

Best of Luxury

Rich List Edition

PUBLISHED WITH THE SUNDAY TIMES *magazine*

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE MAGAZINE AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)



The **Best of Luxury** is a full-colour, A4-sized double-page spread of advertorial content published in *The Sunday Times Magazine*.

The *Sunday Times Rich List* is a list of the 1,000 wealthiest people or families resident in the United Kingdom ranked by net wealth. The list is updated annually and published as a special edition magazine supplement with *The Sunday Times*.

The **Best of Luxury** will serve as the essential guide for quality product inspiration and is an excellent opportunity to reach this more affluent audience. It showcases a selection of high-quality products, services and experiences, ranging from watches and jewellery, indulgent foods, statement pieces, and award-winning tipplers, to designer fashion and high-end travel options.

Best of Luxury

Being a little more sophisticated than the average, but it doesn't mean you're not a bit of a snob. Here's a selection of products and services that will make you feel like a VIP.

Discover more about it all on the [Best of Luxury website](#) and follow @bestofluxury on Twitter.

Timeless and unique jewellery

Elizabeth Clark

Visit [elizabethclark.co.uk](#) to view Elizabeth's wonderful pieces.

Own a yacht without hassle

Sunsail

Visit the team at the Boat Show.

The perfect gift for wine lovers

Coronation

Get it all on the [Coronation website](#) or call 0203 888 888.

Conway Stewart – the British pen

Visit [conwaystewart.com](#) or call 0203 888 888.

London fine wine and rare whisky

Visit [londonfine.com](#) or call 0203 888 888.

The ultimate award-winning smoked salmon and caviar

Visit [londonfine.com](#) or call 0203 888 888.

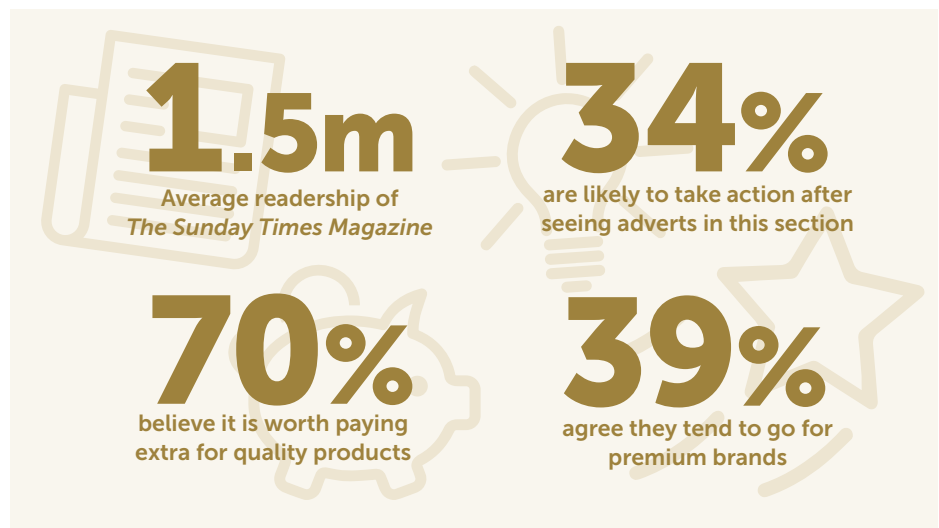
Striking Art Deco posters

Visit [londonfine.com](#) or call 0203 888 888.

Published within *The Sunday Times Magazine Rich List*, the **Best of Luxury** is the perfect shop window for showcasing your company's products and services to an audience with a high disposable income, who are looking for new and exciting ways to spend their money.

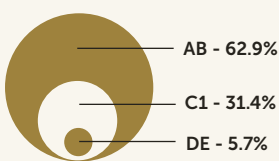
PARTICULARLY CONSIDERING

- Around 50% of the audience are likely to convince others about products and services that interest them
- Over 70% believe it is worth paying extra for quality goods
- Around 39% of readers agree that they tend to go for premium brands.



DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 588,494 printed copies of *The Sunday Times* are circulated
- 1,504,000 print readership of *The Sunday Times Magazine*
- Distributed UK wide

RATE CARD

Third page	£9,000
Quarter page	£6,750
Sixth page	£4,500
Competition upgrade	£1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK