

T-VINE

UK's first & only English language publication about the world of Turks



MEDIA PACK

2022



10 good reasons

why
you
should
advertise with

T-VINE



- 1** An independent, trusted source of information for the **half-million** British Turkish community and expats in Turkey and North Cyprus
- 2** News, culture and lifestyle from the **UK, Turkey, North Cyprus, Azerbaijan** and the **wider world of Turks**
- 3** Readership: **aged 25-55**, ABC1, 51% men : 49% women
- 4** On average, T-VINE.com receives **1.4 million hits, 60,000 unique visitors** and **300,000 page views** per month
- 5** **4,000** print copies distributed to over **75** outlets across the UK, with pdf of magazine available online.
- 6** 64% of all online readers are from the UK, with Cyprus, Turkey, the USA, and Australia making up the top 5
- 7** T-VINE Magazine – an A4 64-page full-colour high quality bi-annual print publication.
- 8** T-VINE is in the top 3 UK Turkish media for most online visits (Alexa site info) and highest levels of social media interaction
- 9** **Exclusive content**, competitions and special offers.
- 10** Excellent advertising discounts and forward feature opportunities for serial advertisers

ABOUT T-VINE MAGAZINE

T-VINE Magazine was launched in Britain by founder and editor İpek Özerim in April 2013 to cater to an English speaking community who wanted to stay in touch with their Turkish roots.

Available in print and online, this independent publication quickly became established as a trusted source of news and information for the half-million strong British Turkish community and others interested in the world of Turks.

T-VINE, short for 'Turkish Grapevine', covers news, culture, people, places, opinions, wellbeing (mind, body, and soul) and lifestyle.

Our high-quality, original content offers vital insights and opinions that have not only informed our readers, but also news stories for mainstream media including the BBC, Hürriyet, The Sun, and The Times, and has also been cited by Parliamentarians in Britain and beyond.

Each week, our team of writers serve up an intelligent, enlightening and entertaining mix of articles. With an unrivalled set of contacts in the UK, Turkey, North Cyprus, Azerbaijan and beyond, expect fresh perspectives with a healthy dose of humour to boot.

T-VINE's current affairs coverage focuses on major community developments in Britain, and key political events in Turkey, North Cyprus and Azerbaijan, as well as significant news and quirky human interest stories from the wider world of Turks.

Our What's On section also captures cultural and spiritual happenings, from arts and entertainment, to the best places to visit, and what to watch on the large and small screen.

When we say 'Turks', we do not mean a homogenous group, but those whose ethnic, national or cultural heritage hails from Turkey, North Cyprus or Azerbaijan.

Our beautifully diverse British Turkish community started with Turkish Cypriots, who first settled in the UK over hundred years ago when Cyprus became a British colony. The first big wave of mass Turkish migrants, however, started in the 1950s.

Today, the UK Turkish community also encompasses those who are originally from Anatolia, but who ethnically identify as Kurds, Arabs, Greeks, Jews, and Armenians, and more recently from Azerbaijan. Between them, they follow a wide range of faiths including Sunni Islam, Alevism, Sufism, Christianity, humanism, with an increasing number of no faith.

Our political views are equally diverse, cutting across the entire spectrum, from the political Left to Right. What binds us is our common interest in our community, and our desire to remain connected to our roots and important events 'in the Motherland'.

T-VINE fills an important gap for those whose first language is English – now thought to be two-thirds of British Turks.

We chronicle the news that matter to our community, often cutting through the bias and ignorance of both domestic and mainstream British press to offer balanced commentary on events in Turkey, North Cyprus and Azerbaijan, always underpinned by rigorous reporting.

Currently, both the print magazine and online portal are free to readers. We rely on advertising and other commercial revenue streams, such as magazine subscriptions and the online Business Directory, to cover our costs.



DISTRIBUTION

We print **4,000 copies** of the magazine, which are posted to our subscribers and the remainder distributed free of charge via some 75 different outlets primarily in **London**, but also **Cambridge, Manchester** and **Leeds**. These include leading Turkish supermarkets such as **TFC, Akdeniz, & Yasar Hallim**, as well as the **Turkish & TRNC embassies** and consular offices in London, **Turkish community centres**, and weekly-run **Turkish schools**.

We also do extensive shop drops to Turkish-owned businesses: restaurants, hairdressers, barber shops, beauty parlours, law firms, accountants, doctor's surgeries, etc. across London, as well as those in Hertfordshire, Essex, Kent, Cambridge, and Brighton.

PROMOTIONAL OPPORTUNITIES

There are lots of creative ways to engage **T-VINE** readers. Our options are affordable for both large and small businesses and organisations, and include:

- Electronic mailshots to T-VINE mailing list
- Special offers
- Editorial support for important news
- Sponsored content
- Front cover wrap or loose inserts within T-VINE magazine

We also offer a wide range of **marketing & PR services** through our sister company Prickly Pear. Whether you need copywriting or photography of your products or venue, an advertisement designed or produced as a short video clip, even a short survey among T-VINE readers, we can help. Just contact us with your ideas or questions - it costs nothing to ask!

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