description and link

Display Advertisements

HALF PAGE (horizontal):

178 x 131mm

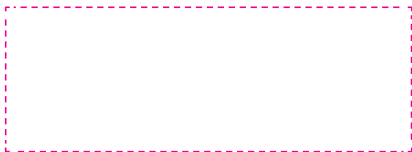
Old Stoic	Non-OS
£500	£1000



QUARTER PAGE (horizontal):

178 x 65mm

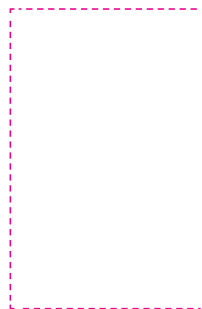
Old Stoic	Non-OS
£250	£500



QUARTER PAGE (vertical):

87 x 129mm

Old Stoic	Non-OS
£250	£500



EIGHTH PAGE:

87 x 63mm

Old Stoic	Non-OS
£125	£250



Notes: VAT is not applicable.

CONTACT US

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