

# AUTUMN TALES

purple dragon



MEDIA PACK 2019

# ABOUT PURPLE DRAGON

Purple Dragon is a private members club for ultra-high net worth families. An urban country club for the super wealthy, it is the world's best family club – a place for children, that loves adults.

With a flagship in the heart of Chelsea, Purple Dragon was launched on the ethos of 'family time well spent.' Opening in 2008, it has maintained a long waiting list ever since.

With a second club in Putney and new locations targeted for the US, Gulf and East Asia, alongside additional London clubs, the brand is expanding globally to meet demand from its international membership base.

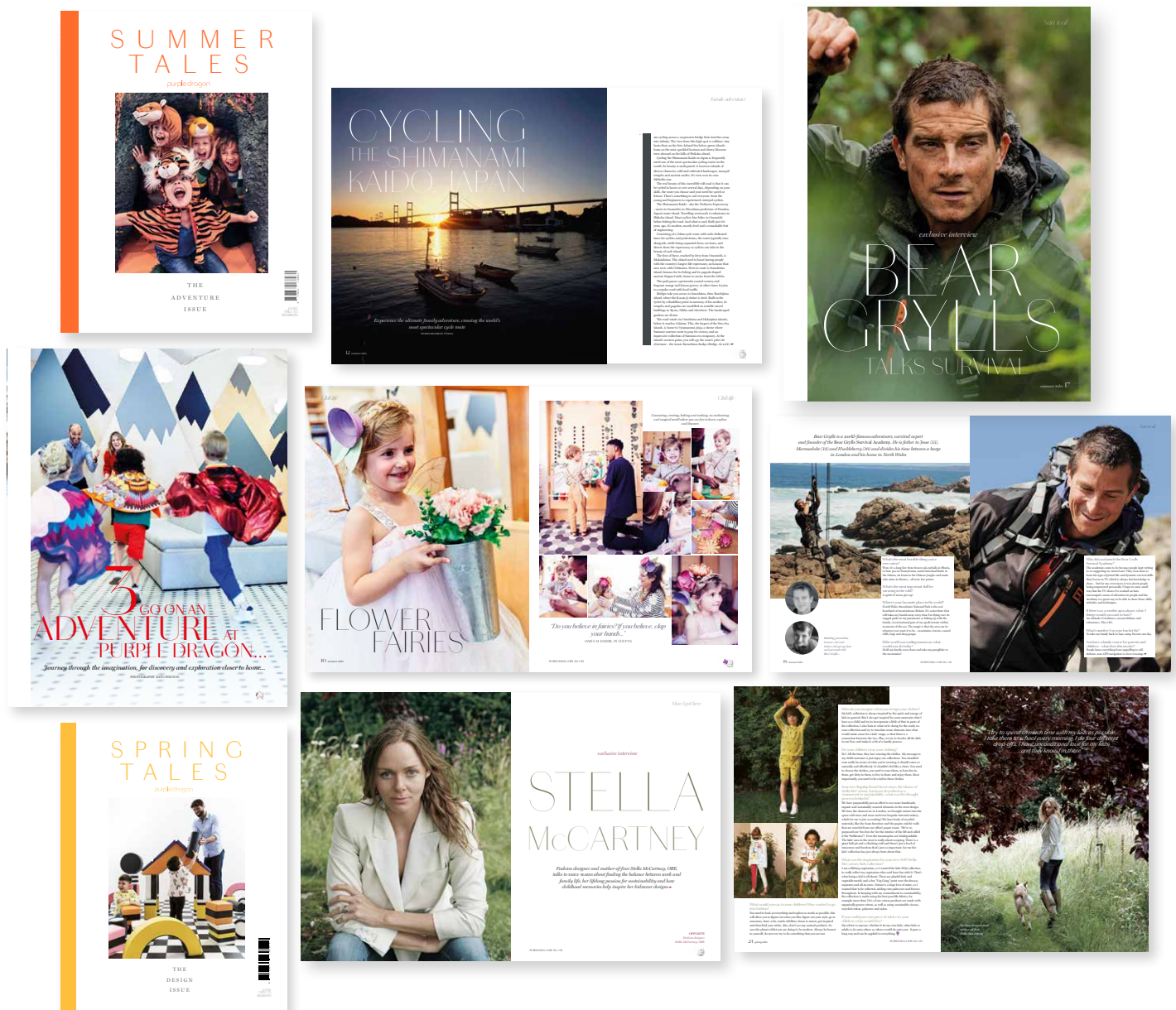


Q. "Do you have a secret pleasure?" | The Telegraph

A. "Potato printing at Purple Dragon with Harper."

*Victoria Beckham*





Autumn Tales is a quarterly, luxury lifestyle magazine enjoyed by *Purple Dragon* members, prospective members and select partners.

Working with a renowned creative and editorial team, the look and feel of the magazine reflects the highly premium offering at the clubs.

*Autumn Tales* ‘the fashion issue,’ *Winter Tales* ‘the education issue’ and *Spring Tales* ‘the art issue’ are all due for 2019/20.

We are offering a unique opportunity for your brand to feature in this beautiful publication, with direct access to our exclusive, ultra-high net worth audience.



*Emily Seares, Editor*

A renowned editor and journalist, with over 10 years' experience specialising in luxury, fashion and lifestyle. She contributes to a range of national newspapers and magazines, is regularly interviewed as an expert for the BBC and was listed number 24 in British Vogue's Digital Powerlist Top 100.



*Darren Holdway, Creative Director*

An accomplished creative director with over 20 years' experience within food, luxury, lifestyle and interiors. Specialising in launches and 360 redesigns of high profile brands such as Country Living and Jamie Oliver, he has an outstanding ability to transform a concept into visual narrative.

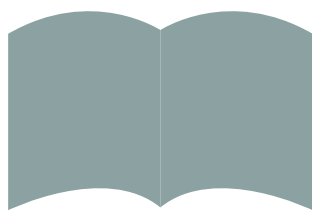


*Nato Welton, Photographer*

After graduating with a fashion and design degree, British-born photographer Nato Welton was snapped up by The World Of Interiors magazine. He has shot portraits and lifestyle photography for leading UK titles such as Vogue, Tatler and Vanity Fair.

# TOP READERS

*Readers of the magazine are typically high to ultra-high net worth, international families from the worlds of film, media, sport, business and finance*



## *Circulation*

4000

The magazine is posted directly to all club members, waiting list and prospective members, alongside select distribution partners

**Readership: 32,000**

## *Average age*

37



## *Number of children*

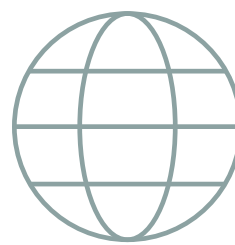
2.6



## *Number of London Homes*

2.6

London Homes: Chelsea, Belgravia, Knightsbridge, Mayfair, Marylebone, Fitzrovia, Regents Park, St Johns Wood, Notting Hill, Hampstead, Putney, Fulham, Parsons Green, Wimbledon, Chiswick, Barnes, Clapham, Kew, Richmond.



## *Countries/Nationalities*

British **35%**

Gulf **15%**

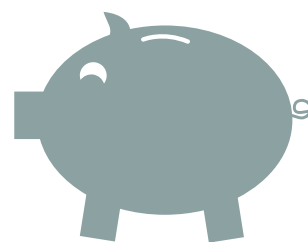
European **28%**

American **6%**

East Asian **8%**

Indian **3%**

Other **5%**



## *Typical Household Income*

**Chelsea £700k - 23m+**

**34% Ultra High Net Worth (£23m+)**

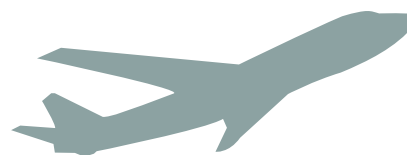
**37% Very High Net Worth (£3.8m - £23m)**

**29% High Net Worth (£700k - £3.8m)**



## *Professions*

Media, Entertainment, Sport, Finance, Professional Services, Property, Pharmaceuticals, Manufacturing, Mining, PetroChem, Heavy Industry, Fashion and Philanthropy



## *Holidays*

average 5 trips per year

# MEMBERSHIP INSIGHTS

*Members are savvy and*  
INTERCONNECTED

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MONEY-CAN'T-BUY  
OPPORTUNITIES  
AND FIRST-TO-KNOW

EXCLUSIVE  
ACCESS  
IS IMPORTANT

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*Age range is typically*  
25-45  
*for Mum's and*  
35-75  
*for Dad's*

90%  
*parents/families*  
*at the weekend*

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ONLY 1  
*bodyguard per child,*  
*in the club at one time*

MEMBERS OWN PLANES OR  
TYPICALLY FLY FIRST CLASS,  
OR BUSINESS CLASS

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*Clubs have an*  
85-95%  
*retention rate*

MEMBERS HOLIDAY IN THE CARIBBEAN IN WINTER, SKIING  
IN FEBRUARY, MIAMI IN APRIL AND MYKONOS OR THE  
SOUTH OF FRANCE DURING THE SUMMER





“Purple Dragon is the most  
relaxing day you’ll have  
with your kids, ever.”  
*Purple Dragon Member*

“Parents will love this place,  
just as much as their  
kids do. Just heavenly.”  
*Harpers Bazaar*

Premium service and quality are intrinsic to the brand. Clubs offer state-of-the art facilities for music, dance, art, design, cooking, sport and imaginative play. Play Buddies provide facilitated play in every room, speaking 26 different languages including Mandarin, Spanish, Cantonese and Arabic.

# SERVICES







*Purple Dragon is an environment where families can escape the stresses of big urban centres and enjoy effortless, guilt-free, family time together. Clubs offer over 100 different activities, from sculpting and cookery to water polo or underwater photography.*

## ETHOS

Purple Dragon is all about having a good time, hanging out and building positive, happy memories. Making the time you have together really count. The brand puts children at the heart of what it does, ensuring 'family time well spent'. It is about togetherness and traditional family values.

Clubs encourage 'freedom in the city' allowing children to explore, discover, socialise and learn. Brands engaging with the Purple Dragon membership will do so in a very positive, relaxed and family-orientated environment

"What can I say...  
Purple Dragon is the  
stuff of dreams."  
*Purple Dragon Member*

"Everything you approve  
of for your kids (even when  
you can't be there)."  
*Purple Dragon Member*



## ADVERTISING RATES

DPS: £7,995

Back Page: £6,495

Single page: £4,495

Half page £2,995

Advertorial, starting from £6,995 for a single page

This is a unique opportunity to access and engage with our exclusive audience in a relaxed, family-orientated environment

## FORWARD THEMES

**Aug-Oct 2019**

*Autumn Tales* 'The Fashion Issue'

**Nov-Jan 2019/20**

*Winter Tales* 'The Education Issue'

**Feb-April 2020**

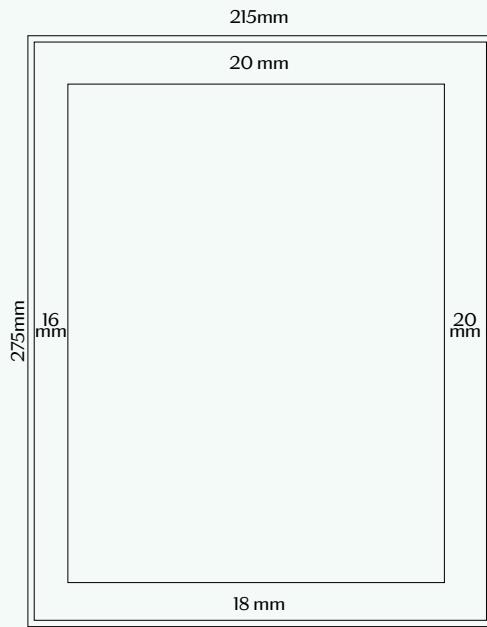
*Spring Tales* 'The Art Issue'

**May-July 2020**

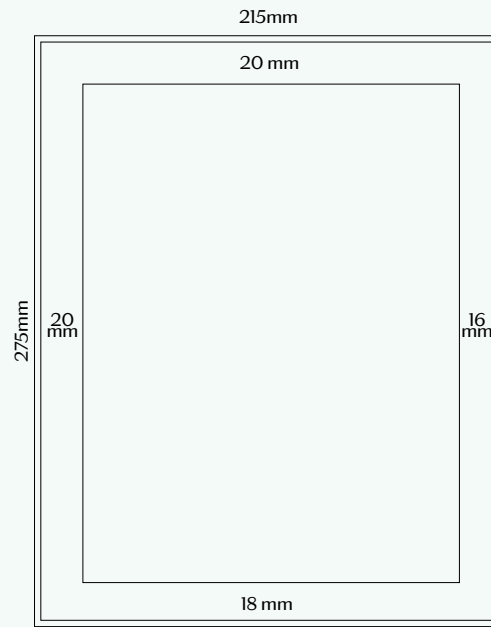
*Summer Tales* 'Future Worlds'  
(the tech issue)

**Aug-Oct 2020**

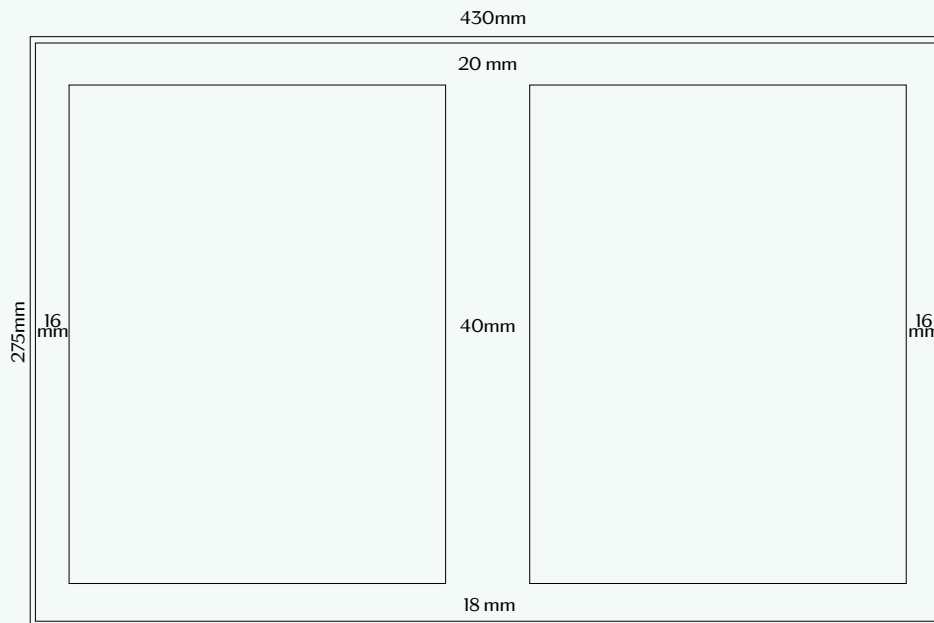
*Autumn Tales* 'The Food Issue'



Left page



Right page



Double page spread

## TECHNICAL SPECS

Single Page: 215w x 275h, text area 179w x 237h

Double Page Spread: 430w 275h, text area 398w x 237h

Please ensure all artwork is supplied with a 3mm bleed

Promotion pages: please provide imagery at 300dpi, similar in size to how it will be seen on page



## GET IN TOUCH

If you are interested in discussing a future partnership with Purple Dragon, please contact:

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purple dragon®

*The world's best family club*