



# ARDENT

---

MEDIA KIT  
2019





# ABOUT ARDENT

Founded in late 2018, ARDENT was born in the city of Cardiff to a student with a lot of passion for seeing the world.

We strive to build an online (and offline) community that bridges the gap between social spaces, creatives in the community and travellers from all over the globe.

We aspire to build stronger communities in cities and towns, connecting local businesses with residents and travellers alike.

ARDENT wants you to be able to discover a new place without feeling like a tourist, it's your choice to hit the 'must see spots' but our collaborators want you to explore their city like a local and immerse yourself in the coolest, more vibrant and exciting places you can.





# THE CONCEPT

Ardent understand that there's more to exploring the world than hitting all of the local tourist hotspots, there's a world of hidden gems, underrated establishments and places only experienced with the help of locals or getting lost further out of town. Our guides aim to encourage, and inspire, modern travellers to seek new neighbourhoods, cities and areas of interest that they wouldn't initially gravitate towards.

To ensure we cover all the best spots in the city, we've enlisted local creatives, from photographers to artists to bloggers and beyond, to collaborate with and provide you with an extensive guide to make the most of your next jaunt. Our collaborators have written their own accounts for each recommendation to provide authenticity and suggestions for your visit, with price points to help you plan the most effective schedule for your own budget.

Creativity as it stands today comes hand in hand with aesthetics, so we not only rounded up a quality eclectic range of where to stay, eat, shop and hangout, but they're also visually appealing to improve your experience and allow you to take a photo or two (if that's what you're searching for). Ardent hopes you'll share your experiences online and find new creatives to follow on social media with our help. Stay safe and travel well.





# ARDENT'S ETHOS

Ardent strives to build an online community that bridges the gap between social spaces, creatives in the community and travellers from all over the globe.

We aspire to build stronger communities in cities and towns, connecting local businesses with residents and travellers alike.





18-35



social media  
enthusiast



global  
readership



traveller



female

# DEMOGRAPHIC/ TARGET AUDIENCE



varied income



male

Aside from the range of creative collaborators, our target audience are who we rely on to read and consume our content.

Our target audience is as follows here.



creative



# EDITION #1

## CARDIFF, WALES

The first edition of ARDENT will be focused on Cardiff, Wales and will hit newsstands on March 4th 2019.

You might be wondering why we chose Cardiff for our first city guide, it's not conventional, not a highly discussed city in the world of travel, but that was just another deciding factor in why we wanted to start there.

As a brand starting out in the Welsh capital, ARDENT found the city fitting to choose for its introductory city guide; it's quaint, lively and full of hidden gems that will be explored throughout the book (and online if you exhaust all of our options!).

We hope you love the city as much as we do, whether it's your first time there, or your twentieth year living in Cardiff, there's something for everyone.







# PRICE POINTS & RELEASES

The current edition stands at £5 per copy based on a 76 page publication. However, the future of ARDENT sees more content in the printed guides amounting more pages, copies over 92 pages will retail at £8 and above.

ARDENT will be releasing 2 editions (2 different city guides) in 2019 with more to following in 2020.

Due to the nature of our publications, we do not offer advertisements pages or endorsements of any kind.

At present we also do not offer paid website advertisements or editorials, however this is subject to change by the year 2020.

£5 per issue

NO ADVERTISEMENTS



# LAUNCH WEEK / EVENTS

ARDENT's launch week will be held across the majority of the locations featured in the publication where they will all host a small event to promote the city guide and also drive custom to their businesses. It will create a great partnership between them and ARDENT, with prizes to be won, discounts in-store and freebies for all who participate.

ARDENT is very community driven and this promotional week will be the perfect way to bring the community of Cardiff together to celebrate their city and home.

The accommodation places will be partnering up with other businesses to allow further reach and an ideal event that won't require having to put an event on in the hotel / apartments.






# LAUNCH WEEK SCHEDULE

	11:00	11:30	12:00	12:30	13:00	13:30	14:00	14:30	15:00	15:30	16:00	16:30	17:00	17:30	18:00	18:30	19:00	19:30	20:00	20:30	21:00	18:00	21:30	22:00	22:30	23:00	23:30	00:00				
MONDAY 4TH MARCH	BUTE PARK - SECRET GARDEN CAFE NORTH RD, CF10 3ER FREE TEA & CAKE FOR ALL 11:00 - 13:00								BLANCHE BAKERY MACKINTOSH PLACE, CF24 4RQ GOODY BAGS FOR THE FIRST 10 CUSTOMERS WHO BUY ARDENT INSTORE 14:00 - 16:00								THE STABLE / HOTEL INDIGO COLLABORATION EVENT (2 X NIGHT STAY GIVEAWAYS) THE STABLE, TY ADMIRAL, BRIDGE STREET ARDENT LAUNCH PARTY 18:00 - 22:00															
TUESDAY 5TH MARCH	LUFKIN COFFEE / CATHEDRAL 73 KINGS RD, CF11 9DF WIN AFTERNOON TEA FOR 4 WITH C73 11:00 - 13:00								SPILLERS RECORDS MORGAN ARCADE, CF10 1AF DJ & 10% OFF ALL PURCHASES 14:00 - 16:00								STEINBECK & SHAW GREYFRIARS RD, CF10 3DP FREE WELCOME DRINKS & FREE MEAL VOUCHERS FOR FIRST 10 PEOPLE 18:00 - 21:00															
WEDNESDAY 6TH MARCH	HOBOS HIGH STREET ARCADE, CF10 1BB FREE GIFT WITHEVERY COPY OF ARDENT PURCHASED 11:00 - 13:00								COFFEE BARKER / AARON WISE APARTMENTS CASTLE ARCADE, CF10 1BU 15% OFF BARKER ORDER & WIN 2 NIGHT APART STAY 14:00 - 16:00								10 FEET TALL CHURCH ST, CF10 1BG 2 FOR 1 ON ALL COCKTAILS 17:00 - 19:00				THE BRASS BEETLE WHITCHURCH RD, CF14 3JN 2 FOR 1 ON ALL MEALS IF YOU BUY ARDENT 19:00 - 22:00											
THURSDAY 7TH MARCH					CHAPTER MARKET RD, CF5 1QE FREE SCREENING FOR FIRST 50 PEOPLE, FREE REFRESHMENTS AVAILABLE ON SITE 13:00 - 16:00												THE WOODVILLE WOODVILLE RD, CF24 4DW BURGER & A DRINK £7 AND UNDER 18:00 - 21:00															
FRIDAY 8TH MARCH					FLAMINGOS VINTAGE CAPITOL SHOPPING CENTRE, CF10 2HQ WIN YOUR SHOPPING BAG 13:00 - 15:00				BARKER TEA HOUSE HIGH STREET ARCADE, CF10 1BB 25% OFF BARKER ORDER IF YOU BUY ARDENT 15:00 - 17:00								CLWB IFOR BACH WOMANBY STREET, CF10 1BR WIND DOWN CELEBRATION PARTY - 2 FOR 1 DRINKS 19:00 - 00:00															



The background of the entire page is a photograph of the exterior of 'The Stable' at night. The building has large glass windows reflecting the city lights. A prominent sign on the building reads 'PIZZA' in large, dark letters. Below it, a black sign with white text says '★ THE ★ STABLE — PIZZA · PIES · CIDER —'. To the left, a vertical sign shows 'T2'. The scene is lit with warm interior lights and cooler exterior streetlights.

MONDAY 4TH MARCH 2019 // 18:00 - 22:00 //  
THE STABLE, TY ADMIRAL, HOUSE BRIDGE STREET,  
CARDIFF, CF10 2EH

# ARDENT'S CARDIFF LAUNCH NIGHT


The Stable is the chosen location for the launch and press evening due to its popularity and feature within the publication, as well as their ability to cater to a wide range of people. The venue allows for a large-scale celebration and the visual aesthetic embodies ARDENT in its entirety, no-frills, no pretension.

“I want the launch night to be a celebration of, not just ARDENT, but Cardiff in general. It's a wonderful city that should be celebrated.” - Samantha Ball, founder & creator of ARDENT.

There will be copies of the guide available for sale, reduced prices on all drinks and meals and other giveaways.

It's the perfect evening for everyone, especially those who can't make it to any of the other events we are putting on.





# BAKER

## STOCKISTS

### PLACES IN ARDENT

- Blanche Bakery
- Hotel Indigo
- Castle Emporium
  - Chapter
  - Lufkin
- Barker Tea House
  - Coffee Barker

### ONLINE

- Ardent Website
  - Wordery
- BookDepository
  - Stanfords
  - Magma





# STOCKISTS

## BATH

- Magalleria

## BRISTOL

- Papersmiths
- Here
- Stanfords



# STOCKISTS

## LONDON

- Magma (Seven Dials)
- Magma (Farringdon)
- magCulture
- Stanfords
- Travelling Through

## MANCHESTER

- Magma



# SOCIAL MEDIA

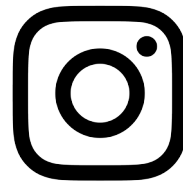
INSTAGRAM // [@theardentchapter](https://www.instagram.com/theardentchapter)

TWITTER // [@ardentchapter](https://twitter.com/ardentchapter)

FACEBOOK // [@ardentchapter](https://www.facebook.com/ardentchapter)

WEBSITE //

<https://ardentchapter.wixsite.com/ardent>



EMAIL: ARDENTCHAPTER@HOTMAIL.COM



A photograph of a narrow street in Rome, Italy. The street is paved with cobblestones and lined with colorful buildings in shades of yellow, orange, and pink. The buildings have multiple stories with windows featuring dark green shutters. In the foreground, several large potted plants in terracotta pots are placed along the sidewalk. A white scooter is parked on the left, and a black scooter is parked further down the street. A woman in a white shirt and blue jeans is walking on the right side of the street. A sign for 'Monet' is visible on the left building. The text 'CURATE TO CREATE' is overlaid in the center of the image.

**CURATE TO CREATE**