



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 top design houses and fast cars. From prestigious marques, to exclusive holiday experiences and private jets.

Circulated each quarter within the award - winning 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.

Elegance delivers affluent readers 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 almost 270 years ago.

Circulation of the Press and Journal
59,530 (Saturday)

Demographic:
Male 49%, Female 51%
AB 30%

The Press and Journal's strong AB profile is reinforced by a robust C1C2 Audience, with higher than average disposable incomes given the nature of salaries in the Oil & Gas sector. Plus world class professional, scientific, and technical services in the area.

Our Readers

Readers of The Press and Journal have a higher propensity to purchase luxury cars. 1 in 4 cars bought within The Press and Journal's circulation area are a luxury car brand (including Porsche, Jaguar, BMW and Land Rover).

A quarter (25%) of our AB readers took luxury holiday abroad to destinations including: The Caribbean, Mexico, Malaysia, Singapore & Norway.

Source: ABC Jan - Jun 2016 (Saturday), NRS Jul 15 - Jun 16,
DCT Newsbrands (Ipsos Mori) 2015, SMTA





Aberdeen

Scotland's Economic Powerhouse

Aberdeen is one of the UK's most prosperous regions – second only to London and the powerhouse of Scottish economic growth.



Why Elegance is the perfect platform for your advertising?

- Aberdeen continues to be amongst the best performing cities in the UK in the Good Growth for Cities Index 2015.
- Average weekly earnings in Aberdeen City (£759) are the highest in Scotland – 25% higher than the Scottish Average (£607)
- More than a quarter of Land Rover sales in the last registration period were within The Press and Journal circulation area.

Source: PWC, ONS 2015, SMTA (September 2015 – February 2016)

To reach the people that matter in one on the UK's leading super-cities:

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Next Issue

The next edition of Elegance will be published on 19 November, 2016.

