



Acquisition Campaigns  
and Brand-Building in  
live environments



# Who we are....

**Gold Key Media** are the **UK's premier audience engagement agency** for the publishing industry.

We work with publishers to understand their **target audience**, then design **bespoke plans** to deliver their objectives.

Our Events Division runs **subscriptions marketing campaigns** aimed at capturing new subscribers at key times and locations, in live environments.

We works with **leading international events** such as the World Economic Forum, Wimbledon, Farnborough Airshow, Frieze Art Fair, and Political Conferences.

Our industry-leading venue team allows us to **execute marketing activities** within exclusive locations such as corporate buildings.

We also sell subscriptions to small businesses via **GKM Subscriptions**.



# Events

- Publishers able to select from a vast range of Events including Sport, Travel, Literary, Art, Airshows, Luxury sectors
- Highly targeted audience with detailed demographic information
- Captive audience within event location
- In a purchasing frame of mind – consumers looking for ‘show offers’
- Bespoke, branded subs desks or concepts such as the ‘Spectator Bike’
- Specialist sales staff on hand to take consumers through sign-up process
- The Spectator at Conservative Party Conference – up to 12k visitors including MPs, MEPs, VIPs and Sponsors
- Competitions to capture data for future marketing



# Corporates

- Iconic City locations such as The Shard, Leadenhall Building, The Gherkin
- Blue Chip corporate brands including Deutsche Bank, Credit Suisse, HSBC, Microsoft, Facebook
- Reach up to 400,000 people per day
- Detailed demographics including employee and visitor numbers, gender splits, average age and tenant companies
- Affluent corporate audience
- Promote subscriptions in place of work with an activation or special offer
- Multiple bites of the cherry as employees pass in and out of building
- Pre and post marketing such as internal advertising screens



# Shopping Centres

- Select from Westfield, Intu, or regional shopping centres
- Range of prime locations and sizes available, location fees vary
- 360 degree circular subs desks to ensure maximum visibility
- Support with digital screens playing advertising and attracting consumers
- Timed around key events in calendar – Christmas, Mother’s Day, Back to School
- Opportunities for multi-publisher promotion where costs are shared
- Westfield Christmas activity brings together National Geographic, Hello!, Conde Nast, and Dennis Publishing
- Up to 500k shoppers expected between 30<sup>th</sup> Nov and 2<sup>nd</sup> Dec (69% top 10 Affluent Acorn groups)



# Airports and Travel

- Bespoke subscriptions stand and pop-up banners
- Landside or airside options available
- Sales staff selected in line with brand principles and wear branded clothing
- London City – 4.5 million passengers p/a
- Activity located at highest footfall points
- Commuter and executive audience – 61% male with above average incomes (average £94k) – excellent for business publications
- Average time spent airside is 90 minutes
- Clear peak times – 0700-1000 and 1700-2000 hrs
- Recent Financial Times activity (pictured)



# Gold Key Media Subscriptions

- Magazine pack subscription service
- 1,100 paying business locations across the UK
- Hair Salons, hotels, hospitals, health clubs, car dealerships
- Brands include Charles Worthington, Rush Hair, Headmasters, BMI Healthcare, David Lloyd
- Bespoke magazine packs delivered once per month on yearly subscription
- Significant discounts against retail prices
- High readership per copy
- Auditable on ABC certificate



To find out more about how  
we can help you with  
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