

THE MAGAZINE FOR OLD STOICS

THE CORINTHIAN

MEDIA PACK
2020



ABOUT STOWE SCHOOL

Stowe is the 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. Pupils leave Stowe ready to embrace the challenges that lie ahead.

www.stowe.co.uk

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 by means of support, activities, connections and members' services.

www.oldstoic.co.uk



ABOUT THE STOWE COMMUNITY

Old Stoics

On leaving Stowe, all former pupils become Old Stoics and therefore receive a lifetime subscription to *The Corinthian*. The Old Stoic Community is made up of 10,590 people, aged between 18 and 103, postal addresses are held for 95% of members, along with 68% of email address. Old Stoic Membership represents an affluent ABI demographic. Magazines are dispatched to all members.

Parents

All Stowe Parents receive a copy of *The Corinthian*, annually. By nature, parents are an affluent and discerning group of individuals. Parents choose to 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

Stoics receive a copy of the Magazine each year. Exposure to the magazine inspires students about the breadth and success of the Old Stoic community.



READERSHIP

MAILED TO
9,500
OLD STOICS
AND CURRENT
PARENTS

Annual
Spending
Power
£528M

Assets of over
£6 Billion



THE NEW CORINTHIAN

In 2017 we launched a revamped Corinthian. 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.

However, our readership's shared connection with Stowe make it unlike any other publication they read. In an era where content is profuse, publishers find it increasingly hard to get to their intended readership. The Stowe connection gets The Corinthian into the hands of our readers; in fact, many Old Stoics collect issues with fondness, with a line of the magazines adorning their shelves.

The brands who partner with us understand and value this unique position that Stowe holds in the hearts of our readers, and the ability for The Corinthian to break through the marketing noise to reach a discerning group of consumers.

Alongside the aesthetic updates being introduced to The Corinthian in 2017, we are making the magazine a truly digital experience. Whilst we will continue to mail printed magazines to our entire readership, the experience is enhanced by a dedicated, mobile optimised online magazine. This 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 introduced regular email shots to our readership throughout 2017 to 'push' content out to our audience and provide many new opportunities for brands.

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ISSUE 09

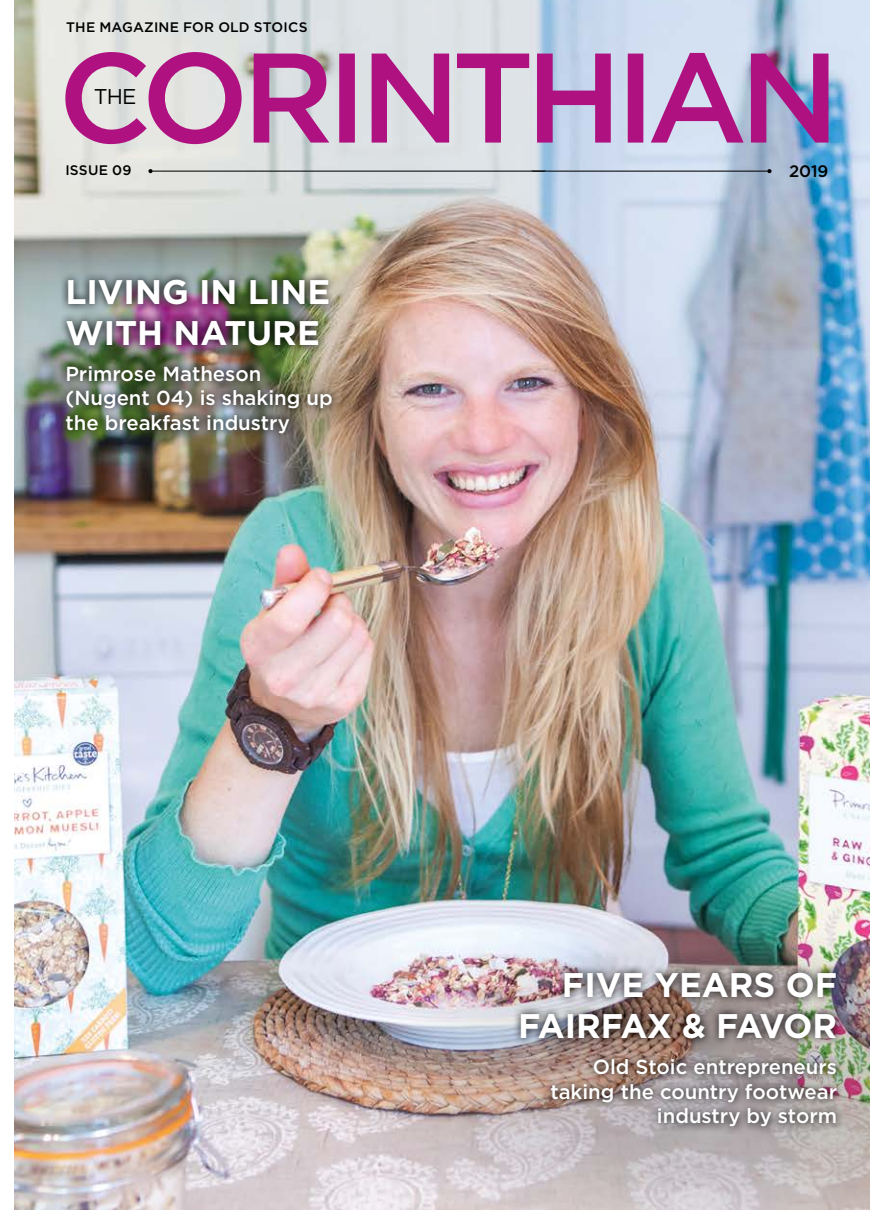
2019

LIVING IN LINE WITH NATURE

Primrose Matheson (Nugent O4) is shaking up the breakfast industry

FIVE YEARS OF FAIRFAX & FAVOR

Old Stoic entrepreneurs taking the country footwear industry by storm



COMMERCIAL OPPORTUNITIES

New bespoke ad formats have been developed to enhance advertising opportunities.

INSIDE FRONT COVER:

Type: 176 x 275mm

Trim: 210 x 297mm

Bleed: 216 x 303mm

Old Stoic	Non-OS
£1500	£2500

PLUS:

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

INSIDE BACK COVER:

Type: 176 x 275mm

Trim: 210 x 297mm

Bleed: 216 x 303mm

Old Stoic	Non-OS
£1500	£2000

PLUS:

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

FULL PAGE:

Type: 176 x 275mm

Trim: 210 x 297mm

Bleed: 216 x 303mm

Old Stoic	Non-OS
£950	£1500

PLUS:

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

Notes: VAT is not applicable. Advertising companies will be mentioned and thanked in the Editor's Welcome. Repeat booking discount is available

HALF PAGE (horizontal):

183 x 136mm

Old Stoic	Non-OS
£495	£1000

**QUARTER PAGE (horizontal):**

183 x 65mm

Old Stoic	Non-OS
£225	£500

**QUARTER PAGE (vertical):**

89.5 x 135mm

Old Stoic	Non-OS
£225	£500

**EIGHTH PAGE:**

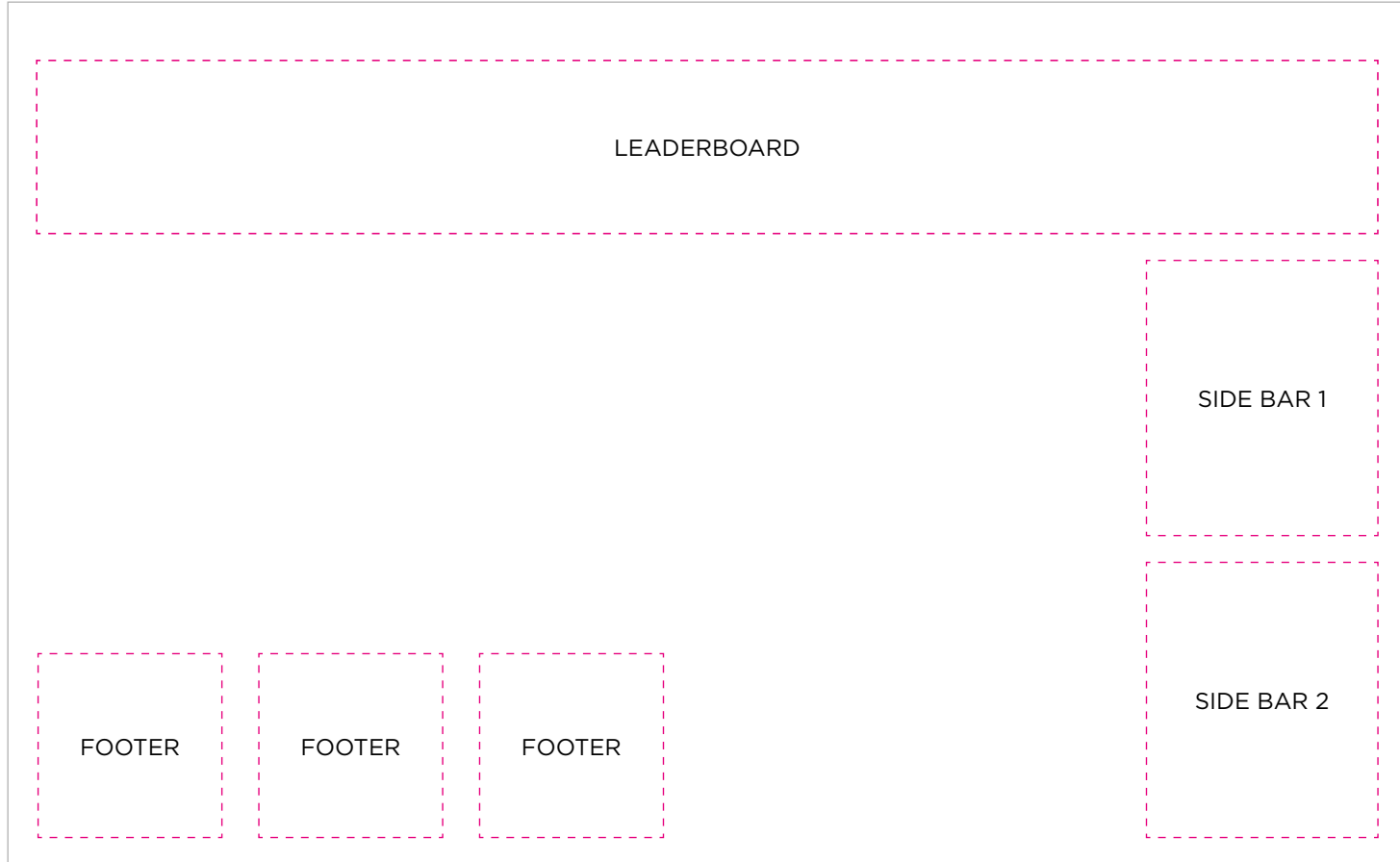
89.5 x 66mm

Old Stoic	Non-OS
£120	£250



Notes: VAT is not applicable. Advertising companies will be mentioned and thanked in the Editor's Welcome. Repeat booking discount is available

ONLINE ADVERTISING OPPORTUNITIES

**LEADERBOARD:**

Present on all pages

SIDE BAR:

Present only on content pages

- option available to select a specific article on request

FOOTER:

Present on all pages

CONTACT US

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