

The 2009 Media Guide

for companies and organisations targeting
**Expatriates &
International Human Resource Professionals**

Magazine – American in Britain

For American expatriates moving to, and living in the UK



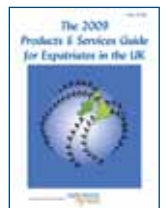
Magazine – Expatriate Adviser

Supporting International Human Resource Professionals Worldwide



Guide – The Products & Services Guide for Expatriates in the UK

An annual Guide for all expatriates moving to, and living in the UK



Exhibition – The Expatriate Relocation Conference & Exhibition

An annual one-day event for expatriates and International Human Resource professionals in the UK

*You are cordially invited
to exhibit at the
Expatriate Relocation Conference
& Exhibition*

*that will be held in
Central London*

Website – www.theamericanhour.com

A website for American expatriates moving to, and living in the UK



Networking Events

Networking evenings for American expatriates



The Products

AMERICAN IN BRITAIN

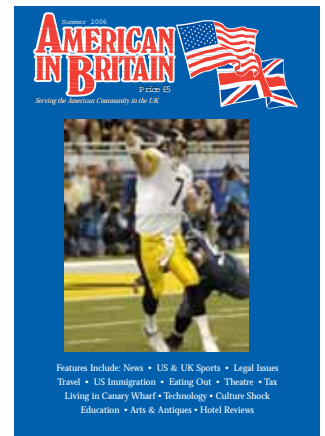
- **LAUNCHED:** 1983. Re-launched by current publisher in 1995
- **FREQUENCY:** Quarterly, glossy, A4 magazine
- **CIRCULATION:** 20,000 Americans currently living in, or about to move to the UK
- **DISTRIBUTION:** Home addresses of Americans living in Britain. Also distributed via the American women's clubs, the American Embassy, American banks, oil companies, legal firms, international schools, Democrats & Republicans Abroad, relocation & moving companies who put the magazine in to their welcome packs and International HR professionals who pass it on to their American employees. It is also distributed to alumni associations, American social clubs and members of British American Business Inc.
- **EDITORIAL CONTENT** – News, travel, theatre, restaurant reviews, tax, legal issues, healthcare, arts & antiques, finance, telecommunications, American women's clubs news, living in, Housedoctor, forthcoming events and specialist articles aimed at the affluent American expatriate community.

Advertising rates:

SIZE	MONO	COLOUR
Eighth page	£400	£450
Sixth page	£500	£650
Quarter page	£700	£800
Half page	£1200	£1500
Full page	£2200	£2800

Inserts: Rates available upon request

For further information and a sample copy of "American in Britain" please call Helen Elliott on + 44 (0) 20 8661 0186 or email helen@theamericanhour.com www.americaninbritain.co.uk



magazine

EXPATRIATE ADVISER

- **LAUNCHED:** July 2000
- **FREQUENCY:** Quarterly, glossy, A4 magazine
- **CIRCULATION:** 6000 – 65% UK, 15% US, 12% Europe and 8% other
- **DISTRIBUTION:** Key decision makers in International Human Resource management plus companies & organisations advising the expatriate community
- **EDITORIAL CONTENT:** Topics specific to the field of international human resource management including taxation, immigration, employment law, relocation, compensation & benefits, health, relocation, technology, IHR surveys and data analysis, plus specialist articles relevant to our international HR readership.

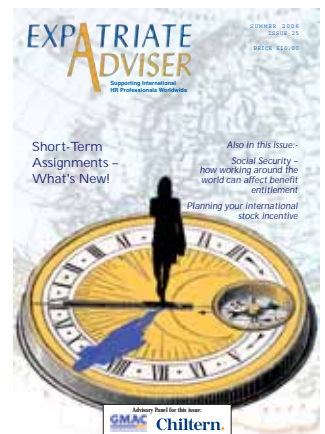
Advertising rates:

SIZE	MONO	COLOUR
Quarter page	£750	£900
Half page	£1500	£1750
Full page	£2250	£2700

Inserts: Rates available upon request

Directory: £200 per issue or £700 per annum

For further information and a sample copy of "Expatriate Adviser" please call Helen Elliott on + 44 (0) 20 8661 0186 or Assunta Mondello on +44 (0) 20 8520 7760 Email: assunta@expatriateadviser.com or helen@expatriateadviser.com www.expatriateadviser.com



magazine

THE PRODUCTS & SERVICES GUIDE FOR EXPATRIATES IN THE UK

- **LAUNCHED:** 2003
- **FREQUENCY:** Annual – April, A5 magazine
- **CIRCULATION:** 25,000
- **DISTRIBUTION:** International Human Resource professionals worldwide and their expatriate employees; relocation agents and moving companies for their welcome packs; Embassies in the UK; expatriate clubs and associations; expatriate resource centres; individual requests; expatriate conferences and exhibitions; expatriate networking events. The Guide is a handy A5-sized glossy publication which can be requested in bulk or single quantities throughout the year.
- **EDITORIAL CONTENT:** Topics include banking, driving in London and the UK, education, embassies, expatriate clubs, healthcare, immigration, lifestyle management, moving, property, pet transportation, relocation, residential lettings, serviced apartments, taxation, travel in London and the UK and useful numbers.

Advertising rates:

SIZE	£
Eighth page	350
Quarter page	550
Half page	900
Full page	1500

Sponsorship of editorial section (editorial plus full page colour advert) £1750

For further information please call Helen Elliott on +44 (0) 20 8661 0186 or Assunta Mondello on + 44 (0) 20 8520 7760



guide

- **LAUNCHED:** January 2000
- **CONTENT:** A website offering advice and information to expatriates moving to, and living in the UK. Topics include banking, cross-cultural issues, counselling and psychotherapy, driving, education, furniture rental, healthcare, immigration, "living in" guides, lifestyle management, moving, pet transportation, property, religion, relocation, serviced apartments, sports, taxation, universities and wealth management. In addition, the website offers a directory of expatriate clubs in the UK, events listings, prize draws and a resource page of useful links. Visitors can also subscribe to the website's free email newsletter which lists expatriate events, news and offers.

To advertise your products or services on this website or in our email newsletter, please contact Helen Elliott or Assunta Mondello

Exclusive sponsorship packages are available upon request. Benefits include banners, company details, hyperlinks, advice editorial and an audio link for online interviews

Please note that hyperlinks cost £300 per annum

Helen Elliott: Telephone +44 (0) 20 8661 0186 or helen@theamericanhour.com

Assunta Mondello: Telephone +44 (0) 20 8520 7760 or assunta@theamericanhour.com

Visit the website: www.theamericanhour.com



website

THE EXPATRIATE RELOCATION CONFERENCE & EXHIBITION

- **LAUNCHED:** January 1996
- **EVENT:** This is a free one-day event where exhibitors can promote their products and services to expatriates, International HR professionals, relocation agents, and professionals from companies and organisations who advise the expatriate marketplace. There are also free seminars that run throughout the day. Complimentary invitations are inserted into 'American in Britain', 'Expatriate Adviser' and expatriate clubs newsletters and magazines. It is also advertised on www.theamericanhour.com, www.expatriateadviser.com and other expatriate websites, and invitations are posted to all the International & American Women's clubs, expatriate social groups, all the foreign Embassies, banks, and International HR professionals who receive complimentary invitations for their department as well as for their expatriate employees.

● **FREQUENCY:** Annual – November

● **LOCATION:** London

RATES:	Stand Size	Price	Stand Size	Price
	2m x 1m	£950	2m x 3m	£2300
	2m x 2m	£1650	2m x 4m	£2850

For further information on the next "Expatriate Relocation Conference & Exhibition" please call Helen Elliott on + 44 (0) 20 8661 0186 or email helen@expatriateadviser.com

*You are cordially invited
to exhibit at the*

**Expatriate Relocation Conference
& Exhibition**

*that will be held in
Central London*

exhibition

NETWORKING EVENTS

Up to 300 American expatriates attend these social networking receptions that are held twice a year.

Up to 8 companies sponsor each event, and sponsors are offered the following benefits:

- a stand at the reception
- their logo printed on the invitations
- they can invite up to 10 guests
- they receive a list of guests prior to the event
- they can donate a prize for the free prize draw
- they receive a list of names and addresses of all prize draw entrants (*who have not ticked the opt out box*)
- they can insert literature and gifts inside the goody bags
- **COST:** Sponsorship of these evenings is £1750

For further information and details of our next networking events, please call Helen Elliott on + 44 (0) 20 8661 0186 or Assunta Mondello on +44 (0) 20 8520 7760



networking

Client List

Some of the companies and organisations who have used the enclosed products include:

Accountancy Firms:	American Tax International, BDO Stoy Hayward, Baker Tilly, Blick Rothenberg, Buzzacott Livingstone, Chiltern plc, Deloitte & Touche, Ernst & Young, Grant Thornton, KPMG, PricewaterhouseCoopers, RSM Robson Rhodes, US Tax & Financial Services
Airlines:	American Airlines, British Airways, Continental Airlines, Delta Airlines, United Airlines, US Airways
Automotive:	Autolocate, BMW, International Drivers Service, Saab, Vehicle Solutions, Volvo
Banks:	Alliance & Leicester, Citibank, Coutts, Bank Leumi, HSBC, Lloyds TSB Worldwide Service, MBNA, Merrill Lynch, NatWest Global Employee Banking, NM Rothschild, Riggs Bank, Royal Bank of Scotland
Charities:	British Heart Foundation, Cancer Research, Charities Aid Foundation, Habitat for Humanity, St John's Hospice, Whizzkids
Cross Culture:	Berlitz, Ceran Lingua, Intercultural Success, Farnham Castle International Briefing Centre, RLI Language Services
Education Consultants:	Humphrys' Education, School Choice International
Furniture Rental:	Fully Furnished, John Strand, Roomservice Group, The Furniture Rental Company
Health & Fitness:	Carlton Club, Champneys, St George's Hill Weybridge, The Harbour Club
Health Insurance:	AXA PPP, BUPA International, CIGNA International, Clements International, EuropAssistance, Expacare, Goodhealth, IHI Danmark, Interglobal, International SOS, Medicare, SPS Wellbeing
Hospitals:	Brompton Cross Clinic, Highgate Private Hospital, Princess Grace Hospital, St Anthony's Hospital, Wellington Hospital, Westover House
Hotels:	Bovey Castle, Chewton Glen, De Vere Hotels, Gleneagles, Hartwell House, Leading Hotels of the World, Milestone Hotel & Apartments, No. 13 Half Moon St, Plaza on the Park, Red Carnation Hotels, Sol Meliá Hotels and Resorts, Victoria Park Plaza
HR Advisers:	ECA International, Mercer Human Resource Consulting, ORC Worldwide
Immigration/Legal:	Allen & Overy, Baker & McKenzie, Eversheds, Faegre, Ferguson Snell, Fragomen, Global Visas
Moving:	AGS Four Winds, Allied Pickfords, Bishops Move, Cadogan Tate, Dolphin Movers, Global Moves, Harrow Green, Michael Gerson, NorthAmerican, OMNI (Overseas Moving Network International), Robinsons
Property:	Allsop & Co, Ancombe & Ringland, Barton Wyatt, Berkeley Homes, Buckingham, Chestertons, Cluttons, Countrywide, Grayco, Haart, Hamptons International, John D Wood, Knight Frank, Savills, Winkworths, Whitestone Estates
Publishers:	Canada Post, International Herald Tribune, Newsweek International, USA TODAY, Wall Street Journal Europe
Relocation:	Atlantic Corporate Relocation, County Homesearch, Crown Relocations, GMAC Global Relocation Services, LSS Relocation, One Swift Move, Paragon Relocation Resources, Primacy Relocation, PKL, SIRVA, Sterling Corporate Relocation, TEAM Relocations, TTA, Weichert Relocation Resources Inc.
Restaurants:	Babe Ruth's, Hard Rock Café, Matsuri, Missouri Bar & Grill, Planet Hollywood, Quisine Collection, Rainforest Café, Shoeless Joe's, Sports Café, Texas Embassy Cantina, The Big Easy, The Hartford Group
Schools:	ACS International Schools, American School in London, Centre Academy, International School of London, Marymount International School, Roedean, Schiller Academy, Southbank International School, TASIS, The Marist School, Woodside Park International School
Serviced Apartments:	Apartment Service, Bridgestreet Accommodation, Fraser Serviced Apartments, Melia White House, Oakwood, Plaza on the River, Prestige Apartment Services, The Ascott Group, The Cheval Group
Telecommunications:	AT&T, AXS, BT, Carphone Warehouse, Go Talk, IDT Europe, Primus, Swiftcall, Telco, Wavecrest
Travel:	Bespoke Travel Consultants, International Chapters, Orient Lines, Royal Scotsman, SAT Travel, Sunvil Holidays
Universities:	AIU, Huron, Richmond College, Schiller University, Southampton University, Webster University
Others:	British Gas, Canine Carriers, Cega Air, Costco, Ethan Allen, Guinness Atkinson, Haribo, Kodak, Lands End, Legoland Windsor, London Transport Museum, MLB, NASN, NFL, Penman Antiques, PMI, Talbots

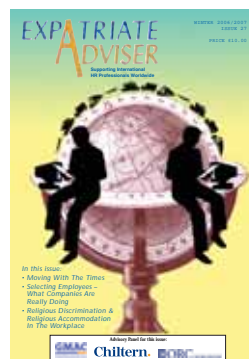
MECHANICAL REQUIREMENTS

American in Britain & Expatriate Adviser (A4)

Full page	264 x 180mm	Bleed	303 x 216mm
Half page	264 x 85 mm (vertical)	Trimmed	297 x 210mm
Half page	130 x 180mm (horizontal)		
Quarter page	130 x 85mm		

ISSUE	COPY DATES*	PUBLICATION DATES	ISSUE	COPY DATES*	PUBLICATION DATES
Spring	March 3	March	Autumn	September 8	September
Summer	June 2	June	Winter	November 28	January

*Subject to change

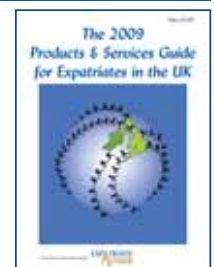


Products and Services Guide (A5)

Full page	128 x 188mm	Bleed	216 x 154mm
Half page	188 x 62mm (vertical)	Trimmed	210 x 148mm
Half page	128 x 92mm (horizontal)		
Quarter page	62 x 92mm		
Eighth page	62 x 44mm		

COPY DATE*	PUBLICATION DATE
14th February	March

*Subject to change



PC or Mac data from CD, Zip, Email, ISDN or FTP in eps, tiff, jpeg or high resolution PDF format

For further information please call the Publishers/Directors:

Helen Elliott on + 44 (0) 20 8661 0186 or Assunta Mondello on + 44 (0) 20 8520 7760

ADDRESS: PO Box 921, Sutton, SM1 2WB, UK

EMAIL: contact@theamericanhour.com or contact@expatriateadviser.com

FAX: + 44 (0) 20 8509 2656



Helen Elliott



Assunta Mondello