
CONCOURS ON SAVILE ROW

Concours on Savile Row Programme
Media Information 2023



THE POLLEN ESTATE
EAST MAYFAIR



Concours on Savile Row

The Concours on Savile Row is a unique two-day celebration of cars and fashion in the heart of Mayfair. The first edition of this annual event created an intimate, world-class display of bespoke cars that complemented the very best tailors in the world.

The Row was alive with great music, fantastic cars and fascinating speakers, with a relaxed atmosphere that encouraged visitors to stay longer. More than 6000 people, including 1500 invited VIPs, enjoyed the two days – and, importantly, engaged with the manufacturer and sponsor brands.

The Concours on Savile Row was shortlisted in The Historic Motoring Awards and Royal Automobile Club Historic Awards for 2022.

2023 is set to be even bigger and better with more manufacturers, tailors and sponsors involved than in the first edition. We've added a gala dinner, a Best Dressed competition and a People's vote to add to the activities of last year.

Join with us as we set Mayfair alight on the 24 and 25 May 2023



Participating Tailors and Manufacturers

Manufacturers:

- Bentley Mulliner
- Aston Martin
- Morgan
- Lotus
- Alfa Romeo
- Mercedes-Benz
- Caton
- Everatti
- Audi
- Electrogenic
- Lunaz
- BRM
- CALLUM Design
- RML
- Tudor Black Coachworks
- Norton Motorcycles

Tailors:

- Gieves & Hawkes
- Henry Poole
- Huntsman
- Dege & Skinner
- JP Hackett
- Holland & Sherry
- Scabal
- Norton & Sons
- Cad & The Dandy
- Ozwald Boateng
- Richard James
- Cremieux
- Bennett Winch
- ClothSurgeon
- Drakes
- Edward Sexton
- Gaziano & Girling
- The Deck



Concours on Savile Row Programme

Produced to complement the Concours on Savile Row, the souvenir programme will offer visitors a guide to the two day event, and a publication that will be kept and referred to into the future.

Advertising in the programme provides a unique opportunity to engage with a wealthy London audience in the heart of Mayfair and to be associated with a very unique event in the centre of the world's greatest city.

Over 1500 invited guests from premium manufacturers, tailors and sponsors will be visiting the event over the two days - an amazing opportunity to engage with a very high net worth audience. Additional copies to be available to visitors who will have free access to the Row

- Over 5000 copies given free to all entrants, VIPs and visitors to the Concours
- Detailed guide to all of the cars on display and a description of all of the tailors
- Timetable of activities on the main stage and activities taking place in each of the tailors.
- High production values, produced by the Award-winning team that publish Magneto and The Concours Year



London Concours Programme - The Basics

Pagination:	72 + 6 page cover
Size:	210 x 175mm portrait
Advertising pages:	18 pages
Text paper:	150gsm finesse silk
Cover finish:	300gsm finesse silk
Price:	Free of Charge
Quantity:	5000

The Concours on Savile Row programme will be the essential guide to the most unique event in the Capital's Automotive Calendar.



Advertising Opportunities

A limited number of premium advertising pages will be available for key brands to promote their products and services. The Concours on Savile Row programme will reach the most affluent and passionate collectors in the Concours market in the UK

Costs per page:	Back page	£2000
	Inside Front DPS	£2200
	Single Page	£1200
	DPS	£2000
Advertising Specs:	Full page inc bleed	216mm x 181mm
	Full page trim	210mm x 175mm
Deadline for Copy:	15 May 2023	



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