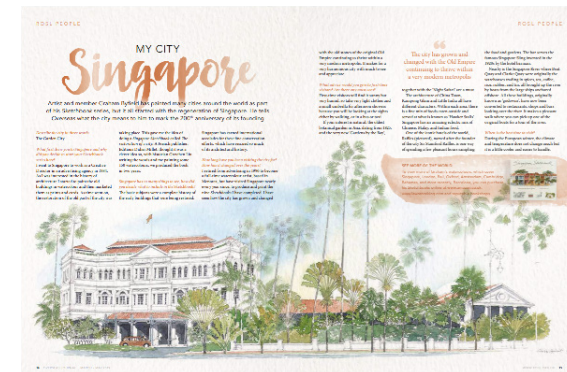


OVERSEAS MEDIA PACK 2021

The Quarterly Journal of the Royal Over-Sea League



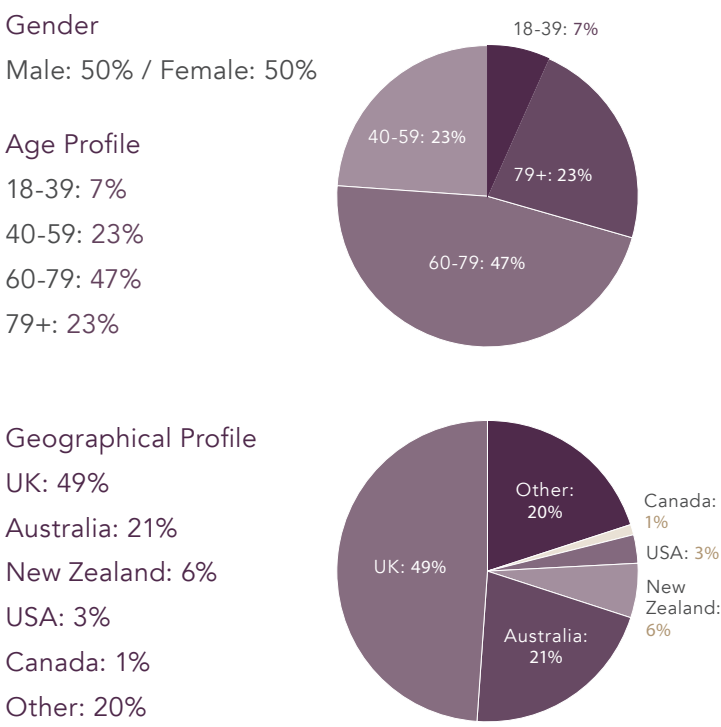
The Royal Over-Seas League (ROSL) is a unique not-for-profit private members club in the heart of Mayfair. ROSL was founded on forward thinking-liberal principles, championing friendship and understanding through a diverse portfolio of social activities which supports young artists, musicians, and writers. ROSL have been bringing members together from around the Commonwealth and beyond since 1910.



The Membership

- Overseas is read by our 12,000 members globally.
- Nearly a quarter of our members join through links with a partnership organisations; either cultural organisations such as the Friends of the RA, Friends of Covent Garden, National Trust or professional bodies such as The Law Society, RIBA and RICS.
- Our members are professionals who frequently travel for business and pleasure.
- Our members share a love of culture, history and music.
- With members from 96 countries worldwide the club has a truly international audience. The majority of current members are in early retirement but this does not deter them from travelling and seeing the world. Many of our members have lived or worked overseas, so travel is second nature to them and they continue to enjoy exploring new places.
- Members based in Australia, New Zealand and Canada visit during the summer, using the clubhouse as a base before joining tours and trips around the UK and Europe.
- Younger member programme of under 35s brings young professionals into the club for social and networking events.

Demographics



Deadlines and Publication Dates

MAGAZINE ISSUE	ARTWORK DEADLINE	INSERT DELIVERY DATE	MAIL OUT DATE
March-May 2021	11 January 2021	10 February 2021	22 February 2021
June-August 2021	5 April 2021	5 May 2021	24 May 2021
September-November 2021	9 July 2021	6 August 2021	23 August 2021
December-February 2022	8 October 2021	5 November 2021	26 November 2021

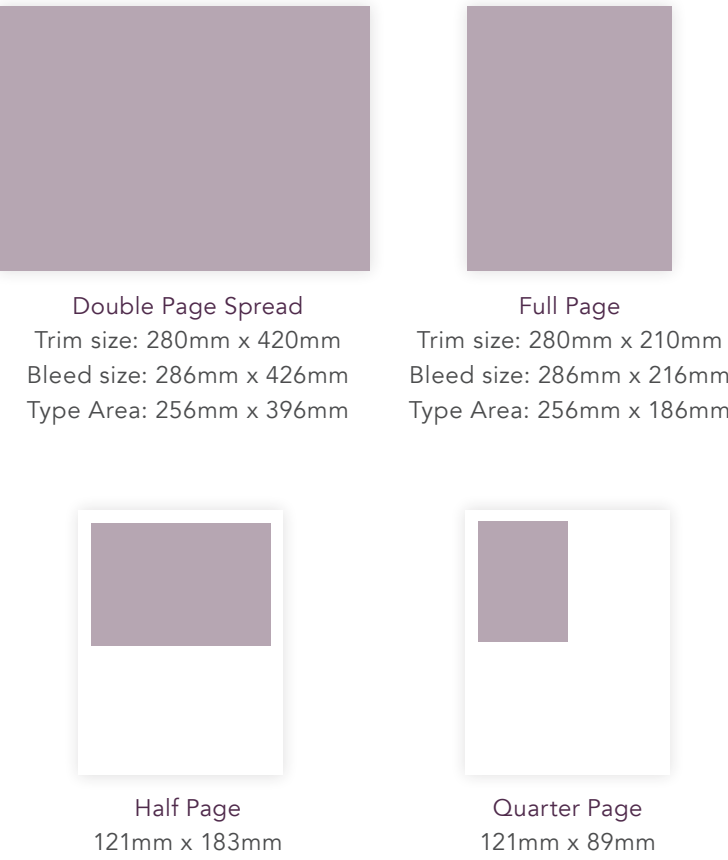
Rate card

AD SIZE	PRICE
Double page spread	£1600 +VAT
Outside back cover	£1500 +VAT
Inside front cover	£1400 +VAT
Full page colour	£1200 +VAT
Half page colour	£750 +VAT
Quarter page colour	£450 +VAT

Inserts

£100 per thousand
Format up to A4 size
Weight limit 10g
Excess weight - on application

Mechanical specifications



E-newsletter

Campaigns sent twice monthly to 7,000 opt-in addresses.

Average open rate: 50%+

Average click rate: 20%+

Specifications

600 x 200 pixels (W x H)

Format: Gif, animated Gif or JPEG

Price: £300

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