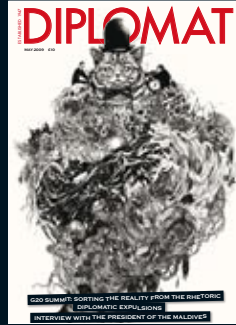


ESTABLISHED 1947

DIPLOMAT



MEDIA PACK 2010

Diplomat is a magazine that provokes intelligent discussion from the heart of the diplomatic community in London. This 63 year old magazine provides a unique insight into the minds of the most prominent world leaders and governments. *Diplomat's* mix of high quality analysis, political commentary on world affairs, photography, interviews with ambassadors and lifestyle pages make it essential reading for the diplomatic community and many foreign professionals living in London. The exceptional content and unrivalled audience of 162 foreign governments make *Diplomat* the only platform that provides access to so many overseas governments at once.



DIPLOMAT IS PUBLISHED BY ENVOY MEDIA LIMITED, 11 GROSVENOR CRESCENT, LONDON, SW1X 7EE. REGISTERED IN ENGLAND No. 4650530



PUBLISHED **10** TIMES PER YEAR - MONTHLY EXCEPT JANUARY AND AUGUST WHEN WE PUBLISH A YEARBOOK AND AN EDUCATION GUIDE. AN ADVERTISER THEREFORE REACHES THE READERSHIP OF **18,000** EVERY MONTH

READERSHIP

- Heads of mission and diplomats at the 162 embassies and High Commissions in London
- UK Cabinet and Shadow Cabinet members as well as 650 MP's
- All members of the House of Lords working on Foreign Affairs
- EU Commissioners, their senior staff and MEP's in Brussels
- Directors of FTSE-100 and FTSE-250 companies

London has the highest representation of overseas countries in any capital.

Many treaties and agreements are signed because of the unrivalled diplomatic network that encourages dialogue between governments.

Diplomats in London are the key advisors to policy makers and government officials in their own administration.

Their advice influences their government's budget spends and key policy decisions. *Diplomat* magazine is the unique portal to 162 overseas governments via their embassies in London.

***DIPLOMAT* IS ALSO PLACED IN THE SUITES OF THE TOP 10 HOTELS IN LONDON**

The Berkeley Hotel

Claridges

The Connaught

The Dorchester

Hyatt Regency - The Churchill

Intercontinental London Park Lane

The Kensington Hotel

The Lanesborough

Mandarin Oriental

The May Fair Hotel

JUST A FEW REASONS TO ADVERTISE

- *Diplomat* is the only publication for foreign diplomats in the UK with a readership of 18,000 which includes ambassadors, spouses & senior staff

- *Diplomat* is a strong brand which is 63 years old supported by its unique events and a website with the most up to date reference information and database in the diplomatic community. Recent big name writers and contributors include Kofi Annan, David Milliband, Sir Christopher Meyer, Jack Straw, Harriet Harman and Vaclav Havel

- *Diplomat* provides access to the 162 Governments represented in London with a unique opportunity to communicate and influence them

through advocacy advertising on vital matters such as new political initiatives, climate change, and the communication of good corporate initiatives which need international support

- *Diplomat* is read for its political commentary as well as the cultural features and it contains the important “Must Have” unique database of personal interviews and photographs of all newly posted ambassadors to London and other senior appointments

- *Diplomat’s* events allow advertisers to meet senior diplomats to discuss government policy in their sector and how to develop relations for their business in overseas territories



WHAT'S INSIDE

POLITICAL COMMENTARY • COUNTRY REPORTS

- CORPORATE PROFILES • INTERVIEWS WITH HEADS OF MISSION
- RESTAURANTS • HOTELS • THE ART SCENE • SOCIAL PAGES

2010 EDITORIAL PLANNER

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY & AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

DIPLOMAT YEARBOOK SUPPLEMENT

FAITH ISSUE

AFGHANISTAN ISSUE

CLIMATE CHANGE ISSUE

HEALTHCARE ISSUE

ISRAEL ISSUE

UZBEKISTAN ISSUE

PAKISTAN ISSUE

GRENADA ISSUE

AZERBAIJAN ISSUE

GHANA ISSUE



DIPLOMATMAGAZINE.COM

DIPLOMAT ONLINE is the premier online offering for the diplomatic community in London. Diplomatmagazine.com is the most up to date reference point for anyone looking for who works where in the overseas embassies in London. Our database is updated daily and has a search facility that allows users an in depth insight that is not available anywhere else in London. This is a favorite reference point because of it's detailed interviews with heads of mission and the listings of all employees and positions held in the overseas embassies. The site also contains a library of articles on foreign affairs that is referred to on a daily basis by those in the embassies throughout London.

BANNER ADVERTISING

Home Page: £2,000.00

plus VAT per month

Credentials Page:

£1,500.00 plus VAT per month

BOX ADVERTISING

Home Page: £1,500.00

plus VAT per month

Credentials Page: £1,100.00

plus VAT per month



DIPLOMAT E-BULLETINS

Diplomat E-bulletins are notifications sent to your desk top of new articles on the website, new magazine content and information on our events. This will keep you up to date with all the developments at Diplomat and at diplomatmagazine.com. This is sent to the 2,000 recipients in our database from overseas embassies, Government and Brussels.

E-Bulletin Sponsorship

£3,000.00 + VAT per bulletin



EVENTS

DIPLOMATIC BREAKFASTS

Once a month *Diplomat* invites a company to talk on a pre-arranged theme to an audience from the diplomatic community. The event takes the form of a 20 minute presentation followed by Q&A from the audience.

We invite up to 30 attendees. Chatham House rules.

This is followed up by a feature on the topic in Diplomat.

Cost £4,500.00

DIPLOMAT DEBATES

This is an opportunity to sponsor some of the most topical and lively debates between embassies.

Topics are usually covering domestic issues for overseas nations, with a panel of experts from embassies and the private sector.

We have found that this is one of the most effective opportunities to place your brand next to some of the most prominent overseas government advisors and policy makers. Like

the readers of Diplomat, these participants are key influences to their governments' spending budgets.

Prices from £3,000.00



DIPLOMAT OF THE YEAR AWARDS

The 2010 Diplomat of the Year Awards are the annual awards ceremony held at The Hyatt Regency – The Churchill. The event was sponsored by the British luxury car maker, Jaguar and Cleave and Co, who provided the stunning Diplomat awards that were specially created for the winners of each award.

THE CATEGORIES FOR THE AWARDS ARE AS FOLLOWS:

DISTINGUISHED CONTRIBUTION TO DIPLOMACY

DIPLOMAT OF THE YEAR FROM ASIA

DIPLOMAT OF THE YEAR FROM EUROPE

DIPLOMAT OF THE YEAR FROM THE AMERICAS

(USA, CANADA, CENTRAL AMERICA & CARIBBEAN)

DIPLOMAT OF THE YEAR FROM SOUTH AMERICA

DIPLOMAT OF THE YEAR FROM AFRICA

DIPLOMAT OF THE YEAR FROM THE MIDDLE EAST

OUTSTANDING CONTRIBUTION TO THE CONSULAR CORPS

DISTINGUISHED CONTRIBUTION BY A JUNIOR DIPLOMAT

DEPUTY HEAD OF MISSION OF THE YEAR

As the only awards ceremony of its kind in the UK, it draws great attention from the interna-

tional community and has the full backing and enthusiasm from all overseas embassies.

SPONSORSHIP

Overall event sponsorship

- Event branding
- Present the Lifetime Achievement award
- Guest Editor's Letter in the evening's programme

Cost - £18,000.00 + VAT



'I could not help but feel highly honoured by such a significant tribute as this, coming as it does from the premier magazine that so ably represents the noble profession that I have served for so long.'

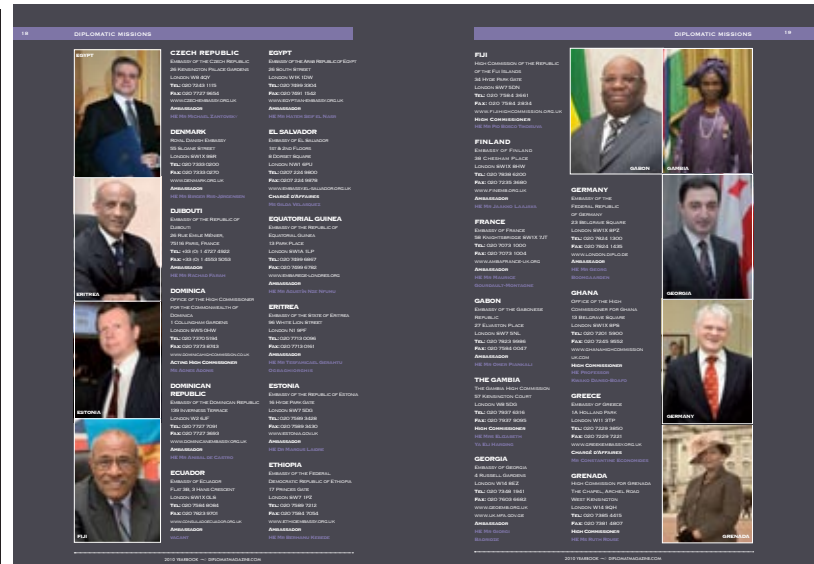
HER EXCELLENCY LINDIWE MABUZA, FORMER HIGH COMMISSIONER OF SOUTH AFRICA

ANNUAL SUPPLEMENTS

DIPLOMAT YEARBOOK

Diplomat Yearbook is an annual directory sent to all subscribers of Diplomat and also issued officially throughout the year to over 2,000 new diplomats and their families on their arrival in the UK. This is the most up to date and comprehensive reference book for all information on the overseas embassies in London. As an indispensable reference point for the international political community, the information included is:

- Contact details for all overseas embassies & high commissions, Government departments & UK companies
- Protocol rules such as taxation allowances, duty-free and motoring
- Comprehensive services listings for the diplomatic community in the UK
- Brands your country should work within 2010
- Specialist car dealerships
- Hotels & hospitality services
- Specialist financial services
- Health Care
- Local authorities



FULL COLOUR DISPLAY ADVERTISING RATES FOR YEARBOOK

Double page spread	£8,000	Single page	£4,000
Outside back cover	£5,750	Half page	£2,500
Inside front cover	£5,500	Quarter page	£1,400
Inside back cover	£5,000		

DIPLOMATIC DIRECTORY RATES PER ISSUE

Each 1/16 page segment £95