BESPOKE BLACK BOOK

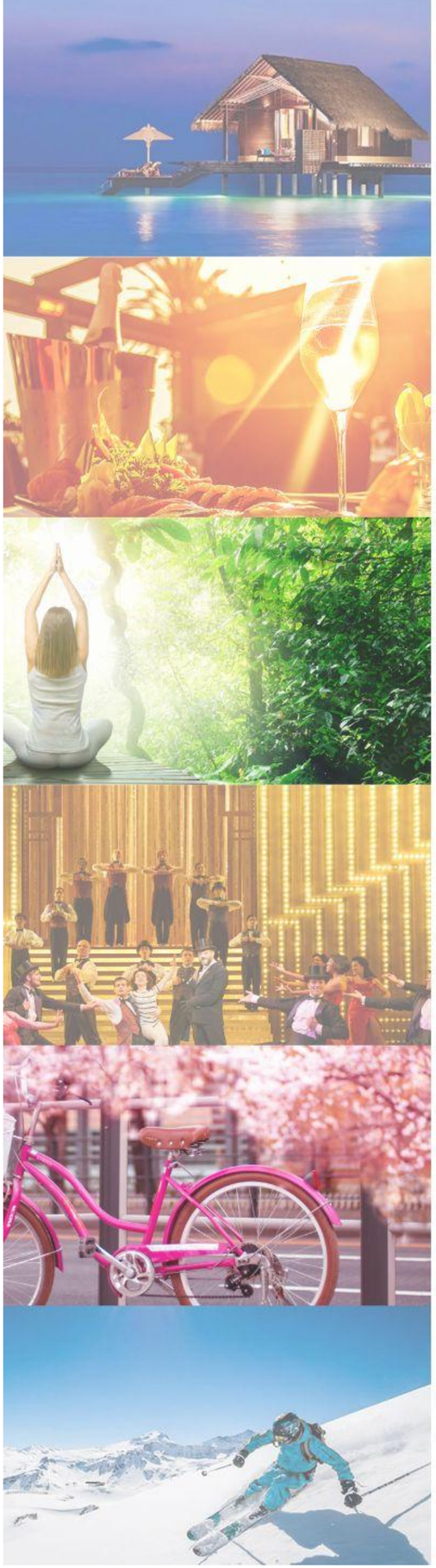
Luxury is about the experience, not the price tag.

MEDIA KIT

BESPOKE BLACK BOOK LTD.

CO. REG NO: 08468638 EMAIL: info@bespokeblackbook.com

www.thebespokeblackbook.com



Bespoke Black Book Audience

For us luxury is about the experience, not the price tag. We aim to be the indispensable guide to the luxury lifestyle, but we also feel strongly about equal rights, social responsibility and ethical behaviour. We work with a diverse global team of writers and we love to highlight eco-conscious brands and sustainable ways to enjoy luxury. Our story-led content is crafted with integrity and a dash of humour, describing our own real experiences of products and services across the globe, and providing our readers with high-quality articles and hand-picked personal recommendations.

Bespoke Black Book Audience

UVPM: 165,000

Socials

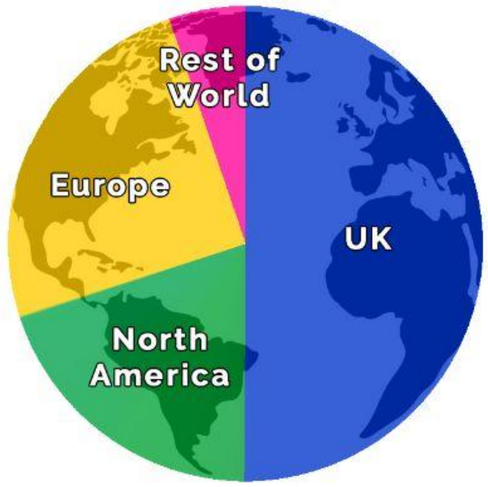
30,000 Followers

12,000 Followers

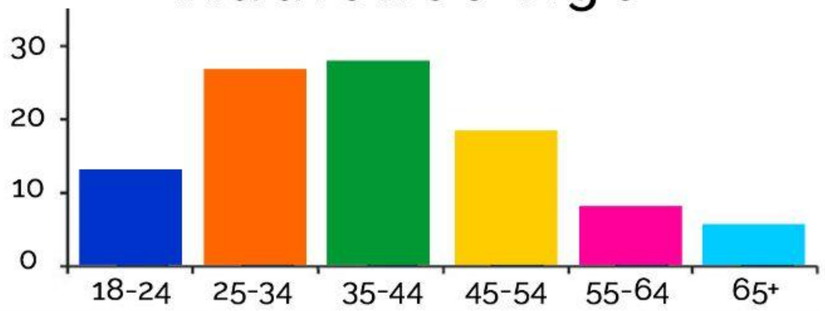
11,000 Followers

NEWSLETTER
29,000 Subscribers

Geographical Audience

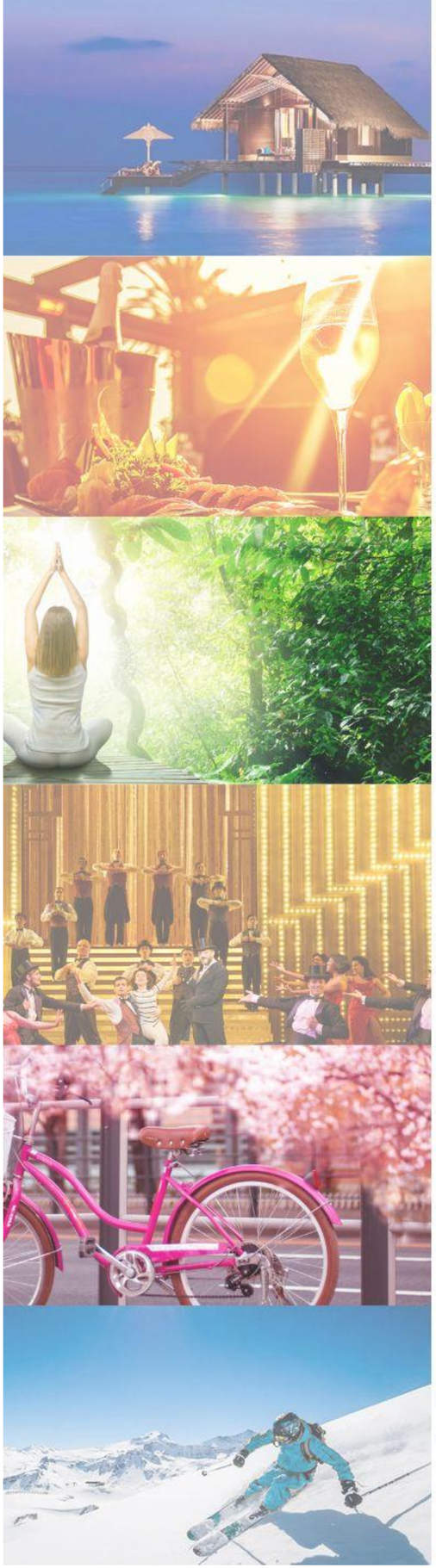


Audience Age



Audience Gender

♀ 52% ♂ 48%



Eluxe Audience

ELUXE is the world's first ever sustainable luxury fashion and lifestyle online magazine.

As the world's first sustainable luxury publication, Eluxe Magazine delivers online information and inspiration every single day. From eco-chic fashion and natural beauty to organic food and responsible travel Eluxe Magazine is the world's leading voice on eco-luxury living.

Eluxe

UVPM: 300,000

Socials

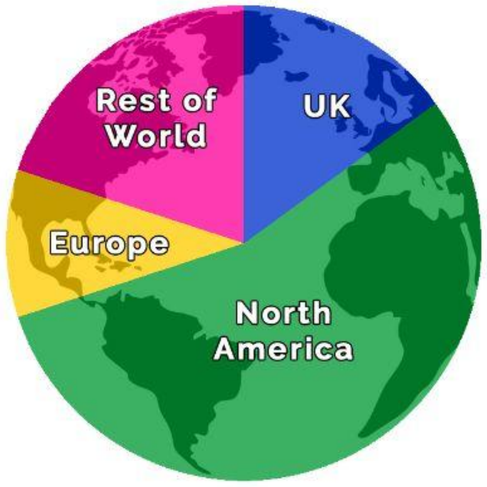
22,500 Followers

45.000 Followers

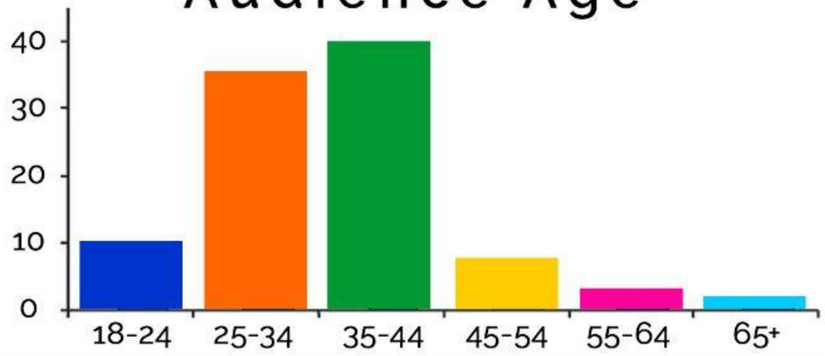
11,700 Followers

NEWSLETTER 25,000 Subscribers

Geographical Audience



Audience Age



Audience Gender

♀ 77% ♂ 23%

The Mindful Media Group

The Bespoke Black Book is part of The Mindful Media Group which includes our media partner Eluxe Magazine. As partners we have the ability to share editorial and advertorial content across multiple platforms which offers our partners higher engagement in return for their investment. Being part of this group also allows us to support mutual projects including the Eluxe Awards and non-profit charity The Clean Ribbon.

Mindful Media Group Audience

UVPM: 465,000

Combined Socials

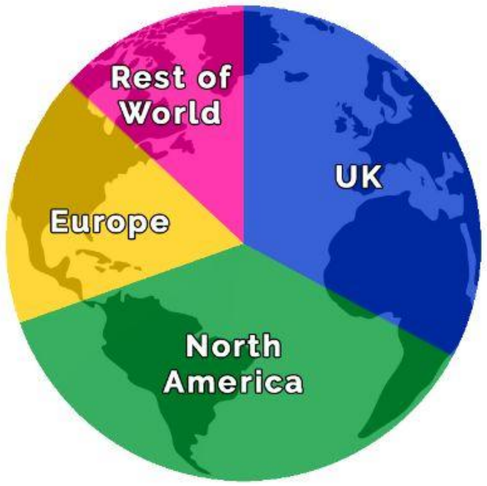
52,500 Followers

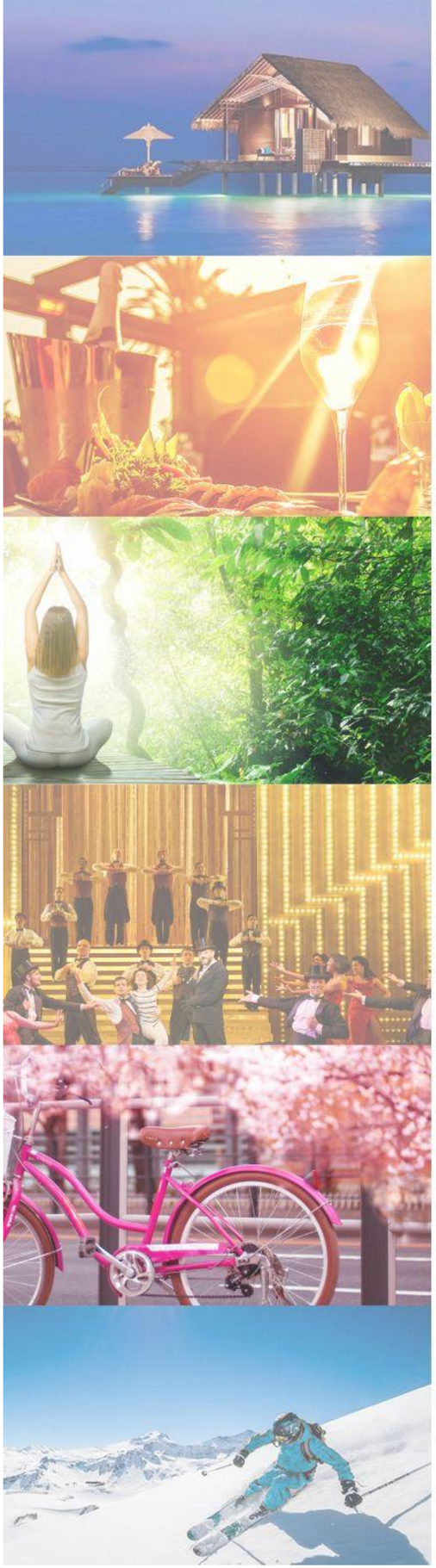
57,000 Followers

21,700 Followers

NEWSLETTER
54,000 Subscribers

Geographical Audience





Some brands we work with

Four Seasons
Fairmont Hotels & Resorts
W Hotels Worldwide
Shangri-La Hotels and Resorts
The Ritz-Carlton
St Regis
British Airways
virgin atlantic
Qatar Airways القطرية
easyJet
KLM
Eurostar
Austria arrive and revive
France.fr
Dubai
Aruba One happy island
amazing Thailand
México
Relais & Chateaux
Le Guide Michelin
Gault&Millau l'expert gourmand
Galvin Restaurants
Gordon Ramsay Group
Caprice restaurants
Audi
Lexus
Bvlgari
antler
Selfridges&Co
Holland & Holland London 1835
RA
National Theatre
Royal Opera House
Philips
Made.com
Traeger
Tirol
Atomic
Salomon
Alberta Canada
St. Moritz Top of the World
Arc'teryx