

Escapism magazine celebrates one year anniversary in top spot and **Square Mile** reports sixth consecutive increase as ABC figures are released



Escapism magazine continues its reign as the UK's largest independent travel title according to the latest set of ABC figures released this morning.

With an official circulation of 85,270, the monthly print title is up by 4% and the only title in its category to post an increase, pushing it even further ahead of its competitors including *Condé Nast Traveller* and *The Sunday Times Travel Magazine*.

Escapism editor Jon Hawkins shares his excitement, "We're delighted *Escapism's* readership has continued to grow, and that the magazine has pulled further away from the competition to reinforce its status as the UK's largest independent travel magazine. It's conclusive proof that Londoners want to read a title that takes a fresh and exciting approach to travel."

Square Up Media's flagship brand *Square Mile* magazine - a free luxury lifestyle title catering to senior executives in the City, has posted its sixth consecutive increase in circulation with a new ABC figure of 51,918, up 8% from December and the largest increase in its category.

Both titles have also reported impressive increases in their digital audiences with each of their databases up by over 30% since December.

Square Up Media CEO Tim Slee is delighted, to say the least: "ABC time is like Christmas for us nowadays – with the added bonus of knowing our presents are going to be awesome. In terms of both pagination and revenue, *Square Mile* has just posted its largest ever issue – its AW Style issue – and we've recorded our sixth consecutive rise in circulation. *Escapism* remains the UK's largest independent travel title, and we've got no plans to tread water there either. We're in a rare pocket of publishing that's enjoying great success and growth at the moment. Long may it continue."

ENDS

Escapism

Escapism magazine is a free, mass-market travel title for urban Brits with one eye on the job and another on the next holiday, packed with expert advice, inspirational features and beautiful imagery. *Escapism* is distributed monthly to zones 1 and 2 tube stations, airports, hotels and select venues.

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 nearly 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 *Square Mile*, *Hedge*, *Escapism* and *Foodism*. For more information, visit squareupmedia.com

For More Information

Contact Head of Communications Krista Faist on krista.faist@squareupmedia.com or 020 7819 4192.