

# *The Record Reign* *of Queen Elizabeth II*

**On 9 September 2015, Her Majesty Queen Elizabeth II will reach a remarkable milestone, becoming the longest-reigning monarch in Britain's history, a position previously held by her great-great grandmother, Queen Victoria.**

In 1897, *Illustrated London News* paid tribute to Victoria's era-defining monarchy with *The Record Number of a Record Reign*. A beautiful commemorative publication, it honoured Queen Victoria's reign and the wonderful accomplishments of Victorian Britain.

Now in 2015, we are delighted to be collaborating with the Royal Warrant Holders Association and including a dedicated section "By Royal Appointment" in *The Record Reign of Elizabeth II*. It will celebrate her extraordinary time on the throne and remember the singular legacy of Queen Victoria. With thoughtful editorial and unseen archival images, it will reflect on how Britain and the monarchy have evolved under the reigns of two remarkable sovereigns.

## **THE PROJECT CONSISTS OF TWO IMPORTANT PUBLICATIONS**

1. A soft-back "bookazine", featuring highlights of Queen Elizabeth's reign, with a contemplative view of Queen Victoria's legacy.
2. A two-volume limited-edition publication, which will be hard-bound, large-format and of the highest quality.



Portrait of H.M. Queen Elizabeth II by Terence Cuneo, painted for *The Illustrated London News* to celebrate the Queen's Coronation in 1953



## BOOKAZINE

25,000 copies of the publication will be on sale at WHSmith, Waitrose and Sainsbury's newsstands, with a cover price of £6.99. It will also be available from The Royal Collection Shops and key travel newsstands overseas, as well as in British Airways First and Club Class and BA lounges in the UK. The edition will also be produced as an iPad App and sold via the Apple store.

Following the success of *The Illustrated Diamond Jubilee*, which was the best-selling bookazine by WH Smith in 2012, we will publish *The Record Reign*. The bookazine will be a popular historical account of the Queen's reign including smaller image-led features and entertaining vignettes. With insights on Victoria's reign and the shared contribution of both queens, it will also highlight the contribution of QEST (The Queen Elizabeth Scholarship Trust) and the work of Royal Warrant Holders.

## HIGHLIGHTS

- Newly commissioned exclusive portrait of Queen Elizabeth by QEST artist Alistair Barford
- The Queen, a personal biography
- Comparisons of Queen Victoria and Queen Elizabeth at key moments in their lives
- The working life of the Queen
- Changes from Empire to Commonwealth
- The technology and communications revolutions
- A timeline of Queen Elizabeth II's reign
- The Queen's Diamond Jubilee Celebrations
- QEST and British craft education
- Royal Warrant Holders and British business



*The Record Reign of Queen Elizabeth II, 2015 working cover*



**BOOKAZINE** *A donation of 50 pence will be made to The Queen Elizabeth Scholarship Trust for every copy sold*

### Shedule

Advertising copy deadline 14 Aug 2015  
Publication 1 Sept 2015

### Ratecard

Double page spread £7,000  
Outside back cover £5,500  
Inside front and inside back cover £5,000  
Single page £4,000  
Front half guaranteed position £4,500  
Half page £2,500  
1/8th page in "By Royal Appointment" section £600  
Inclusion in iPad edition £250

### Printing Specification

Full page trim D297mm x W210mm  
Full page type D277mm x W190mm  
Bleed D303mm x W216mm  
Half page horizontal D135mm x W190mm  
Eighth page D58mm x W92mm

### Supplying Artwork

Adverts must be supplied as PDFs created according to the PPA Standard. For more information, go to: [www.pass4press.com](http://www.pass4press.com). PDFs should be sent to our London office via one of the following:

1. CD/Proof – Production Department, Illustrated London News Ltd, 46-48 East Smithfield, EW1 1AW
2. FTP – [iln.ftpstream.com](http://iln.ftpstream.com).  
Username: advert. Password: upload99
3. Email – [production@iln](mailto:production@iln)



## LIMITED EDITION TWO BOOK SET

The two-book publication will be large format, of the highest quality and presented together in an exquisitely crafted slipcase.

### VOLUME 1: VICTORIA

A reproduction of the 1897 publication, *The Record Number of a Record Reign*. Having become the longest-serving British monarch in September 1896, this beautiful book celebrates Queen Victoria's achievements in her Diamond Jubilee year.

### VOLUME 2: ELIZABETH II

An equally beautiful record of Queen Elizabeth's reign, celebrating her life and the developments of the last 63 years.

Contents will include:

- Introduction – Her Majesty's reign
- Victoria's remarkable legacy
- The Queen as stateswoman
- The Queen's year
- Family
- The royal family tree
- Science and technology
- Travel
- British business/British reputation
- The Commonwealth
- Challenges
- Arts and culture



*The Record Number of a Record Reign*, illustration of Queen Victoria in 1837



**LIMITED-EDITION BOOK** *A donation of £25 will be made to The Queen Elizabeth Scholarship Trust for every book sold*

#### Schedule

Advertising copy deadline 28 July 2015  
Publication 28 Aug 2015

#### Ratecard

Single page £3,000  
Front half guaranteed position £3,500  
Half page £1,750  
Front half guaranteed position £2,000

#### Printing Specification

**Full Page**  
Trim D400mm x W300mm  
Bleed D406mm x W306mm  
Type D360mm x W260mm

#### Half Page Horizontal

Type D180mm x W260mm  
Note Half page ads must be type size only

*\*Advertising in the commemorative book is strictly limited, and will be available on a first come first serve basis.*



**FURTHER INFORMATION:** Illustrated London News Limited, 46-48 East Smithfield, London, United Kingdom, E1W 1AW

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