

tales



PARTNERSHIP OPPORTUNITIES 2021



purple dragon

The world's best family club

WHAT IS PURPLE DRAGON?

Purple Dragon is a multi-award winning private family members' club, with a flagship in Chelsea. An urban country club for ultra-high net worth families, it was launched in 2008 on the ethos of 'family time, well spent.'

Described as 'the world's best family club,' Purple Dragon is the place for children, that loves grown-ups. With new locations targeted for the US, Gulf and East Asia, the brand is expanding globally to meet demand from its international membership base.

"Parents will **love this place**, just as much as their kids do. **Just heavenly.**"
HARPERS BAZAAR

Q
"What's your **favourite thing** about **London**?"
SKY NEWS

A
"Purple Dragon and the **Natural History Museum**"
MATTHEW MORRISON

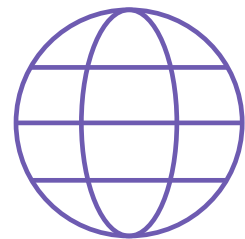
Q
"Do you have a **secret pleasure**?"
THE TELEGRAPH

A
"Potato printing at **Purple Dragon** with **Harper**"
VICTORIA BECKHAM



THE FIGURES

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



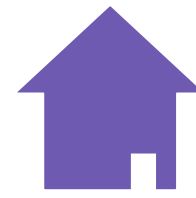
Countries/Nationalities
British 35%
Gulf 15%
European 28%
American 6%
East Asian 8%
Indian 3%
Other 5%



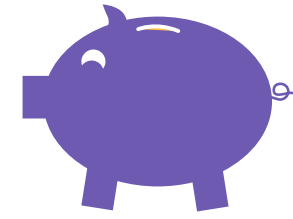
Number of children 2.6

Average age

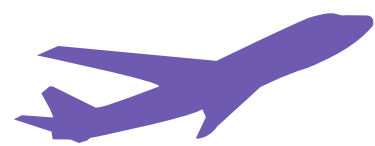
37



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.



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)



Holidays
average 5 trips per year



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



ADVERTISING OPPORTUNITIES



WHAT DOES IT MEAN TO BE A PURPLE DRAGON PARTNER?

A bespoke opportunity to work with the Purple Dragon brand and its membership throughout the course of 2021. Direct access to a niche, ultra-high net worth, hard-to-reach and highly engaged audience, across a range of editorial, advertorial and direct opportunities, both print and digitally.





MEET THE TEAM



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.

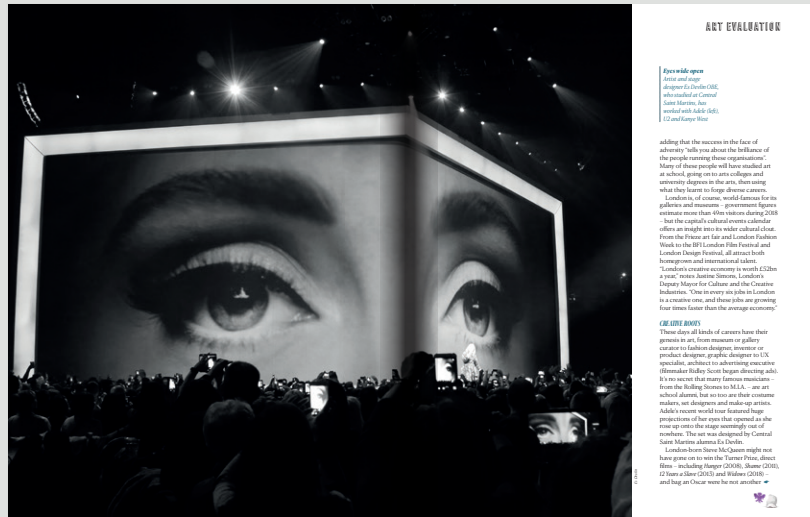
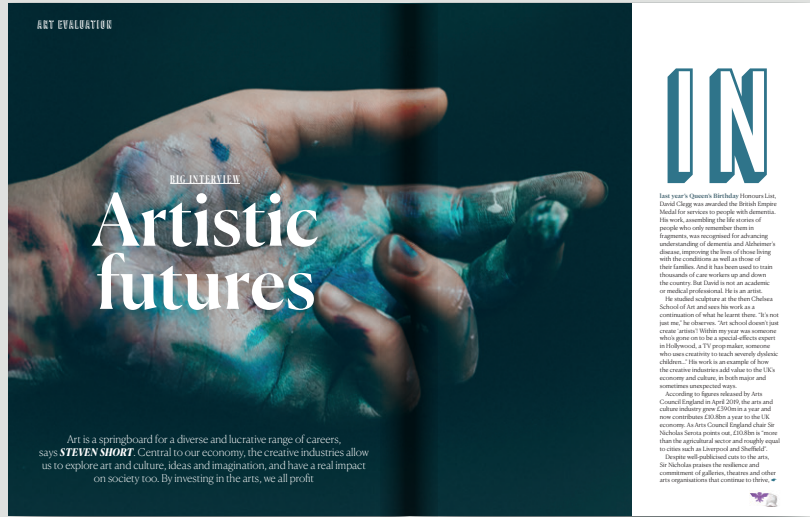


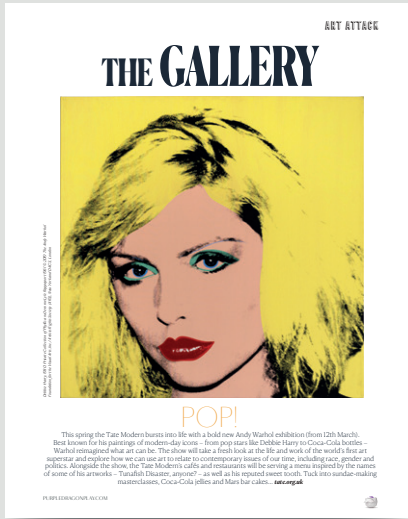
DARREN HOLDWAY, CREATIVE DIRECTOR

A highly accomplished and award winning integrated Creative Director with over 20 years' experience of building and bringing high profile brands to life within luxury, lifestyle, fashion, food and interiors, including Country Living and Jamie Oliver.



Tales is the online luxury lifestyle magazine for Purple Dragon, reflecting the highly premium offering at the club and lifestyle of its members. *Tales* includes beautiful, exclusive photoshoots, articles written by renowned journalists and interviews with the likes of Stella McCartney, Natalia Vodianova and Bear Grylls.





Tales has a distribution of approx 5k and is posted directly to our members and distributed to a selected group of luxury hotels, local prep schools, estate agents and strategic partners.

MEMBERSHIP INSIGHTS

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

71%
ENGAGEMENT
RATE &
60%+
OPEN RATE OF
MEMBER EMAILS

90%
PARENTS/
FAMILIES
AT THE
WEEKEND

AGE RANGE
IS TYPICALLY
25-45
FOR MUMS &
35-75
FOR DADS

Members are savvy and
INTERCONNECTED

EXCLUSIVE
ACCESS IS
IMPORTANT

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

Our club has an
85-95%
retention rate

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

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



SE
RV
CE

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

PURPLE DRAGON MEMBER

Premium service and quality are intrinsic to the brand. Our Club offers 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.

Our concierge team welcomes an average of 320 families to the club every weekend.



Purple Dragon is an environment where families can escape the stresses of big urban centres and enjoy effortless, guilt-free, family time together. Our Club offers 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.

Our Club encourages '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

CASE STUDY

BOGGIO STUDIOS

*Award-winning
and internationally
-renowned
photographer
Julia Boggio has
been working with
Purple Dragon
for over 8 years*



Boggio Studios were looking for a brand with an established relationship of trust and an affluent client base in the family market - traditionally a very difficult audience to access. Having advertised and partnered with Purple Dragon and *Purple Dragon Tales magazine*, Boggio Studios enjoyed a significant increase in new clients and orders.

"After I started working with Purple Dragon my average sales tripled. I've also achieved occasional very large five-digit orders, which is extremely good for a family portrait studio.

I've worked with Purple Dragon for many years. They ensure our working relationship remains successful for both of us, and that our partnership is a happy one." Julia Boggio

PRINT ADVERTISING RATES

DPS

£2,950

Single page

£2,450

Half page

£1,995

Back Page

£2,995

Advertorial

starting from £2,950 for a single page

Please get in touch with the team to discuss direct, editorial and advertising opportunities bespoke to your business.

TECHNICAL SPECS

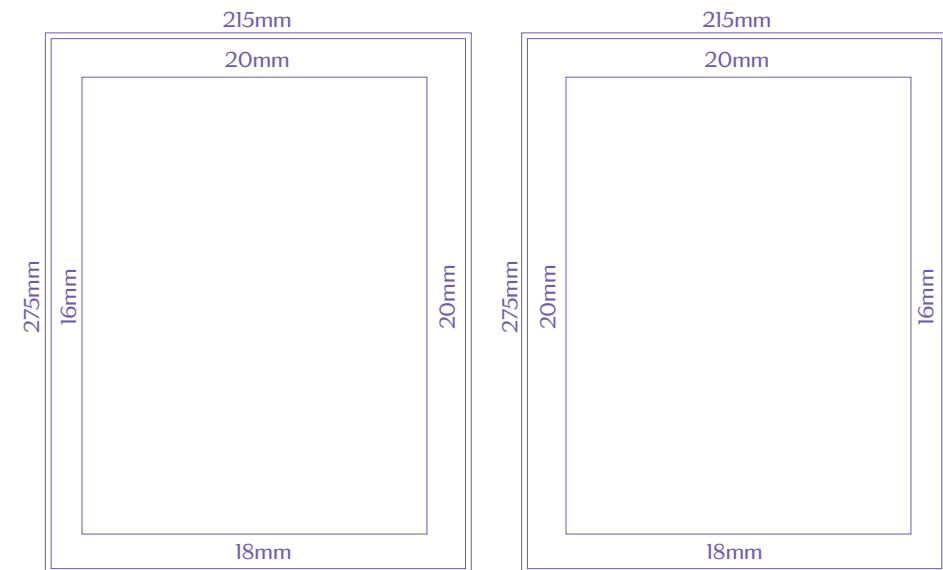
Single Page: 215w x 275h
Double Page Spread: 430w 275
Half page vertical: 107 x 275
Half page horizontal: 136 x 215

Please ensure all artwork is supplied
with a 3mm bleed

Please provide imagery at 300dpi, similar in size
to how it will be seen on page

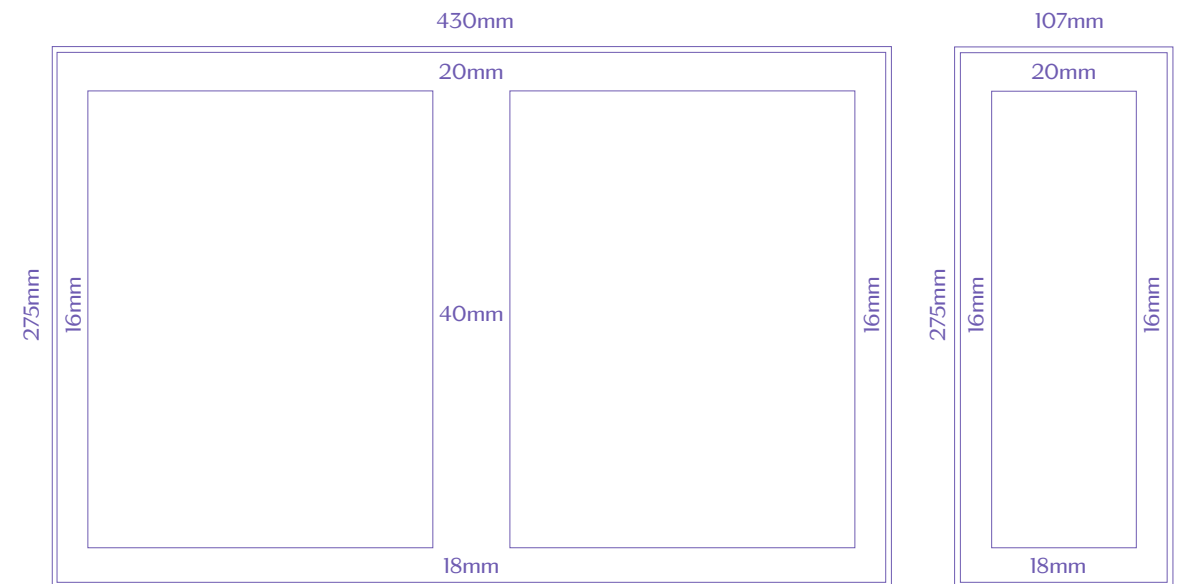
Advertorials where photoshoots are required
can also be arranged and price determined accordingly based
on your preferred usage.

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



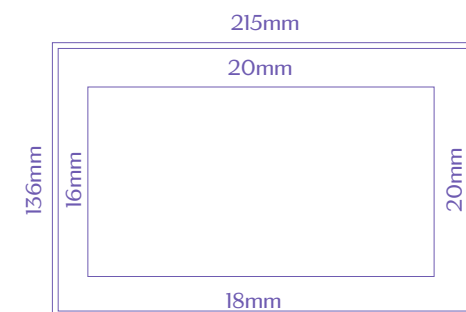
Single left page

Single right page

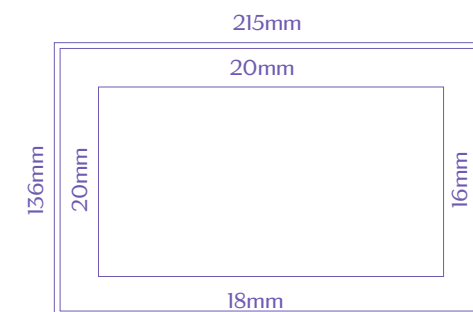


Double page spread

Half page vertical



Half page horizontal left



Half page horizontal right

GET IN TOUCH

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

Head of Marketing and Advertising

Jo Tiller

jo.tiller@purpledragonplay.com



purple dragon®

The world's best family club