

FRASER URQUHART

 **MEDIA** 

PR SPECIALISTS AND LUXURY LIFESTYLE PUBLISHERS

**THE BOUTIQUE BRAND
AGENCY WITH A BIG
DIFFERENCE:**

BORNE FROM OVER 17 YEARS OF PUBLISHING EXPERIENCE, FRASER URQUHART MEDIA IS THE BRAINCHILD OF JONATHAN FRASER AND KEVIN URQUHART, SPECIALISTS IN ASPIRATIONAL, REGIONAL LIFESTYLES IN THE MIDLANDS.

COMMERCIALY-LED, WE CREATE CAMPAIGNS THAT WORK FOR YOUR BUSINESS AND ENGAGE WITH YOUR TARGET CONSUMERS. IN SHORT, WE BUILD BRANDS AND MANAGE REPUTATIONS.

**BUT WHAT'S THE
BIG DIFFERENCE?**



FRASER URQUHART MEDIA IS BOTH PUBLISHER AND PR WITH UNRIVALLED EXPERIENCE OF WORKING AT THE LEADING EDGE OF LUXURY LIVING.

BUT DON'T JUST TAKE OUR WORD FOR IT, HERE ARE SOME OF THE BRANDS WE ARE PROUD TO WORK WITH:

JACQUES VERT

Malmaison

hotels that dare to be different

McLaren



BREWIN DOLPHIN

next

NEXT.CO.UK



CURVE

THE BELFRY

HOTEL & RESORT

HARVEY NICHOLS

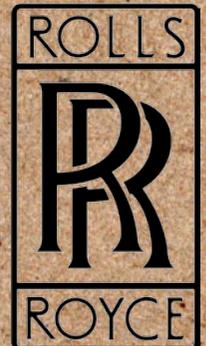
BIRMINGHAM



Birmingham Airport



SELFRIDGES & CO



GENTING ARENA



BENTLEY

IF YOU WANT TO MAKE A BIG DIFFERENCE TO YOUR BUSINESS, LET FRASER URQUHART MEDIA SHOW YOU HOW...

PR

17 YEARS OF EXPERIENCE IN PUBLISHING HAS TAUGHT US MANY THINGS: MOST NOTABLY THAT PR COMES IN ALL SHAPES AND SIZES. SOME GOOD, SOME BAD, SOME DOWNRIGHT UGLY. WE PUT THIS INSIDER KNOWLEDGE TO GOOD USE FOR YOU...

WE'RE JOURNALISTS. WE UNDERSTAND ANGLES AND HOW STORIES SHOULD BE PITCHED TO GAIN MAXIMUM ATTENTION.

WE'RE CONNECTED. OUR BLACK BOOK OF CONTACTS IS UNRIVALLED.

WE'RE AGILE. WE PROVIDE THE RIGHT SPECIALIST TEAM AND SUPPORT FOR EVERY PROJECT.

WE'RE COMMERCIALY-LED. WE CREATE CAMPAIGNS THAT DELIVER REAL RESULTS AND IDENTIFIABLE ROI.

WE'RE EXPERIENCED. YOUR BUSINESS IS SAFE WITH US. USE OUR 17 YEAR REPUTATION TO HELP GROW YOUR BUSINESS.

HERE'S HOW:

MEDIA OUTREACH – FROM BROADCAST AND PRINT TO DIGITAL AND BLOG.

EVENTS – FROM CONFERENCES AND COLLABORATIONS TO CAPTAIN'S TABLE DINNERS.

INTRODUCTION SERVICE – FROM NETWORKING AND CHAPERONING TO 1-2-1 PERSONAL INTRODUCTIONS.

BRAND ASSETS – FROM CONCISE COPYWRITING AND BRAND GUIDELINES TO CREATIVE PHOTOGRAPHY.

SOCIAL MEDIA – FROM ONLINE STRATEGIES AND CONTENT TO HOW TO SEO EFFECTIVELY.

PUBLISHING

ESTABLISHED IN 1999, FEW PUBLISHERS RIVAL OUR EXPERIENCE, UNDERSTANDING OR REPUTATION. FOR 17 YEARS WE HAVE LOVINGLY CREATED THE REGION'S MOST ICONIC AND RESPECTED LIFESTYLE TITLES.

WE EMBRACE CHANGE AND CONTINUOUSLY INNOVATE. WE'RE NETWORKED. DOOR DROPS DON'T WORK, SO 100% OF OUR DISTRIBUTION GOES THROUGH OVER 300 KEY DISTRIBUTION PARTNERS. IT'S THE LARGEST AND MOST VISIBLE NETWORK OF ANY TITLE. WE GET PLACES YOU CAN'T.

WE'RE SOCIABLE. OUR ONLINE AND SOCIAL MEDIA PLATFORMS ARE THE MOST SUCCESSFUL AND ENGAGING IN THE SECTOR.

WE'RE UNISEX. WE ARE UNIQUE IN CREATING TITLES THAT APPEAL TO BOTH WOMEN AND MEN. WHY IGNORE HALF OF YOUR POTENTIAL AUDIENCE?

WE'RE LATERAL. OUR CAMPAIGNS OFTEN COMBINE ASPECTS OF BOTH PUBLISHING AND PR. THE CHOICE IS YOURS.

WE'RE ENGAGING. WE CREATE COMMERCIALY-LED CAMPAIGNS THAT APPEAL AND ENGAGE WITH YOUR TARGET CONSUMER.

HERE'S HOW:

BRAND ADVERTISING

CREATIVE AND SPONSORED EDITORIALS

PRODUCT PLACEMENT AND SUPPORT

INTERVIEWS

COMPETITIONS

LEAFLET AND FLYER INSERTS

ONLINE

EXPERIENTIAL



SIXTYNINE DEGREES

THE ICONIC SIXTYNINE DEGREES IS THE ONLY MULTI-CITY FASHION AND STYLE MAGAZINE IN THE MIDLANDS. ESTABLISHED IN 1999, THE TITLE PROVIDES A VOICE FOR A GENERATION.

PROUDLY UNISEX IN OUR APPROACH –AND UNIQUE IN DOING SO - WHERE THIS MAGAZINE LEADS, OTHERS FOLLOW – AND SO DO OUR LEGION OF READERS, WHO GO ON TO SHARE OR TELL 5 OF THEIR COLLEAGUES AND FRIENDS ABOUT ITEMS THEY’VE SEEN OR READ IN THE TITLE. WE CAN HELP YOU MANAGE YOUR WORD OF MOUTH...

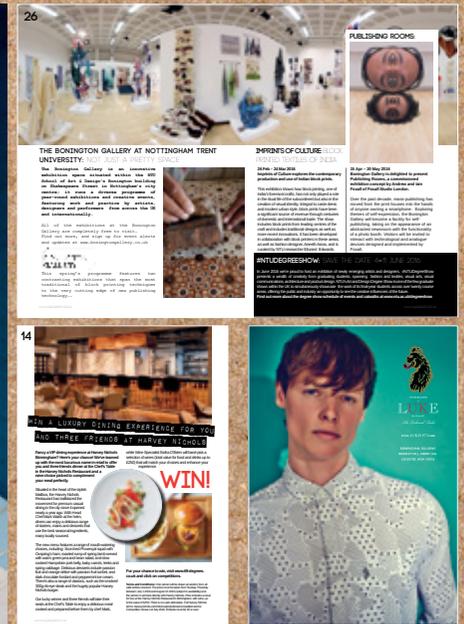
OUR EDITORIAL WEIGHTING IS 60:40, MEANING PICK UP RATES ARE HIGH ACROSS THE LIFE OF THE TITLE. NO OTHER TITLE IS MORE GENEROUS IN THEIR EDITORIAL SUPPORT, AS PART OF AN ENGAGEMENT PACKAGE.

OUR PRINT TITLE IS DUPLICATED

AS AN E-ZINE FOR READERS ON THE MOVE – FURTHER EXTENDING OUR REACH. AN ACTIVE AND DAILY-UPDATED BLOG AND SOCIAL MEDIA PLATFORMS ENHANCE AND ENGAGE YET FURTHER. WE HAVE THE HIGHEST E-READERSHIP OF ANY TITLE IN THIS REGIONAL SECTOR.

SIXTYNINE DEGREES IS PROUD TO WORK WITH SOME OF THE BIGGEST NAMES IN THE INDUSTRY, INCLUDING AUDI, ROLEX, MALMAISON, V-FESTIVAL, LUKE 1977, HARVEY NICHOLS, SELFRIDGES AND MANY, MANY MORE.

ALL TOLD, THERE ARE OVER 350+ HANDPICKED LIFESTYLE-APPROPRIATE VENUES THAT STOCK THE TITLE. NO OTHER MAGAZINE HAS SUCH A COMPREHENSIVE RETAIL NETWORK – AND THEREFORE VISIBILITY. FULL DISCLOSURE AVAILABLE UPON REQUEST.



FACTS & FIGURES

MARKET: Absolutely unique in its demographic and geography. These

readers are highly influential, tech-savvy, mobile, aspirational 'Bright Young Things', aged 20+. Avid users of social networking, the print magazine is backed up with a tablet edition, daily updated blog, Facebook, Twitter and Instagram. Entirely unisex, this title aims at the upwardly mobile, successful and influential reader encouraging sharing and ripple effect marketing.

REACH: 82,919 across print, e-zine, online and social media (July 2016)

AREAS: Over 350+ handpicked, lifestyle-appropriate outlets in the cities of Birmingham, Leicester, Nottingham and Derby.

DEMOGRAPHICS: Absolutely unique in its demographic and geography. These readers are highly influential, tech-savvy, mobile, aspirational 'Bright Young Things', aged 20+. Avid users of social networking, the print magazine is backed up with a tablet edition, daily updated blog, Facebook, Twitter and Instagram. Entirely unisex, this title aims at the upwardly mobile, successful and influential reader encouraging sharing and ripple effect marketing.

SEX: Male 41% Female 59%
SOCIAL: ABC1

dluxe

BIRMINGHAM & SOLIHULL

DLUXE BIRMINGHAM & SOLIHULL IS A NEW BREED OF GLOSSY LIFESTYLE MAGAZINE AIMED AT THE SUCCESSFUL, INFLUENTIAL AND AFFLUENT 40+. IT IS BIRMINGHAM'S ONLY CITY-FOCUSED A4 GLOSSY LIFESTYLE MAGAZINE ENCOMPASSING LUXURY LIFESTYLE AND HIGH END BUSINESS AND, AS PART OF A PUBLISHING GROUP THAT INCLUDES THE ICONIC SIXTYNINE DEGREES MAGAZINE, HAS A WELL-EARNED REPUTATION BUILT OVER 17 YEARS OF INDEPENDENT PUBLISHING.

PROUDLY UNISEX IN OUR APPROACH, WHERE THIS MAGAZINE LEADS, OTHERS FOLLOW – AND SO DO OUR LEGION OF READERS, WHO GO ON TO SHARE OR TELL 5 OF THEIR COLLEAGUES AND FRIENDS ABOUT ITEMS THEY'VE SEEN OR READ IN THE TITLE.

OUR EDITORIAL WEIGHTING IS 60:40, MEANING PICK UP RATES ARE HIGH ACROSS THE LIFE OF THE TITLE. NO OTHER TITLE IS MORE GENEROUS IN

THEIR EDITORIAL SUPPORT, AS PART OF AN ENGAGEMENT PACKAGE.

OUR PRINT TITLE IS DUPLICATED AS AN E-ZINE FOR READERS ON THE MOVE – FURTHER EXTENDING OUR REACH. AN ACTIVE AND DAILY-UPDATED BLOG AND SOCIAL MEDIA PLATFORMS ENHANCE AND ENGAGE YET FURTHER. WE HAVE THE HIGHEST E READERSHIP AND ENGAGEMENT OF ANY TITLE IN THIS REGIONAL, LUXURY SECTOR.

DLUXE BIRMINGHAM & SOLIHULL IS PROUD TO WORK WITH SOME OF THE BIGGEST NAMES IN LUXURY RETAIL INCLUDING HARVEY NICHOLS, AUDI, ROLEX, MALMAISON, BULLRING, SELFRIDGES, HYATT, BENTLEY, ROLLS ROYCE, MCLAREN, QATAR AIRWAYS AND MANY, MANY MORE. ALL TOLD, THERE ARE OVER 313 HANDPICKED LIFESTYLE-APPROPRIATE VENUES THAT STOCK THE TITLE. NO OTHER MAGAZINE HAS SUCH A COMPREHENSIVE RETAIL NETWORK – AND THEREFORE VISIBILITY.



FACTS & FIGURES

MARKET: Affluent and cosmopolitan couples and families, aged 40+. Entirely unisex, this title aims at the upwardly mobile, successful and influential reader encouraging sharing and ripple effect marketing.

CIRCULATION: 10,000

REACH: 74,179 across print, e-zine, online and social media.

AREAS: Distributed through over 313 lifestyle appropriate outlets in Birmingham City such as Harvey Nichols, Hotel Du Vin, Louis Vuitton, Bentley and a 10 mile radius including areas such as Edgbaston, Harborne, Solihull, Shirley and Knowle.

POSTCODE SECTORS: B1, B2, B3, B4, B5, B9, B11, B13, B15, B16, B17, B90, B91

AGE: 70% aged over 40

SEX: Male 42% Female 58%

SOCIAL: ABC1

dux

LEICESTERSHIRE & RUTLAND

DLUXE LEICESTERSHIRE & RUTLAND IS A NEW BREED OF GLOSSY LIFESTYLE MAGAZINE AIMED AT THE SUCCESSFUL, INFLUENTIAL AND AFFLUENT 40+. IT IS LEICESTERSHIRE'S MOST INFLUENTIAL A4 GLOSSY LIFESTYLE MAGAZINE ENCOMPASSING LUXURY LIFESTYLE AND HIGH END BUSINESS AND, AS PART OF A PUBLISHING GROUP THAT INCLUDES THE ICONIC SIXTYNINE DEGREES MAGAZINE, HAS A WELL-EARNED REPUTATION BUILT OVER 17 YEARS OF INDEPENDENT PUBLISHING.

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DLUXE LEICESTERSHIRE & RUTLAND IS PROUD TO WORK WITH SOME OF THE BIGGEST NAMES IN LUXURY RETAIL INCLUDING AUDI, ROLEX, MALMAISON, HARVEY NICHOLS, HIGHCROSS, JAGUAR LANDROVER, NUFFIELD, CURVE, BENTLEY, ROLLS ROYCE, QATAR AIRWAYS AND MANY, MANY MORE. ALL TOLD, THERE ARE OVER 320 HANDPICKED LIFESTYLE-APPROPRIATE VENUES THAT STOCK THE TITLE. NO OTHER MAGAZINE HAS SUCH A COMPREHENSIVE RETAIL NETWORK – AND THEREFORE VISIBILITY.



FACTS & FIGURES

MARKET: Affluent and cosmopolitan couples and families, aged 40+. Entirely unisex, this title aims at the upwardly mobile, successful and influential reader encouraging sharing and ripple effect marketing.

CIRCULATION: 10,000

REACH: 74,179 across print, e-zine, online and social media.

AREAS: Over 320 lifestyle appropriate outlets in Leicester City and a 10 mile radius: South A6 towns including Stonegate, Kibworth, Market Harborough, Melton Mowbray, Lutterworth, Enderby and Oakham. North A6 including Anstey, Newton Linford, Rothley, Quorn, Barrow Upon Soar and Loughborough.

AGE: 70% aged over 40

SEX: Male 42% Female 58%

SOCIAL: ABC1