

# Beautiful South

QUARTERLY MAGAZINE





## HAMPSHIRE'S ONLY COMPLIMENTARY & DISTRIBUTED LIFESTYLE MAGAZINE

**Beautiful South**, the complimentary premier lifestyle magazine, celebrates the finest aspects of life in the South Downs. Reaching a highly discerning audience, Beautiful South is delivered directly through the doors of the most affluent homes throughout Hampshire and West Sussex. It is also available from selected distribution points across the local area, alongside a digital edition suitable for tablet and mobile viewing.

From discovering beauty spots in the heart of the Hampshire countryside to venturing behind the scenes to learn more about local businesses, Beautiful South provides a fresh perspective on local life.

Beautiful South is the perfect platform to place your business before a highly affluent audience, who appreciate quality products, a high standard of service and the finer things in life. Vibrant content, quality coverage, striking design – Beautiful South truly sets the standard.

BEAUTIFUL SOUTH IS  
DELIVERED DIRECTLY  
THROUGH THE DOORS OF THE  
MOST AFFLUENT HOMES







## THE READER/ AUDIENCE PROFILE

### BEAUTIFUL SOUTH REACHES A HIGHLY DISCERNING AUDIENCE

- Majority aged over 45 – the demographic that holds the nation's wealth
- Typically own their own home and married/living with a partner
- Active consumers with a disposable income
- Typically value quality, independent services and goods over the cost of these products alone
- Appreciate the finer aspects of local life – events, attractions and locations





# OUR QUARTERLY MAGAZINE

PERFECT BOUND, SQUARE FORMAT,  
GLOSS LAMINATED COVER



With a clever 50/50 mix of content and advertisements, Beautiful South boasts a wealth of in-depth features and interviews which explore a luxury lifestyle from every angle; encompassing health and beauty, style and interiors, travel inspiration and events. Meanwhile, a dedicated men's section – the Gentleman's Notebook – focuses on style inspiration, grooming tips, motoring and the latest innovative gadgets. This diverse content is supported by stunning photography showcasing the South Downs countryside and communities at their beautiful best.

## Regular features:

- STYLE
- INTERIORS
- HEALTH & BEAUTY
- GENTLEMAN'S NOTEBOOK
- THE INTERVIEW
- FOOD & DRINK
- OUTDOOR LIVING
- TIPPETALK
- PRODUCER PROFILE
- MOTORING



# DISTRIBUTION

## DIRECTLY INTO SELECTED HOMES

Hampshire's only complimentary, quarterly, premier lifestyle magazine is delivered into homes and celebrates the finest aspects of life in the South Downs, targeting a highly affluent audience.

Each edition is delivered through targeted letterboxes in the areas and available at local pick up points  
Full digital edition suitable for tablet and mobile viewing:  
an unlimited online audience

Over 19 years' experience of local delivery, with a dedicated in-house distribution manager overseeing a reliable local team, ensuring every issue reaches every home



Online:  
Unlimited



Frequency:  
Quarterly



Readership:  
80,000

## Distributed to:

Buriton (GU31), East Meon, Froxfield, Langrish, Petersfield, Sheet, Steep, West Meon (GU32), Liss (GU33), Privett (GU34), Hambledon (PO7), Winchester (SO23), Alresford, Cheriton, Bramdean (SO24), Corhampton, Droxford, Soberton (SO32), Hayling Island (PO11), Southsea (PO1), Old Portsmouth (PO1, PO4), Havant & Rowlands Castle (PO9), Emsworth (PO10, PO18, PO19).

Reaching  
80,000 readers  
every edition





# MULTI-PLATFORM OFFERING



PRINTED  
VERSION



DIGITAL ISSUE  
EDITION  
Online: unlimited



ORGANIC  
SOCIAL MEDIA  
CAMPAIGNS



WEBSITE COVERAGE

# SOCIAL MEDIA ADVERTISING

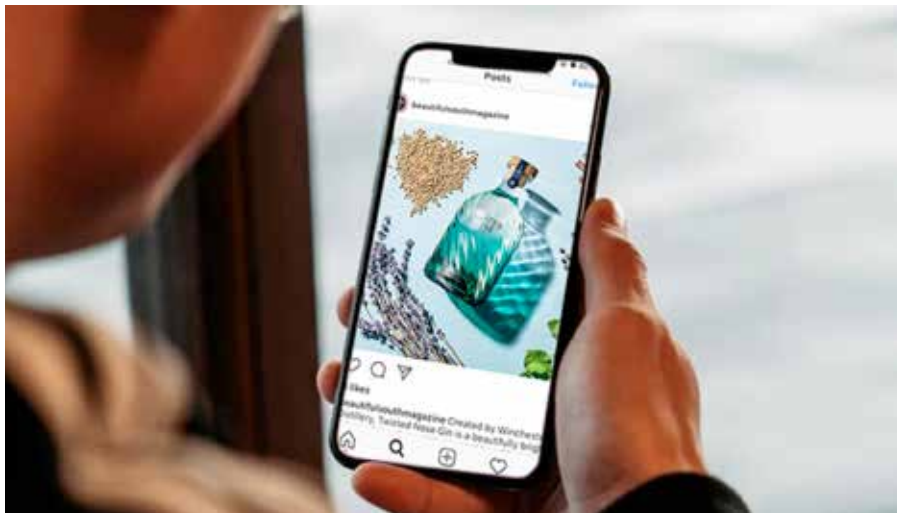
**We offer the opportunity for companies to promote themselves to over 14,000 local followers.**

**Scheduled onto Beautiful South's social media platforms to generate additional enquiries...**

Our bespoke social media campaigns are tailored to any business type and message and promoted via our Facebook, and Instagram accounts.

We offer the opportunity for companies to promote themselves to over 14,000 local followers across all of our social media platforms.

Social media advertising offers the perfect opportunity to take your business to a new, online audience and promote a specific aspect of your business in greater detail. Social media campaigns can also be ran through our customer's own social media accounts if required, at no extra charge.



## YOU WILL GET:

- Up to 4 posts including text
- Adverts posted on Beautiful South Facebook & Instagram
- Posted on Beautiful South Facebook & Instagram accounts during prime times to maximise online reach











## ADVERTISING RATES\*

	1 Issue	4 Issues
Back Cover	£1,500	£4,500
Inside Front Cover	£1,000	£3,000
Inside Back Cover	£1,000	£3,000
Full Page	£800	£2,100
Half Page	£450	£1,600
Quarter Page	£300	£1,000
Full Page Advertorial	£800	£2,100
Half Page Advertorial	£450	£1,600

\*Plus vat

## ADVERTISING SIZES

	Back Cover, Inside Front, Inside Back, Full Page Trim size (mm): 225(h)x225(w) Bleed size (mm): 231(h)x231(w)		Half Page Portrait Trim size (mm): 200(h)x98(w)
	Half Page Landscape Trim size (mm): 98(h)x200(w)		Quarter Page Trim size (mm): 98(h)x98(w)

We accept PDFs and JPEGs as file formats when supplying adverts to us.

## 2024 DEADLINE DATES

NEW YEAR EDITION January – March Copy deadline 6th December 2023	SUMMER EDITION July – September Copy deadline 6th June 2024
SPRING EDITION April – June Copy deadline 7th March 2024	AUTUMN/WINTER EDITION October – December Copy deadline 5th September 2024

## PAYMENT TERMS

1 edition bookings: 14 day terms  
2 editions or more: Monthly terms available

Payment methods: Go Cardless - Credit/Debit – BACS





# Hampshire

MEDIA GROUP

Unit 1 Viceroy Court  
Bedford Road  
Petersfield  
Hampshire  
GU32 3LJ

01730 260746  
[hello@hampshiremediagroup.co.uk](mailto:hello@hampshiremediagroup.co.uk)  
[www.hampshiremediagroup.co.uk](http://www.hampshiremediagroup.co.uk)



Leaflet  
Distribution  
Direct



Beautiful South