

## Square Mile Magazine's ABC Rises 17%

Sunday 18 August, 2013

quare Mile magazine, the City's leading luxury lifestyle publication, are proud to announce a new ABC figure of 48,957, an impressive 17% increase in circulation from the previous six months.

The free, monthly title, aimed at high-net worth professionals in London's financial industry, has grown its audience across its various distribution methods including subscriptions, hand-to-hand, venue stands and the recent and fully interactive iPad edition.

Square Mile Editor Mark Hedley, who has been with the magazine since its conception, said:

"We're thrilled that Square Mile's ABC is now the best part of 50,000. It is growing every month, and we've actually already surpassed the circulation figures of this latest audit. When you add these readers to those of our iPad app, newsletter and website, we're reaching a really significant proportion of the City."

The Square Mile brand has also gone from strength to strength showing consistent increases across its online and social media platforms including squaremile.com, Twitter, Facebook and its weekly newsletters.

- Ends -

### INFORMATION:

#### Square Mile

Square Mile magazine was created in 2005 and is the leading luxury lifestyle publication for the City of London. It is distributed every month to 52,000 affluent business people working in financial industries.

#### Square Up Media

Square Up Media is one of London's leading luxury publishing houses. Its portfolio includes produces Square Mile magazine, Hedge magazine, Escapism Magazine and squaremile.com. For more information visit squareupmedia.com

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