



The Press and Journal

Elegance

Luxury Lifestyle Magazine

Elegance Magazine

Welcome to Elegance magazine - your guide to the very best life has to offer. Our glossy magazine offers a peek into the world of high-living, from exquisite watches and jewellery to the top design houses, fast cars from prestigious marques, to exclusive holiday experiences and private jets.

Circulated each quarter within the Press and Journal - the market leading newspaper in the north of Scotland - we offer our readers a chance to explore the most stylish aspects of life and how they can be achieved or aspired to.

Each is brought to the page through a combination of gorgeous imagery, insightful copy and glorious advertising spreads.



The Press and Journal



The Press and Journal continues to be a strong voice in the north and north east of Scotland today, as it was when it was launched more than 260 years ago.

Circulation of the Press and Journal 63,796

Demographic:

50% Male and 50% Female

26% AB

The Press and Journal's strong AB profile is reinforced by a C1C2 audience with a higher than average disposable income given the nature of salaries in the Oil & Gas sector

Our Readers

28% of our readers travel to London to purchase luxury goods (54% to Edinburgh, 52% to Glasgow).

18% of our readers own luxury car brands (including: Porsche, Land Rover, Jaguar, BMW, Audi).

Source: DC Thomson Reader Panel 2013; Source: TGI 2013 Q4 (July 2013 –December 2013)



Aberdeen

The Oil Capital of Europe

Named a 'leading business hub and one of eight 'super cities' spear-heading the UK's economy' by HSBC in 2012, Aberdeen 'the oil capital of Europe' has established a reputation a fantastic place in which to invest, live and visit.



- Good Growth for Cities index, 2013 ranked Aberdeen: Best city to live and work in Scotland and 2nd in the UK Competitiveness Index 2013
- Aberdeen has more multi-millionaires (individuals worth £20 million or more) per 100,000 people than any other city in Britain
- The average personal income in Aberdeen is 31% higher than the Scottish average
- DeVere Hotel opening in November 2014
- Home of Donald Trump's International Golf Course
- Aberdeen Audi are currently:
 - No 1 retail dealer in the UK
 - No 1 RS and R8 dealer in the UK
 - No 1 used car dealer in the UK

Next Issue

The next edition of Elegance will be published on November 22, 2014.
Covering a wide range of subjects for our winter issue.

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Referencing
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