

DRIFT



CORNWALL'S *luxury* *publication*

*Providing discerning, high net-worth
and sophisticated readers with the most
exclusive content from across Cornwall*



DRIFT

THE PINNACLE OF LUXURY LIFESTYLE IN CORNWALL

Tom Young

Opening the door to a sophisticated, high net-worth audience across Cornwall.

Refined and discerning consumers with tremendous spending power – the **DRIFT** audience lives and breathes luxury, is passionate about design and appreciates quality in every part of their lives.

Whether searching for that next piece of exclusive jewellery or commissioning an interior for their coastal holiday home, **DRIFT** is perfectly positioned as the advisor for Cornwall's highest net-worth individuals.

A magazine focused on rarity in both its subject and itself – **DRIFT** is born out of an understanding, developed over seven years, of the need for a publication in Cornwall that appeals to a niche of residents and travellers who have not only the desire, but the financial means to engage in some of the most luxurious experiences Cornwall has to offer.

DRIFT provides its discerning readers with the most relevant and exclusive content from Cornwall regarding properties, interiors, fashion, art, jewellery and a coastal lifestyle – reaching them both when and where they have the time to read and relax.



GET IN TOUCH

For more information on how you can be part of Cornwall's pinnacle of luxury lifestyle, contact Andy Forster on 01326 574842 or email andy@levenmediagroup.co.uk

THE AUDIENCE

Passionate about Cornwall while expecting and appreciating quality in every aspect of their lives.

- High net-worth
- Residents, second-home owners, holidaymakers, VFR and visitors
- Owning properties in Cornwall, valued over £1M
- Passionate about design
- Expecting luxury and quality
- Passionate about Cornwall
- Looking for brands that they can trust to deliver on their expectations



THE READERS



High net-worth readers / Female / Aged 40-60 / Premium customers / Living in exclusive and boutique areas

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PREMIUM CONTENT

3,000 copies circulated into the highest-wealth areas of Cornwall
85% content and 15% advertising each issue
30 exclusive advertising positions + sponsorship
Reaching the top 5% of high net-worth individuals in Cornwall
20% delivered directly into high-value properties across the county

OUR SPECIALIST CONTRIBUTORS



Fiona McGowan
 Previously a feature writer and chief sub editor for lifestyle magazines, including *Wallpaper*, *The Face*, *Elle Deco*, *Country Homes & Interiors* and *John Lewis*, Fiona also spent four years as Features Editor for a south west lifestyle magazine.



Colin Bradbury
 Previously an investment manager and financial analyst for banks in London and Hong Kong, Colin now writes on a number of specialist subjects from business to lifestyle and sport for magazines, newspapers and commercial clients.



Mercedes Smith
 With a BA Hons in Contemporary Visual Arts and a Masters in 20th Century Art Histories and Theories, Mercedes has worked in communications for Tate St Ives and is now one of Cornwall's most respected arts writers.

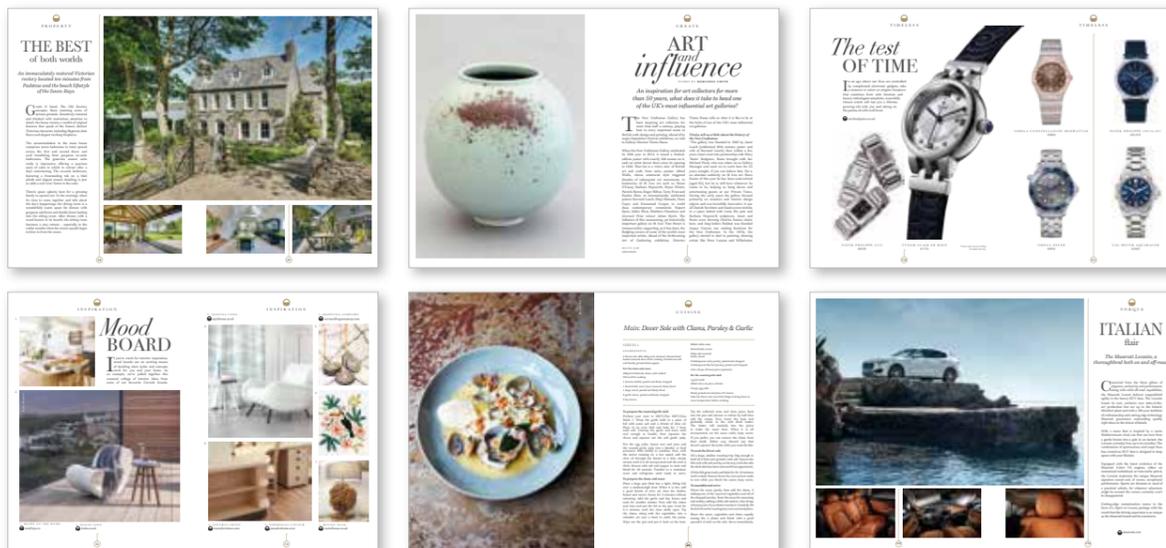


Lewis Jefferies
 Lewis is an award-winning photographer based in Falmouth, Cornwall, currently studying Marine and Natural History Photography at Falmouth University. An advocate for nature and conservation, he is equally passionate about life above and below the water.



Chris Tuff
 Having studied photography and film at Goldsmiths College, Chris' work as a producer and director has received numerous international awards. Chris returned to his photographic roots and his work has been published and sold to collectors across the world.

Our content is driven by our readers and reflects the varied lives and interests of our high net-worth audience. If you would like to be featured amongst the best Cornwall has to offer, contact Andy Forster on 01326 574842 or email andy@levenmediagroup.co.uk



THE CIRCULATION

DRIFT circulation delivers a high-value customer experience that builds a deeper relationship with 'ultra-high net-worth' individuals who are looking – more than ever – for a brand they can trust.

HAND-SELECTED BUSINESS OUTLETS

- | | |
|--|--|
| Ancasta International Boat Sales – <i>Falmouth</i> | Red Hotels (Bedruthan & Scarlet) – <i>Mawgan Porth</i> |
| Bedruthan Hotel & Spa – <i>Mawgan Porth</i> | Rick Stein's Cookery School – <i>Padstow</i> |
| Carbis Bay Hotel – <i>St Ives</i> | Rick Stein – <i>Padstow</i> |
| Coodes Solicitors – <i>Truro</i> | Rick Stein – <i>Porthleven</i> |
| Cream Cornwall – <i>Falmouth</i> | Rock Yacht Club – <i>Rock</i> |
| Eden Project – <i>St Austell</i> | Rojano's in the Square – <i>Padstow</i> |
| Fifteen Cornwall – <i>Newquay</i> | Rustler Yachts – <i>Falmouth</i> |
| Gwel an Mor Resort – <i>Redruth</i> | Scarlet Hotel – <i>Mawgan Porth</i> |
| Healeys Cider Farm – <i>Truro</i> | Scarlet Wines – <i>Hayle</i> |
| Hotel Tresanton – <i>St Mawes</i> | Seasalt – <i>St Ives</i> |
| Iroka – <i>Hayle</i> | St Enodoc Hotel – <i>Rock</i> |
| JO & CO – <i>Wadebridge</i> | St Mawes Hotel – <i>St Mawes</i> |
| Kota – <i>Porthleven</i> | St Moritz Hotel – <i>Trebetherick</i> |
| Mercedes Benz South West – <i>Truro</i> | Tate St Ives – <i>St Ives</i> |
| Michael Spiers – <i>Truro</i> | The Gurnard's Head – <i>Zennor</i> |
| Mylor Yacht Chandlers & Management – <i>Falmouth</i> | The Idle Rocks Hotel – <i>St Mawes</i> |
| New Craftsmen Gallery – <i>St Ives</i> | The Nare Hotel – <i>Veryan-in-Roseland</i> |
| Ocean BMW – <i>Penryn</i> | Trebah Gardens – <i>Mawnan Smith</i> |
| Paul Ainsworth at Number 6 – <i>Padstow</i> | Uneeka – <i>Truro</i> |
| Porthminster Beach Café – <i>St Ives</i> | Watergate Bay Hotel – <i>Newquay</i> |



DISPLAY ADVERTISING

As a premium publication that delivers our readers the highest possible design experience, DRIFT will only place full-page advertising.

34 BOUTIQUE AREAS

- | | |
|-----------------|-----------------|
| CARBIS BAY | PAR |
| FALMOUTH | PENRYN |
| FOWEY | PENZANCE |
| HAYLE | PORT ISAAC |
| HELSTON | PORTHLEVEN |
| ISLES OF SCILLY | PORTSCATHO |
| LISKEARD | ROCK |
| LOOE | ST AGNES |
| LOSTWITHIEL | ST AUSTELL |
| MARAZION | ST COLUMB MAJOR |
| MAWNAN SMITH | ST EVAL |
| MAWGAN PORTH | ST IVES |
| MULLION | ST MAWES |
| MYLOR | TINTAGEL |
| NEWQUAY | TRURO |
| POLZEATH | WADEBRIDGE |
| PADSTOW | WEST LOOE |

UNIQUE RESIDENTIAL DISTRIBUTION

- Rock Road – *Wadebridge*
- Cliff Lane – *New Polzeath*
- Treverbryn Rd – *Padstow*
- Tredragon Rd – *Newquay*
- Riverside Crescent – *Newquay*
- Bar Road – *Mawnan Smith – Falmouth*
- Restronguet Point – *Feock*
- Pedn-Moran – *St Mawes*
- Freshwater Lane – *St Mawes*
- Upper Castle Road – *St Mawes*
- Church Road – *Mylor*
- Trefusis Road – *Flushing*
- Daglands Road – *Fowey*
- Sea Road – *Carlyon Bay – St Austell*

RATE CARD 2020

FULL PAGE ADVERT

- | | |
|-----------------------------|-----------------------------|
| <i>Single Issue</i> | £875 + VAT per issue |
| <i>5 Consecutive Issues</i> | £775 + VAT per issue |
| <i>7 Consecutive Issues</i> | £575 + VAT per issue |

DOUBLE PAGE SPREAD

- | | |
|-----------------------------|-------------------------------|
| <i>Single Issue</i> | £1,570 + VAT per issue |
| <i>5 Consecutive Issues</i> | £1,270 + VAT per issue |
| <i>7 Consecutive Issues</i> | £1,070 + VAT per issue |

An additional 25% is payable for all specified positions, with discounts available for consecutive issue bookings.

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MEDIA SCHEDULE 2020

Dates may be subject to change

MEDIA TITLE	ISSUE	COPY DEADLINE	PUBLICATION / DISTRIBUTION
DRIFT	3	25/10/19	18/11/19
DRIFT	4	31/01/20	24/02/20
DRIFT	5	13/03/20	06/04/20
DRIFT	6	24/04/20	18/05/20
DRIFT	7	05/06/20	06/07/20
DRIFT	8	17/07/20	10/08/20
DRIFT	9	28/08/20	21/09/20
DRIFT	10	09/10/20	02/11/20
DRIFT	11	20/11/20	14/12/20

SPECIFICATIONS

Digital artwork only. Press Optimized PDF, ensure that colours are CMYK, fonts are embedded and images used are 300dpi.

*TYPE AREA

Please ensure all text and logos are placed inside the type area (shown by the blue box) to avoid them being cropped in print. Unfortunately we can't guarantee that any content outside this area won't be cropped.

Full page*
H. 248 mm x W. 177 mm

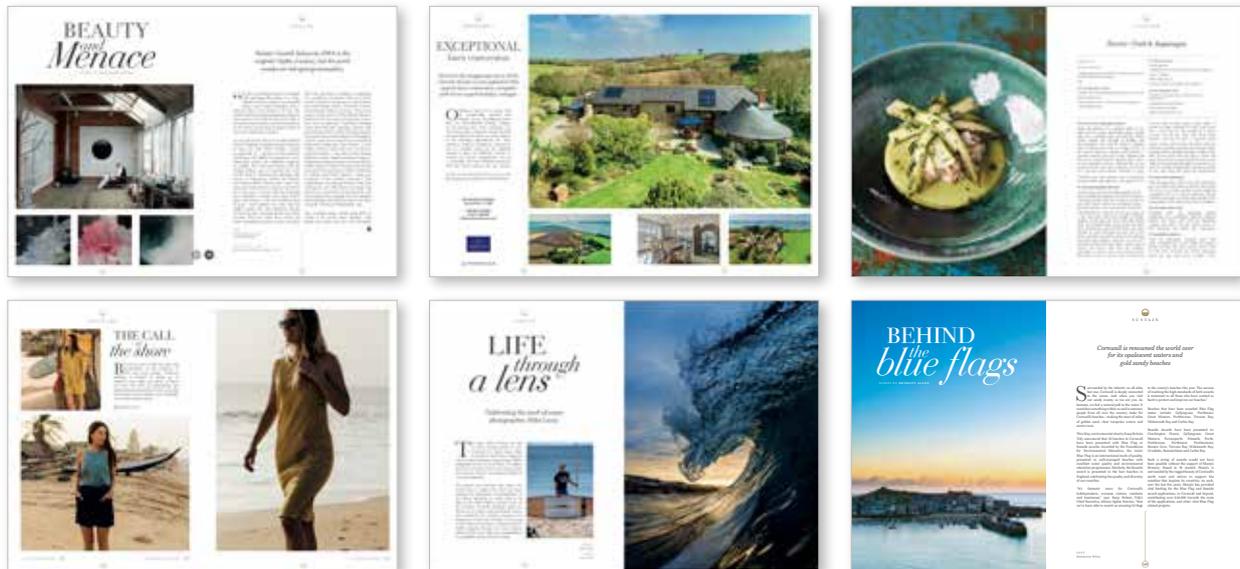


Double page spread*
H. 248 mm x W. 354 mm



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Drift

/drift/

noun

1. the act of driving something along
2. the flow or the velocity of the current of a river or ocean stream

verb

1. to become driven or carried along, as by a current of water, wind, or air
2. to move or float smoothly and effortlessly

To become part of the **DRIFT** society, contact us on 01326 574842 or email:
andy@levenmediagroup.co.uk

Open the door to a sophisticated, high net-worth audience looking for exclusive content from Cornwall.



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LEVEN
MEDIA GROUP

For more information about **DRIFT** and the exclusive packages available to selected supporters, please contact Andy on 01326 574842 or email andy@levenmediagroup.co.uk

