

PR PARTNERSHIP PACK • 2026

ASPIRE & DEFINED

One relationship. Eight luxury titles. Every audience that matters.

8

REGIONAL LUXURY TITLES

120,000+

READERS PER EDITION

8

EDITORIAL PILLARS

Prepared for our PR & brand partners

WHO WE ARE

A family of eight regional luxury titles

ASPIRE & DEFINED, published by The Magazine Company, spans eight premium regional lifestyle titles — London, Oxfordshire, Yorkshire, Essex, Sussex, Bristol, Surrey and DEFINED Kent — reaching an engaged, high-spending readership of 120,000+ per edition.

Every title shares one editorial DNA and one commercial team — meaning a single partnership can flex across as many, or as few, regions as a campaign needs.

SEE EVERY TITLE IN DETAIL

Full title-by-title profiles, rates, distribution and reader data at themagazinecompany.uk

8

TITLES ACROSS THE UK

120,000+

READERS, PER EDITION

8

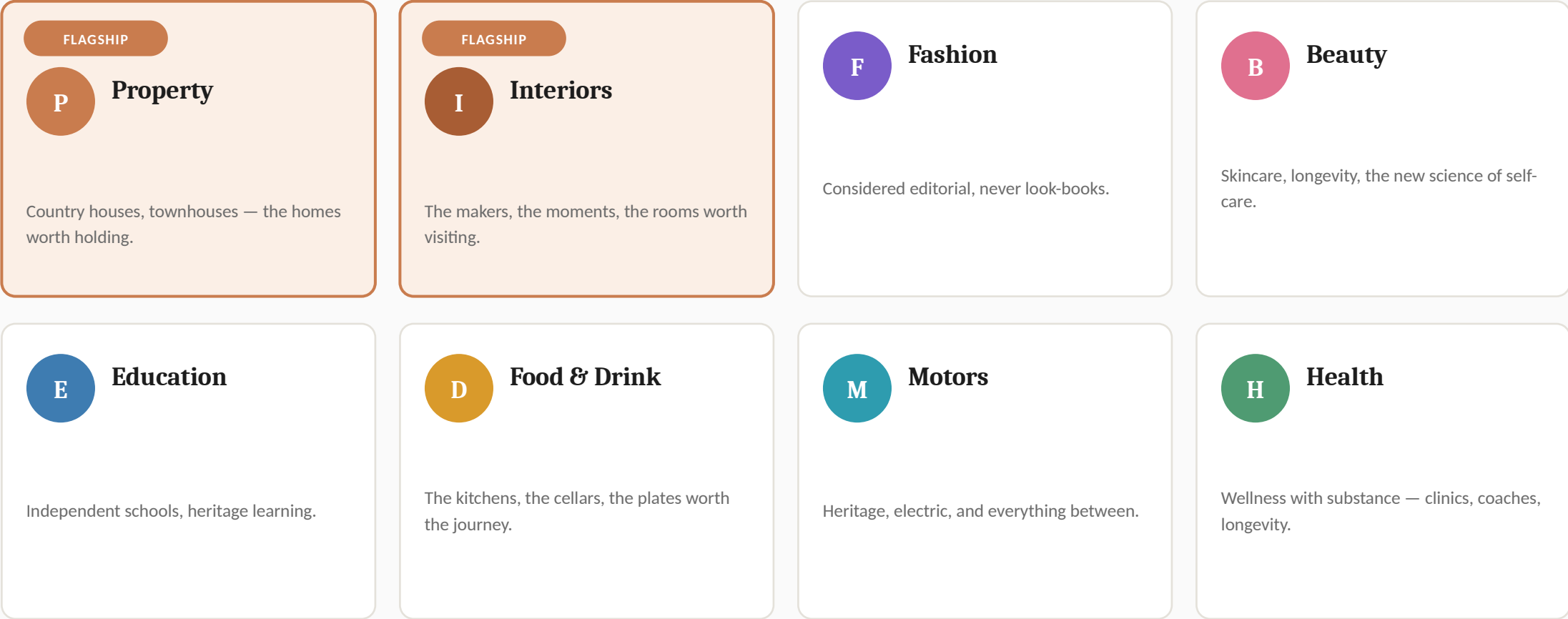
EDITORIAL PILLARS

1

SINGLE POINT OF CONTACT

Eight editorial pillars, one luxury audience

Property and Interiors lead our editorial world — our flagship focus, prioritised across features, press trips and partnerships.



WHY PARTNER WITH US

Brand storytelling that reads like trusted recommendation

- **One relationship, eight audiences**

Brief once, and we place your story in the right regions and pillars.

- **Editorial-first, not ad-first**

Content that sits naturally alongside features readers already trust.

- **Flexible, partner-led terms**

Press trips, advertising, social and digital — mixed to what you need.

- **A platform on the way up**

Website launches October 2026 — early partners lock in founding rates.

“

Our magazines create a sound across the country, not an echo.

Seán Kane — Group Publishing Director, The Magazine Company

HOW WE CAN WORK TOGETHER

The partnership menu

We work with brands across the board — the more you invest, the more space we allocate, up to all eight titles.

1

Press Trips & Experiences

Host our team; we deliver editorial + social coverage broker-able across all 8 titles.

2

Advertorial & Advertising

Single-title or multi-title space, from a single page to a full syndicated package.

3

Social Media Amplification

Complimentary in Year One while we build our following — a genuine founding-partner incentive.

4

Digital & Affiliate Partnerships

New website launches October 2026 — founding affiliate slots available now.

5

Bespoke Brand Features

Tailored content, competitions and events built around your brand moment.

HOW SPACE IS ALLOCATED

The more you invest, the further we go

We're generous with coverage — space scales with the value of a partnership, and with your commitment to working with us.

ENTRY

Single Title

One region, matched to the right pillar for your brand.

REQUIRES

- Content & imagery for the feature
- Product or access for review

GROWTH

Regional Cluster

Coverage syndicated across 3–4 titles for wider regional reach.

REQUIRES

- Consistent content supply
- Product/experience access
- Priority on press-trip slots

FLAGSHIP

All Eight Titles

Full national syndication across every ASPIRE & DEFINED title.

REQUIRES

- Ongoing content partnership
- Product & experience access
- Priority press-trip & social slots

Commitment matters as much as budget: partners who consistently supply content, product and access earn the most generous, widest-reaching coverage.

1

PARTNERSHIP ROUTE ONE

Press Trips & Experiences

We always send two: an editor/writer and a photographer — full editorial and visual coverage, every time.

WHAT WE ASK

- Hosted travel, accommodation and hospitality for two delegates
- An itinerary that gives us genuine editorial material to work with
- A commitment to ongoing content, product or access — this is what earns wider space

WHAT YOU RECEIVE

- Coverage broker-able across all eight titles — single feature or syndicated package
- Professional photography for your own brand use
- Complimentary social media amplification (Year One incentive)

A note on numbers

Two delegates is a fixed part of how we work — it guarantees both a written feature and original photography from every trip. Space allocated in return scales with your commitment to supplying content, product and access on an ongoing basis.

PARTNERSHIP ROUTE TWO

Advertorial & advertising space

From the confirmed 2026 rate card — single-title rates vary by insertion volume (1-12).

PARTNERSHIP	RATE (1-12 INSERTIONS)	REACH
Full Page (single title)	£1,395 - £2,375	One title
Double Page Spread (single title)	£2,995 - £4,975	One title
Sponsored Editorial / Advertorial	£1,675 - £2,975	One title
Premium Cover Position (IFC / OBC)	£2,225 - £3,995	One title
Full Page — Group Rate	From £8,495 / cycle	All 8 titles
Double Page Spread — Group Rate	From £17,995 / cycle	All 8 titles

Rates net, per single edition unless stated; VAT at prevailing rate. Multi-cycle group series and bespoke partnerships priced on application.

PARTNERSHIP ROUTE THREE

Social media amplification

£0

YEAR ONE — COMPLIMENTARY FOR ALL PARTNERS

While we build our following through 2026, social media coverage for press trips, features and campaigns is included at no additional cost. From Year Two, as our audience and figures are established, social will move to a paid tariff — so partnering now locks in genuine added value.

WHY IT MATTERS TO YOU

- No hidden extras on trips or features this year
- Full social rollout across our growing channels
- First-mover partners featured as our audience scales
- Rate locked in ahead of the 2027 tariff

Website & affiliate partnerships

LAUNCHING

October 2026

Our new website launches in approximately two months, opening a permanent digital shop window alongside our print titles.

Founding affiliate partnerships — available now

- We're brokering affiliate and advertising placements ahead of launch, before our formal digital rate card is set
- Founding partners help shape placement, categories and content integrations
- Preferential terms for partners who commit before go-live
- Rates reviewed once launch traffic and readership figures are established

WHY NOW

The founding partner window is open — for a limited time



Rates rise later

Advertising and digital rates are reviewed once our 2026 readership and website figures are confirmed.



Social won't stay free

Complimentary social amplification is a Year One incentive only — it moves to a paid tariff from Year Two.



Digital slots are limited

Founding affiliate placements are available ahead of our October launch, on a first-agreed basis.

How a partnership comes together

01

Introductory call

A short conversation about your brand, audience and what you're hoping to achieve.

02

Match to titles & pillars

We recommend the right title(s) and content pillar — home & interiors, fashion, beauty, food, motors or health.

03

Confirm the scope

Press trip, advertising space, social, affiliate, or a mix — agreed and put in writing.

04

Go live

Coverage plans in, dates locked, and your partnership goes into production.

LET'S TALK

Let's build your partnership

Press trips, advertising, complimentary social and founding digital placements — tell us your brand and we'll shape the right route across our eight titles.

Seán Kane

Group Publishing Director, The Magazine Company

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EXPLORE ALL 8 TITLES

Rates, reach, distribution maps and reader data for every title, in one place.

themagazinecompany.uk