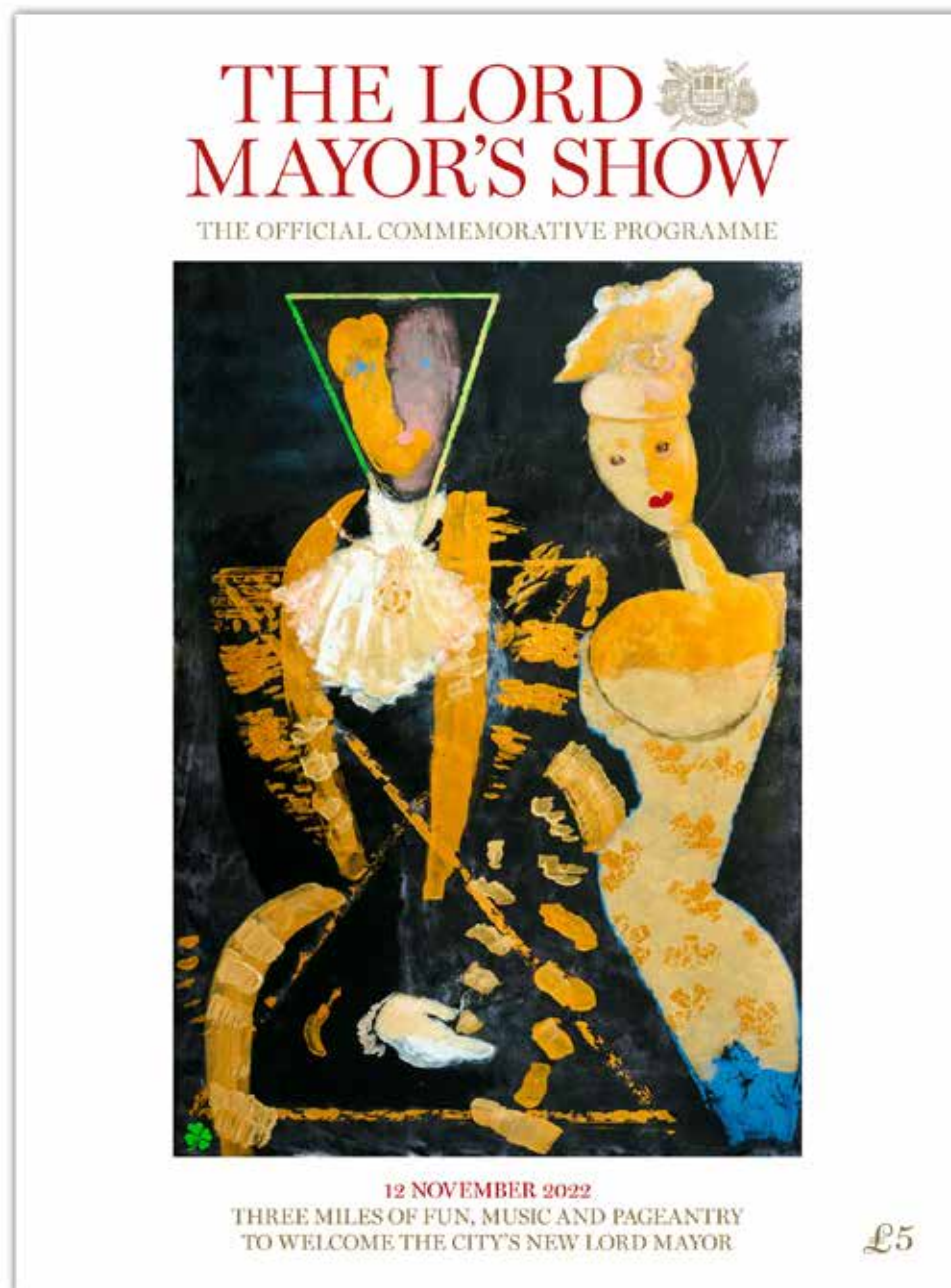


THE LORD MAYOR'S SHOW



The Lord Mayor's Show Official Programme 2023



THE LORD MAYOR'S SHOW

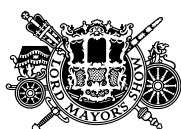


A Spectacular Event

Nothing says London like the Lord Mayor's Show. The world's largest unrehearsed procession, the spectacular Show sees more than 6,000 people, young and old and from all walks of life, passing along a three-mile route to welcome the new Lord Mayor of the City of London.

This ancient procession dates back some 800 years, but today always takes place on the second Saturday in November, when some half a million people line the City's streets to watch, with millions more enjoying it on television. Creative costumes and "floats" (so-called because the

procession once floated down the Thames on barges) celebrate all aspects of London's history, from the Black Death to the Blitz, and with schools joining businesses, military, charities and City liveries to take part, the Show has become a magnificent mix of pageantry and street theatre. With more than 70 floats, 20 military and civilian bands, dozens of horses and carriages, and the magnificent gold State Coach — which has been a highlight of the procession since 1757 — the Lord Mayor's Show is a true celebration of London's thriving community spirit.



THE LORD MAYOR'S SHOW



ILN's Historic Connections

Content and Digital Agency ILN (Illustrated London News Limited) was appointed to publish the official Lord Mayor's Show Programme in 2015. ILN's relationship with the Lord Mayor's Show dates back to The Illustrated London News' inception in 1842. As the world's first illustrated newspaper, it became known for its coverage of magnificent occasions, so it was

no accident that The Illustrated London News' famous masthead featured the Lord Mayor's river procession at St Paul's Cathedral. From its first year of publication, the paper covered each show in enthusiastic detail. In the 1970s, ILN was commissioned to publish the Lord Mayor's Show Programme, so it has been a great pleasure to return to the role.



"Never! Nor, in fact, is there – ever was there – or ever will there be in any city, upon any river in the world, such unapproachable and splendacious pageantry."

The Illustrated London News, 15 November 1845



CREATING
CONTENT SINCE
1842

THE LORD MAYOR'S SHOW

The Programme

The Lord Mayor's Show Programme is the official record of the event and is a keepsake for participants and spectators alike.

As well as providing essential information for the day's timings and the route of the procession, the programme also...

- Introduces the new Lord Mayor of London, the Sheriffs and the Lord Mayor's Appeal
- Looks into the history of the Lord Mayor's Show
- Provides a broad background of the people, establishments and charities taking part
- Promotes the City of London as a business centre and tourist attraction

10,000 copies of the programme will be printed and distributed as follows...

- More than 3,500 copies reaching senior professionals and key decision makers in the City of London in advance of the Show
- 2,655 copies included in the ticket price of the grandstand seats
- More than 3,000 copies sold on the day by volunteers to the spectators lining the streets

For the many businesses participating or connected to the Show and the City of London, the programme offers an essential platform in which they can pass on their congratulations to the new Lord Mayor and show their support to the City of London, while promoting themselves to a highly influential audience of senior professionals.

Copies of the programme also reach the thousands of spectators who line the streets to watch the procession, offering opportunities for local shops, restaurants, bars and attractions to engage with their immediate and active audience.



THE LORD MAYOR'S SHOW



The Procession Directory

Putting the focus firmly on the participants in the Show, the Procession Directory runs throughout the programme.

On each page there are a maximum of six participants featured, and all participants have the opportunity to include images and extend their entry size to a 1/3 of a page for just an additional £600.

- Directory upgrade booking deadline:
28 July
- Directory image deadline:
18 August

83




MIZUHO
Mizuho

Mizuho's London office provides expertise in corporate finance, investment banking, asset management, capital markets, and sales and trading, helping our clients to succeed and grow. We are proud to partner with One Degree, who mentor and empower students from less advantaged backgrounds by developing their self-belief and transforming their academic performance.

www.mizuhogroup.com/emea

PROCESSION

83



MIZUHO
Mizuho

Mizuho's London office provides expertise in corporate finance, investment banking, asset management, capital markets, and sales and trading, helping our clients to succeed and grow. We are proud to partner with One Degree, who mentor and empower students from less advantaged backgrounds by developing their self-belief and transforming their academic performance.

www.mizuhogroup.com/emea

84




Miller
Miller Insurance

Miller is one of the leading independent specialist (re)insurance brokers operating in Lloyd's, the London and international markets. Our reputation for strong advocacy comes from our exceptional people delivering exceptional results for 120 years. We are proud to support the 2022 Lord Mayor's Show alongside our partner charities – St Mungo's, Richard House & The Steve Talboys Foundation.

www.miller-insurance.com

85



Fenchurch
Advisory

Fenchurch Advisory provides investment banking, asset management, capital markets, and sales and trading, helping our clients to succeed and grow. We are proud to partner with One Degree, who mentor and empower students from less advantaged backgrounds by developing their self-belief and transforming their academic performance.

www.fenchurchadvisory.com

86



Worshipful Company for Paviers

The Worshipful Company of Paviers brings together construction industry professionals involved with roads and pavements. It also welcomes others who support the Paviers' objectives. Our float is towed by a 1922 traction engine called Surprise. If you look carefully you may see some of St Anthony's piglets which our younger Paviers have rounded up!

www.paviers.org.uk

87



SBI UK
State Bank of India

State Bank of India is one of the leading banks in the world and a Fortune 500 company with a legacy of over 200 years. The Bank has proudly served businesses in the UK since 1921. Its UK-based subsidiary SBI (UK) Ltd has 11 retail branches across the country.

www.sbiuk.com



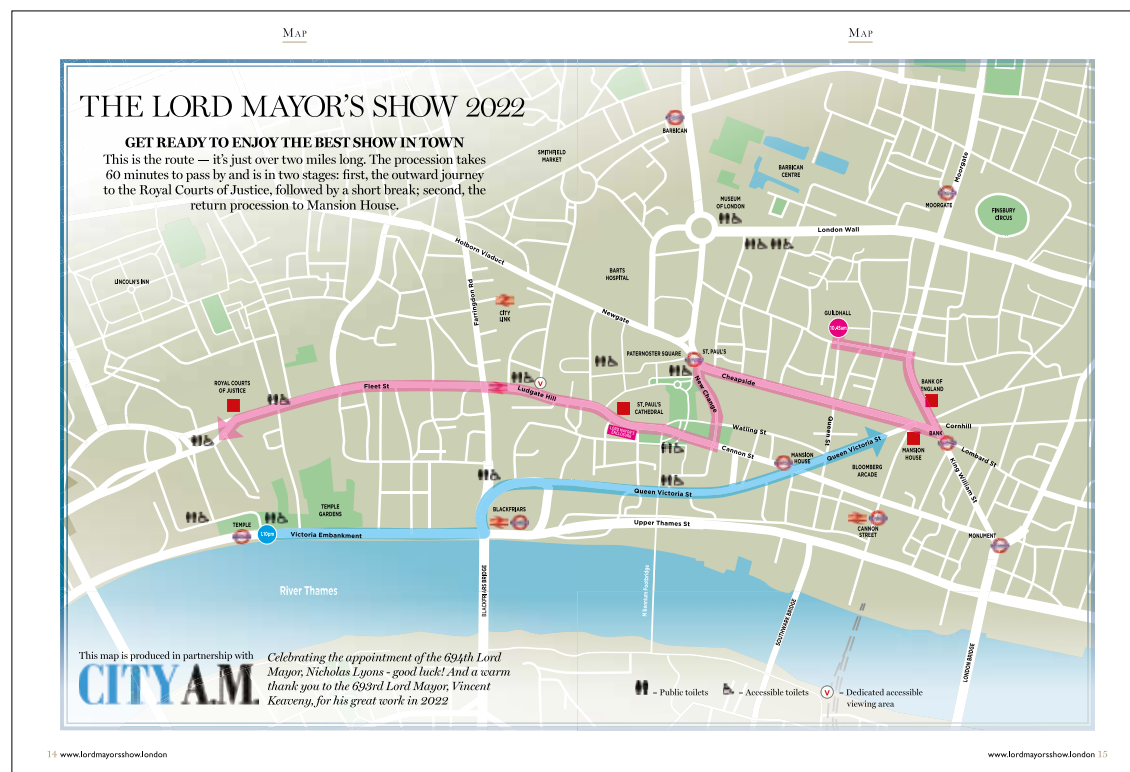
THE LORD MAYOR'S SHOW



Map Sponsorship - £3,000

Sponsorship of the Map offers you the opportunity to align your brand with one of the most visited areas of the Show Programme. The map provides key information on timings, and the route the procession follows, so that readers can plan where they want to be to see the show.

Sponsorship also gives you the ideal opportunity to welcome the incoming Mayor, and thank the outgoing Mayor, and should you so wish, if your business/es are located within the catchment area, you can show the location/s on the map. You can also enhance the sponsorship by taking additional advertising space which can be situated in close proximity to the map.



CREATING
CONTENT SINCE
1842

THE LORD MAYOR'S SHOW



Spotlight Advertorial - £5,750

In addition to your Procession Directory entry and display advertising opportunities, you can give your business a fuller focus with a Spotlight Advertorial feature.

Using a mixture of text and images, the spotlight feature offers a space for you to tell your own stories, history and connection with the Lord Mayor's Show.

ILN offers a full and bespoke design service with the Spotlight Advertorials.

- Spotlight content deadline: 5 September
- Spotlight approval deadline: 15 September

SPOTLIGHT



The Armourers and Brasiers began life in 1322 as a trade guild in the City of London with a monopoly in armour-making. When armour became redundant in the 17th Century, the Company's members turned their skills to brass and copper work (hence 'Brasiers'). The seven mounted men-at-arms in the procession represent our seven centuries of existence.

Like other Livery Companies, the Armourers and Brasiers expanded their charitable remit at the end of the 19th century to include public education and the development of practical skills. In 1878, as part of this ambition, it was one of the founders of the City and Guilds Institute created specifically to promote vocational and technical training.

The Company's central charitable remit is now to make the United Kingdom the best place in the world to study, research, or practice Materials Science. Together with industrial partners such as Rolls-Royce, AWE and the Materials Processing Institute, it provides support in this area from primary school to post-doctoral level. The Company also invests in start-up companies in the Materials Science sector following an annual 'Dragon's Den' format under its Venture Prize programme.

As part of the celebrations to mark its 700th anniversary, the Company has endowed in perpetuity a Chair in Materials Science at Imperial College London. The inaugural holder of the Chair is Professor Mary Ryan CBE.

The Armourers and Brasiers company has occupied the same site in the City of London uninterruptedly

since 1346. It has only ever had two Halls. The original medieval Hall survived the Great Fire of London but was pulled down in 1839 to make way for the Georgian Hall which has stood on Coleman Street ever since. The present Hall is both a Scheduled Ancient Monument and a Grade II* listed building. When not in use by the Company, Armourers' Hall is a unique, dramatic, and popular venue for corporate or private events. Guided tours are also available by prior arrangement.

For further information about the Company or the Hall, please visit our website at: www.armourershall.co.uk



www.lordmayorshow.london



CREATING
CONTENT SINCE
1842

THE LORD MAYOR'S SHOW



Advertising specifications

2023 SCHEDULE

Display Copy Deadline - 19 September
Advance Copies Distribution - 1 November
Lord Mayor's Show Distribution - 11 November

RATES

SPECIAL POSITIONS

Inside Front Cover Full Page	£6,037
Inside Front Cover DPS	£8,740
Outside Back Cover	£5,775
Front Half Right Hand page	£5,512

DISPLAY ADVERTISING RATES

Double page spread	£7,600
Full page	£5,250
Half page	£3,000
Quarter page	£1,750

CREATIVE OPPORTUNITIES

Route Map Sponsorship	£3,000
Full page Spotlight Advertorial	£5,750
Half page Spotlight Advertorial	£3,500
Directory Upgrade	£600

File/Artwork Delivery

Please send your high-res PDF to the following email: pete.kraushaar@iln.co.uk

- CMYK (no Pantones or specials)
- High res (300DPI) PDF
- No more than 300% ink density
- File must be supplied with crop marks and 3mm bleed
- DPS advertisements: please supply as two single pages. If image crosses the gutter, allow for 3mm image loss on both pages.
- Complete with industry-standard colour proof
- Printing standard: Fogra 39L
- More details available at www.pass4press.com

Any advert supplied that does not meet our specification will incur a £50 per page production charge.

Dimensions (mm, D x W)

	Trim	Bleed	Type
Full Page	285 x 210	291 x 216	265 x 190
Half Vertical			265 x 85
Half Horizontal			125 x 190
Quarter Page			125 x 85

Double page: please supply as two single pages. If image crosses the gutter, please allow for 3mm image loss on both pages

Terms of payment: within 30 days of order. Overdue accounts are subject to a 3% surcharge per month.

Advertising agency commission: 10%. Cancellation: four months prior to publication date. All bookings are subject to Illustrated London News Limited's Terms and Conditions, a copy of which is available on request.

All advertising copy supplied for the programme is subject to approval by the Lord Mayor's Show.

For further information

Lisa Turner

Sales Director

Tel: +44 (0)7827 349117

Email: lisa.turner@iln.co.uk



Illustrated London News Ltd,
Coppergate House, 10 Whites Row, Spitalfields, London, E1 7NF
Tel: +44 (0) 20 7426 1015
Email: production@iln.co.uk Website: www.iln.co.uk
Registered in England No. 6433377