

TRANSFORM YOUR PR STRATEGY

WITH PR OPPORTUNITIES FROM

Roxhill

THE RIGHT RESULTS FAST





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What is a PR Opportunity?



A PR opportunity is a bit of coverage in a print or online publication, which promotes a place, product, or person in a positive way. It can be in the form of a full review, an interview, a little mention, or even just a name credit.

As a PR, it's your job to filter through dozens of magazines and analyse hundreds of pages to pick out the right PR opportunity for your clients. Sorting through multiple outlets is a repetitive and time-consuming task, but when done correctly, it can reap rewards for your client or brand.

So how do you efficiently filter through the various magazine sections to find the right PR opportunity for your clients or brand?

Check List

How to approach your search & what you should consider:

- ★ An advertorial feature will have the words 'advertising' or 'in paid partnership' within it. These are clear signs of an advertorial opportunity, where a company has paid the outlet to be featured.
- ★ A PR opportunity is designed to capture the audience's attention through editorial storytelling; a good balance of compelling text and enticing images. At the bottom of the feature, you'll find contact details for those keen to learn more about what they've just read.
- ★ A good PR opportunity should be viewed by all (readers and clients) as a positive piece of writing that will encourage people to think and speak positively about the product, brand or service being promoted. This, in turn, generates further coverage as word gets out.
- ★ PR is not only about sending press releases about anything new, it's about creating and crafting opportunities that are interesting and newsworthy.

Learn the ropes



The lifestyle PR audience has just become easier to understand.

We've created 5 'luxe categories' Ultra Luxe, Accessible luxe, Affordable Luxe, Everyday Luxe and Broad Luxe, these new categories represent an infinite number of brands, writers and editors, across multiple sectors, helping to ensure your next pitch is both accurate and relevant.

Ultra Luxe – Perfect if you represent the likes of Chanel, Gucci, Tom Ford, Krystal, Versace, Bentley and Porsche.

Accessible Luxe – Ideal for brands such as Krug, Sandro, Maje, Karen Millen, J Brand, Anya Hindmarch, Apple, Audi and VW.

Affordable Luxe – Feature brands like Jigsaw, Me & Em, Superga, Fortnum & Mason, Moët et Chandon, Jo Malone and Barbour, amongst others.

Everyday Luxe – Everyday brands that we all consume such as the likes of Pret A Manger, Costa, Waitrose, John Lewis, Top Shop, Zara and Mango.

Broad Luxe – Best suited to all the remaining goods brands such as Tesco, Sainsbury's, Morrisons, Coca-Cola, Esso, Heineken, New Look, Primark, and so on.

So, whether you're working with budget brands, aspirational brands or something in between, we have the right 'Luxe' category for you.



Sector Snapshot

This is a small example of the 200 leading titles we researched, to bring you over 2000 targeted lifestyle PR opportunities.

For a complete list of titles, head over to roxhillmedia.com



Beauty & Grooming

- ★ Professional Beauty
- ★ New Beauty
- ★ Glamour
- ★ Marie Claire
- ★ Elle

Celebrity & Entertainment

- ★ Hello!
- ★ OK!
- ★ TV Times
- ★ Woman's Own
- ★ Heat

Fashion & Style

- ★ Vogue
- ★ Harpers Bazaar
- ★ Sunday Times Style
- ★ PORTER
- ★ Elle

Food & Drink

- ★ Olive
- ★ Delicious
- ★ Observer Food Monthly
- ★ Foodism
- ★ BBC Good Food

Health, Diet & Fitness

- ★ Health & Fitness
- ★ Men's Health
- ★ Natural Health
- ★ Top Sante
- ★ Women's Health

Home Interest

- ★ House & Garden
- ★ Homes & Gardens
- ★ Living ETC
- ★ Elle Deco
- ★ Good Housekeeping

Lifestyle

- ★ Grazia
- ★ ES Magazine
- ★ Stylist
- ★ Stella
- ★ YOU magazine

Shopping

- ★ Stylist
- ★ ES Magazine
- ★ Sunday Times Style
- ★ Times Luxx
- ★ Ultra Travel

Travel

- ★ Conde Nast Traveller
- ★ Sunday Times Travel Magazine
- ★ Escapism
- ★ Family Traveller
- ★ Food & Travel

Property

- ★ Town and Country
- ★ Country and Townhouse
- ★ Country Life
- ★ Harper's Bazaar
- ★ Tatler

Beauty & Grooming

Luxe Category: Affordable Luxe ★★★

Outlet: ES Magazine

This is a round-up feature, compiled by Rose Beer (acting beauty editor of ES magazine), featuring make up products that tie in with the season it was published. Image led, with bold colours, this opportunity would be perfect for any beauty PR wanting to showcase a new product.

Frequency: Weekly

Print circulation: 563,000

Deadline day: Tuesday

Key Beauty Contacts:

- Rose Beer, Acting Beauty Director
- Anna Van Praagh, Deputy Editor
- Laura Weir, Editor
- Mandi Lennard, Contributing Editor

BEAUTY

BY ROSE BEER



NARS Velvet Shadow
Stick in nepal, £21
(narscosmetics.co.uk).
BEAUTY BLENDER
Bounce liquid whip
longwear foundation,
£32, at cultbeauty.
co.uk. LIME CRIME
Velvetines Lip Liner in
cake, £12.10 (limcrime.
com). SISLEY Velvet
Nourishing Cream,
£143 (sisley-paris.com).
MAC Powder Kiss
Lipstick in my tweedy,
£17.50 (maccosmetics.
co.uk). ARMANI Rouge
D'Armani Matte
Lipstick in red fire, £30,
(armanibeauty.co.uk).
PRADA La Femme
Prada Velvet Edition
eau de parfum,
£295 for 100ml
(prada.com)

PURE VELOUR

*Soft to touch and luxurious to behold,
velvet is autumn beauty's go-to texture*

THE HUMANITY TEST

Dame Helena Morrissey, top financier, big cheese in the City and a mother of nine, on family ties, early starts and acts of kindness



What's the most important decision you've made? Marrying my husband. The most important and the best.

What's the biggest sacrifice you have made? Marrying my husband. (Just joking!) Publicly supporting Brexit has cost me friends and that feels a high price to pay for taking a view that's shared by 17 million others. But it wouldn't have felt right to stay silent, when I really believe in the importance of local power, of taking decisions close to the people they affect. It's also made me realise that all the work on diversity – including my efforts with the 30% Club [for greater representation of women on FTSE100 boards] – has not delivered diversity of *thought* or the licence to disagree. Individuals still need a lot of courage to question conventional views, even though we can see that the greatest breakthroughs are made when people challenge received wisdom.

What unexpected things give you pleasure? Fresh air, the sun on my face, swimming in clear sea, our dog running towards me wagging his tail, little acts of kindness, finishing a task, my

children singing (especially when it's just because they are happy), women telling me about positive steps they've taken as a result of reading my book or hearing me speak.

When are you frightened? When I worry about what might go wrong in future, rather than focusing on what's going on right now.

Who (or what) was your first love? My first boyfriend (I was 16), who I met at a physics A-level revision camp. (I was not a wild teenager!) We stayed friends and he was very kind at a time when I was quite unsure of myself.

What are you most proud of? My family, without question. Not only are they amazing individuals, but together they are something quite extraordinary, and give so much to each other.

What time do you wake up and what is the first thing you do? I wake up at 5am and take a shower. (I don't wake up so early on weekends.)

What will you always find time for? Besides the obvious priority of my family, I hate missing

deadlines, especially around finances (my tax return!) and I will just drop everything if needs be.

If you could eat only one thing for the rest of your life what would it be? Cheese.

If you could choose only three people, who would be on your apocalypse team? Tom Cruise, Kanye West, St Paul.

What's your failsafe fancy dress costume? A Sixties dress. I can get my hair to look quite authentic with a bit of backcombing and the make-up is easy too.

"It wouldn't have felt right to stay silent on supporting Brexit"

What was the last thing you made with your hands? Table decorations for my eldest daughter's wedding. And I did the flowergirls' hair. It wasn't very professional, but they still looked beautiful.

Are you tidy or messy and is it a problem? Very messy and, yes, my husband is very tidy so it is a problem. He is very patient, but...

Do you believe in the afterlife and, if so, what is it like? Yes. In my mind it's joyful, and that's all I can say.

What was your last big challenge? Organising my daughter's wedding at home with seven weeks' notice. It was a wonderful day, though, with lots of spontaneity and family and friends.

What three adjectives best describe you? Let's think positively: can-do (is that an adjective?), bold and kind. I want things to continually improve.

What is the gap between how you perceive yourself and how others perceive you? I really hate the articles that portray me as a whirling dervish, articles that perpetuate the myth that "working mothers" (we rarely say "working fathers") are slightly crazed.

Have you told the truth? Yes.

Celebrity & Entertainment

Luxe Category: Ultra Luxe ★★★★★

Outlet: LUXX (The Times)

This is a high-profile interview slot within Times Luxx, a quarterly supplement that accompanies The Times. Times Luxx is a glossy, ultra-luxe publication that is aimed at the most affluent readers, ensuring that they stay well informed about everything in the luxury market. Everything within Times Luxx has an aspirational focus and the interview slots are always compelling and informative.

Frequency: Quarterly

Key Celebrity & Entertainment Contacts:

- Lisa Grainger, Travel Editor

- Kate Reardon, Editor-in-Chief

Fashion & Style

Luxe Category: Ultra Luxe ★★★★★

Outlet: PORTER Magazine

Since its launch in June 2000, NET-A-PORTER has established itself as the world's premier luxury fashion destination. This piece features Aurora James' top tips for fashion at work. A feature such as this isn't necessarily image-led, but should still be approached with high-quality, tasteful visuals. If your client is a high-end brand whose target audience is looking for indulgent fashion pieces, then PORTER Magazine would be perfect to showcase their product.

Print Circulation: 152,000

Frequency: Monthly

Colour Page Rate: £38,000

Mono Page Rate: £38,000

Key Fashion Contacts:

- Hannah Cole, Digital Style Editor
- Morgan Pilcher, Senior Fashion Editor
- Sofia Catania, Associate Fashion Editor
- Gillian Brett, Associate Fashion Features Editor



Dress by Diane Von Furstenberg, \$698, at Net-A-Porter.com; shoes by Brother Vellies, \$495, at Net-A-Porter.com; belt by Diane Von Furstenberg, \$274; earrings by Rebecca Pinto, \$385; (right hand) ring by Anita Ko, \$7,675; (left hand) ring by Paige Novick, \$1,060

POWER DRESSING

Aurora James

With an eye for fun, exquisite detail and a pledge to support sustainable craftsmanship, the founder of Brother Vellies is leading a positive movement of change in fashion

Photography by Clément Pascal
Fashion editor Lilli Millhiser
Words by Megan Logue

WORK

Aurora James does things differently. It was actually during a hiatus from fashion in 2014 that the 33-year-old, Canadian-born, Brooklyn-based designer was inspired to launch accessories label Brother Vellies. During a life-changing trip to Africa, James was impressed by the gifted artisans she encountered and decided to create a contemporary label with exquisite craftsmanship at its core. Colorful dresses are her hallmark and she laments the fact that a lot of women don't want to wear prints in case doing so might make them look larger. "But who cares? Why are we so fixated on that?" she asks. "It's about owning it and having confidence. Ultimately, that's the only thing that will make you look and feel beautiful."

AURORA'S WORKWEAR PICKS



Dress by Altuzarra, \$2,295, at Net-A-Porter.com

18k platinum and diamond ring by Piaget, \$4,850, at Net-A-Porter.com

Watch by Jaeger-LeCoultre, \$5,150, at Net-A-Porter.com

Bag by Wandler, \$890, at Net-A-Porter.com

Shoes by Brother Vellies, \$495, at Net-A-Porter.com

RÉSUMÉ

Occupation Founder and creative director of Brother Vellies.
Experience James worked on Canadian *Fashion Television*, and was fashion director at Gen Art, which showcases emerging talent.
Greatest achievement "Winning the CFDA/Vogue Fashion Fund in 2015, as it proved to the local artisans we work with that their skills and traditions hold true value."

Scan & Shop more chic workwear with the NET-A-PORTER APP

TRAVEL

With James racking up more air miles than most, it's no surprise she has perfected the art of packing. "Brother Vellies Burkina sandals are an essential because they are totally collapsible, so they don't take up a lot of space." Other pieces that make the grade are Tata Harper moisturizer and anything by Zimmermann – "I'm all about finding easy dresses you can just slip on."

STYLE

Power piece: My springbok Mini Island bag, it was the first Brother Vellies purse we ever made and is my 'comfort bag'.

Favorite designers: I really love what Maria Grazia Chiuri is doing at Dior.

Heels or flats? Both. I think there are heels and flats for every occasion.

Any working style mishaps? During high school, I was a walking style mishap!

Do you wear jewelry? All the time. I'm always using jewelry to bring a fun dimension to my outfits.

Biggest extravagance? A floor-length, pink, shearling coat from Valentino that I've worn maybe twice in my life.

Your motto? Life is about the journey, not the destination.

BUSINESS LUNCH

The best places to eat in and around the City of London, from hip new openings to long-established staples

HAWKSMOOR SPITALFIELDS

WHAT IS IT? – The original Hawksmoor on Commercial Street has just reopened after a major re-furbishment. Will Beckett and Huw Gott's venue made its City debut 12 years ago, but there are now seven in the capital and one in Manchester.

WHO WILL IT IMPRESS? – Carnivores. Though there are fish and vegetarian options – and fine ones at that – this place is all about hefty cuts of cow scorching on hot coals.

WHAT ABOUT THE FOOD? – The menu is split into "steak" and "everything else", with a disclaimer that the steaks are big. Sides are six varieties of potato but we recommend the chunky triple cooked chips. An array of starters range from the trendy – bone broth, burrata – to the paleolithic, with potted beef and Yorkshires competing with pork belly ribs to spoil your appetite. For something in-between, go for a generous mound of crab piled atop a crisped crumpet. Desserts are twists on British comfort puds. The banana bread and



butter pudding is fresh and surprisingly light, served with banana ice cream, and the rhubarb pavlova is a tart masterpiece.

SET MENU? – The Express Menu is two courses for £25 and three courses for £28, but it's only available off-peak Monday to Saturday. You don't have to pay extra for steak (unless you want a fillet) and that rhubarb pavlova is on it.

PHONE: 020 7426 4850
WHERE: 57A Commercial St
WEB: thehawksmoor.com

www.roxhillmedia.com

R

Food & Drink

Luxe Category: Accessible Luxe ★★★★★

Outlet: CityAM The Magazine

This piece is a restaurant round-up of the best places to eat in and around the City of London; a feature compiled by Steve Dinneen. City A.M The Magazine is a quality, bi-monthly lifestyle bible for the clued-up City worker. Business Lunch is a regular feature where you can get the lowdown on the best places to take your clients. If you're a PR for a London restaurant that is easily accessible from the City, then get in touch with City A.M for potential review.

Print Circulation: 105,681

Frequency: Bi-Monthly

Key Food & Drink Contacts:

- Steve Dinneen, Lifestyle Editor
- Melissa York, Deputy Editor
- Jane West, Head of Lifestyle



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Health, Diet & Fitness

Luxe Category: Affordable Luxe ★★ ★

Outlet: COSMOPOLITAN (UK)

This fitness feature focuses on a new workout regime from Miami, from personal trainer Jacqueline Kasens. With imagery and illustrations provided by third parties, this fitness feature reflects Cosmopolitan's unique selling point (inspire women to be the best they can be) by encouraging an active lifestyle. If you are a PR with affordable health and fitness products and services, this is the perfect type of feature for you.

Print Circulation: 302,514

Frequency: Monthly

Online Unique Users: 11,500,000

Colour Page Rate: £16,940

Mono Page Rate: £13,031

Key Health, Diet & Fitness Contacts:

- Olivia Blair, Features Writer

- Laura Silverman, Features Writer

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Bring sexy BACK



Look excellent when walking away with moves from Miami's hottest trainer

We get it. It's behind you – whereas you see your abs (or lack of them) in the shower every single day. But that doesn't mean you should ignore your back muscles and only focus on the more visible ones. Why? 1) Because strong back muscles are vital for good posture and injury prevention; and 2) Backless dresses. So repeat this circuit from Jacqueline Kasens, PT at Miami Beach's Anatomy 1220, three times. Then practise your best coy over-the-shoulder pose.

WORDS DANIELLE MONAGHAN CATHERINE JONES PHOTOGRAPHS KIMBERLY SOTO/BEHOLD THE LENDINGPROJECT.COM ILLUSTRATIONS LIZZY THOMAS

STEP 1 Superman

TARGETS Back, shoulders, core

- 1 Lie face down on a mat, arms extended in front of you.
- 2 Lift your arms, head, chest and lower legs off the mat, keeping your head and neck neutral.
- 3 Rotate your arms to the side, then to the back, touching hands behind you.
- 4 Return to the front. Do 20 reps. Think of Henry Cavill while you do so.



STEP 2 Rear delt fly

TARGETS Upper back, biceps, triceps

- 1 Stand with feet hip-width apart, knees slightly bent, holding a dumbbell in each hand, arms hanging, palms facing forwards.
- 2 Bend at your hips.
- 3 Simultaneously raise both arms to shoulder height, out to the sides.
- 4 Lower, counting to three as you do so. Do 12 reps.



TIP!

Kasens' favourite music to listen to while working out? Muscle Prodigy, inspirational speeches told over a background of music.

STEP 3 Renegade row

TARGETS Triceps, biceps, upper back

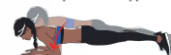
- 1 Get in a high plank, holding a dumbbell in each hand, wrists under the shoulders, feet hip-width apart.
- 2 Bend your right arm, drawing the weight to your chest.
- 3 Lower, then repeat with left arm. That's one rep.
- 4 Continue, alternating sides for 10 reps. We get it, it burns.



STEP 4 Power plank

TARGETS Core, upper back, triceps

- 1 Get in a forearm plank position, elbows under your shoulders, feet hip-width apart.
- 2 Rotate your shoulders back and down as you lower your chest towards the ground and squeeze your shoulder blades together.
- 3 Pause, then reverse the motion and press back up, rounding your shoulders slightly.
- 4 Do 15 reps. Feel unstoppable.



STEP 5 Military press

TARGETS Triceps, upper back

- 1 Stand with feet hip-width apart, knees soft, holding a dumbbell in each hand, arms at shoulder-height out to the side, elbows bent at 90°, palms facing forwards.
- 2 Extend your right arm over your head.
- 3 Lower, then repeat with left arm. That's one rep.
- 4 Keep alternating sides for 10 reps. Attention!



Move

**EXPRESS
WORKOUT**

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MONASTIC STYLE

Minimise to maximise the beauty of your bathroom

If he were alive today, modernist architect Ludwig Mies van der Rohe would surely give his seal of approval to pared-back bathrooms that embody his 'less is more' philosophy. Quality not quantity is important here. When a bathroom is stripped bare, the remaining pieces must possess presence – albeit understated – to create a space that's simple rather than spartan. The secret to success is to pick pieces that speak to you.

↓
Get the look The Alfeo basin, £3,240, and Ciane modular drawers, £2,180, are all in Crema d'Orcia limestone, as are the side walls and the rear wall, which has a bamboo texture. This is the Archimede mirror, £1,230. All by Elise Ossino for Salvatori. For similar brassware, try the London wall-mounted basin set with a spout and crosshead handle, £1,219, by The Watermark Collection.



↑
Get the look Topps Tiles's metro wall tiles, £19.50sq m, are similar. The 125/C ceramic wall lamps, from £366 each; Fez floorstanding bath spout, from £1,290; and Sen wall-mounted towel rail, from £530, are all by Agape. The Stone One freestanding bath, £7,711, by CP Hart, is similar.



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Home Interest

Luxe Category: Accessible Luxe ★★★★★

Outlet: Livingetc

This piece is an interiors feature focusing on contemporary bathroom décor trends, featuring luxury bathroom suites and accessories. Livingetc is a luxury publication aimed at affluent urban readers, therefore the interiors featured will reflect this. Products for this round up feature were collated by the editorial team, with photography provided by a number of architectural firms. If you are a PR with a luxury, contemporary, minimalist home design or interiors product, a feature such as this would be a great fit.

Print Circulation: 69,020

Frequency: Monthly

Colour Page Rate: £7,700

Mono Page Rate: £2,340

Key Home Interest Contacts:

- Jo Leever, Interiors Writer & Editor
- Mary Weaver, Houses Editor
- Neil McLennan, Executive Editor for the Homes Group

Lifestyle

Luxe Category: Accessible Luxe ★★★★★

Outlet: CityAM The Magazine

For clients with good Lifestyle hooks, opportunities such as this one, by Melissa York, could be a great fit. Although it's an image-led feature, it has a healthy balance between copy and beautiful visuals. If you've got a good story about your clients and how their brand, products or ethos fit into the latest Lifestyle trends, this could be a great style of opportunity for you to pitch.

Print Circulation: 105,681

Frequency: Bi-Monthly

Key Lifestyle Contacts:

- Melissa York, Deputy Editor
- Steve Dinneen, Lifestyle Editor
- Laura Ivill, Lifestyle & Luxury Writer
- Jane West, Head of Lifestyle



Above: Chaz the monstera deliciosa, £65. Inset: Susie the sansevieria, £10-£65, both available at patch.garden

GREEN HOUSE

Houseplants are all the rage again, but are they an urban renter's cry for help? Words: **MELISSA YORK**

Millennials have been accused of killing almost every industry there is, but there may be one that 25-35 year olds are actually propping up. Houseplants are taking off like an avocado tied to a racing drone among Generation Rent, prompting investigations by such serious organs as The Washington Post and New York's Nylon magazine, in which a recent headline posed the rhetorical question of our time: "So you're a millennial obsessed with houseplants?" Social media is filling up with terracotta pots piled onto balconies and crammed into the space between the kitchen cupboard and ceiling. A cursory

search of #urbanjungle on Instagram will throw up forestry sprouting from tower blocks and the doorways of Victorian conversions.

Gardening is culturally associated with the middle-class suburb, where an immaculate lawn and a well-placed hanging basket speak volumes about the homeowner's respectability and family values. So why has this trend caught on among a generation that prides itself on being above such bourgeois notions?

Saunter through a potted history of houseplants, and it seems their popularity isn't just cyclical, it peaks during moments of great social upheaval. When the Romans invaded, they brought marble-potted house-

plants with them to remind them of home. Once they left, their popularity fell and didn't really take off again until the British Empire was at its height, when wealthy households built elaborate orangeries to show off their exotic acquisitions from the colonies.

By the time the Industrial Revolution kicked off, houseplants had trickled down to the middle classes who used them to soften the psychological effect of moving to polluted urban landscapes. The introduction of Victorian housing was also the first time many of them had enough light or ventilation in their homes to accommodate such greenery. Houseplants emerged as a trend again in the 1970s, to add a bit of life after the death of two world wars, and, curiously, their time has come again.

Last month, a study by The Resolution Foundation think tank said one in three 20-

Shopping



Showstoppers

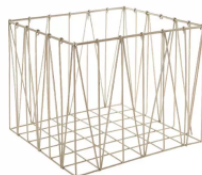
Wear your hair up to show off these statement earrings.

£12, Simply Be



Get glowing

For radiant skin, try L'Oréal Paris La Vie En Glow Palette. £12.99, Boots



Close to the wire

Keep all your essentials in this stylish basket. £7.99, TK Maxx



Earn your stripes

Looks great with a simple jeans and T-shirt combo. £8, Matalan



Bronzed beauty

Apply this St Tropez mousse one minute before your shower. £14.50, Boots

TREAT yourself!

Shop till you drop with these great buys

£15 & under!



Skirting around

Wrap-style skirts create the illusion of longer legs. £11, sizes 6-32, JD Williams



Lather up

Your sink just got a whole lot fancier with this soap dispenser. £10, Debenhams



Heaven scent

We're sold on the pretty box alone – and the bottle's gorgeous, too. Paradise EPD, £14, Next



Ultra violet

Embrace the colour of the year with a new vase. £15, Debenhams



Prime time

Apply this primer before foundation for a smooth base. £4.99, sunkissedbronzing.co.uk

Luxe Category: Everyday Luxe ★★

Outlet: Woman's Own

This is a shopping feature highlighting a selection of home, fashion and beauty products consumers can buy for under £15. This round-up features the best, pitched and collated by Senior Fashion & Beauty Writer Jess Beech. If you are a PR with everyday affordable fashion and beauty products or an exclusive deal for Woman's Own audience, then this type of feature is perfect for you.

Print Circulation: 129,047

Frequency: Weekly

Colour Page Rate: £23,650

Mono Page Rate: £16,600

Key Shopping Contacts:

- Kristina Beanland, Senior Features Writer
- Kira Agass, Features Editor
- Cher Heasmer, Features Editor
- Lianne La Borde, Features Editor



Think pink

The dusty tone of these sandals are so flattering. £15, Dorothy Perkins

Travel

Luxe Category: Ultra Luxe ★★★★★

Outlet: Town and Country

This piece is a destination feature focusing on where to go for honeymoons, a round-up feature of the best, pitched and collated by Travel Director Lucy Halfhead. Town and Country is an Ultra Luxury publication, therefore the destinations and hotels within this feature will reflect this. Great images are essential for such an image-led feature. If you are a PR with suitable locations, in beautiful destinations around the world, then they are perfect for a piece like this.

Print Circulation: 60,000

Frequency: Quarterly

Colour Page Rate: £6,709

Mono Page Rate: £6,709

Key Travel Contacts:

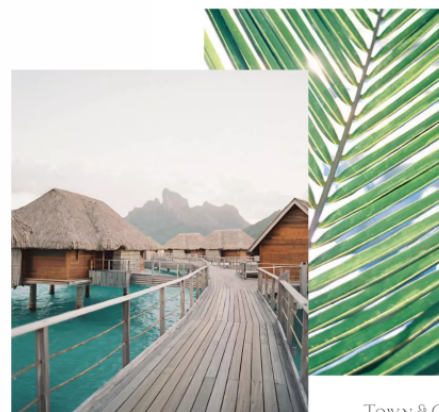
- Lucy Halfhead, Travel Director
- Teresa Fitzherbert, Features Co-ordinator
- Lydia Slater, Deputy Editor



FOUR SEASONS BORA BORA FRENCH POLYNESIA

Surrounded by translucent turquoise waters, even the tiny airport on the paradise island of Bora Bora feels appropriate for a honeymoon. At the Four Seasons' impeccable property, 100 overwater bungalows perch on stilts above the shimmering lagoon, each featuring traditional Tahitian teak furnishings, an oversize bath tub – large enough for two – and a glass panel in the floor to watch the neon fish swim by. You can choose various views, but for this once-in-a-lifetime trip, we recommend splashing out on a room facing Mount Otemanu, the magnificent remnant of an extinct volcano. Book ahead for a candlelit dinner on a nearby deserted island, which starts with champagne sundowners and could end in fireworks...

Four Seasons Bora Bora (www.fourseasons.com), from £1,435 a night for a one-bed bungalow.



Property

BECKED OUT
Colin Carter's
stick and
record
collection,
which leads to
the internal
courtyard with
a tree, runs

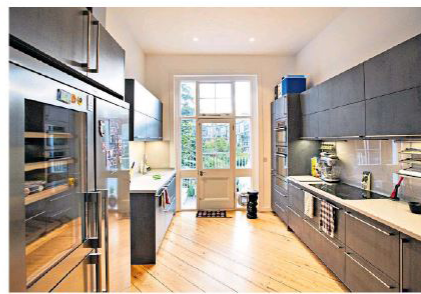
RENOVATION: PHOTOS BY JAMES BRYAN FOR THE RIBA HOUSE OF THE YEAR AWARD



'It always makes people's jaws drop'

Cherry Maslen learns that inspiration came from the void to give this Victorian terrace a chance of winning the RIBA House of the Year award

Tall, Victorian terrace houses are notoriously dark. But step inside Colin and Karen Carter's home in north-west London and you are transported into an exotic space, where light streams in from multiple sources, and where a large palm tree reaches for the sky from an internal courtyard. So successful is this recent transformation that it is one of the 20 properties that have made it on to the coveted list for this year's RIBA House of the Year award.



Karen and Colin had been living on the upper two floors of the four-storey house, while the lower levels were let as offices. The ground floor had once been a shop, but the store front was bricked up, leaving only small windows. When the office floors became vacant they decided to make use of the whole house, talking to architects about the possibilities for the space.



It started off as quite a modest project. We just wanted to get rid of the wall between the hall and the ground floor front room, and let some light in," says Karen.

Most of the architects they consulted suggested turning it back into a Victorian house with the top two floors as

and bedroom is also glazed, allowing as much light as possible into the room, with a mahogany folding screen for privacy. A quiet to the guest bathroom is the roof light above the full length of the bath, set in a corner of the first floor terrace, presumably none of the guests are shy.

The wall in the hall has been taken out, opening up the ground floor. So too has the ceiling, the void extends up through the floors, making space for a spectacular steel and mahogany staircase that curves to the top. The void allows light into all floors apart from the basement, which is lit from above by a long skylight in the floor of the courtyard.

Only the top floor, with two bedrooms and a large bathroom, has remained unchanged apart from the new staircase. The first floor kitchen/dining room is full of light, with glass doors on to the large terrace over the guest bedroom, big enough for parties. This level has lost floor space to the void, but there's plenty of room for the couple's manually slatted dining table, made from a single horizontal slice of tree trunk.

The ground floor is now the living and entertainment space that Karen and Colin wanted. The brick-to exterior wall has been altered to look more like the original shop front, with smoked glass allowing light in while still maintaining privacy.

Colin is a part-time DJ and his decks and record collection take pride of place. Part of the shelving for the records is a mahogany dining table, the same wood used for the stairs, balustrades and new floor beams.

Why all the mahogany? Karen, who runs a vinyl pressing and packaging company, is an inveterate traveller, and owns a small eco-herd in Nicaragua. "We originally wanted oak for all the wood, but the price quoted seemed expensive," she says. "I have people in the timber business in Nicaragua, and it turned out we could get mahogany for the same price including shipping."

They took a risk ordering so much wood from so far away, and they had to hire a shipping container to Wood Green to store it. The stairs were also made in Nicaragua, which worried Boulanger, who was project managing the renovation.

The house had settled over the years... so everything is slightly out of alignment," he says. "It was a stressful moment when the stairs were being put in, but I think they would make them fit."

It's a testament to the light in the house that they could use so much dark mahogany. "I have it because it reminds me of Nicaragua," says Karen. "I've always wanted a spiral staircase and this is the closest thing."

The build took 10 months, a few weeks longer than planned, and was finished in September 2016. The owners prefer not to reveal the project cost, but have no regrets.

"I couldn't visualise it or see an end to it at one point," says Karen. "But now we love living here, the space and light is wonderful. The stairs are the first thing you see when you come in, which always makes people's jaws drop."

She loves the mahogany dining table, the same wood used for the stairs, balustrades and new floor beams.

Grand Designs: House of the Year is on Channel 4 on Wednesday at 9pm

Luxe Category: Broad Luxe ★

Outlet: The Daily Telegraph

Cherry Maslen, a senior freelance property journalist, has written this piece for The Daily Telegraph. This is a property and owner interview piece that focuses on design following renovations. Again, this is an image-led lifestyle piece. The Daily Telegraph property section covers a multitude of trends, so if you're a PR with a new and interesting property-related story, get in touch with Cherry!

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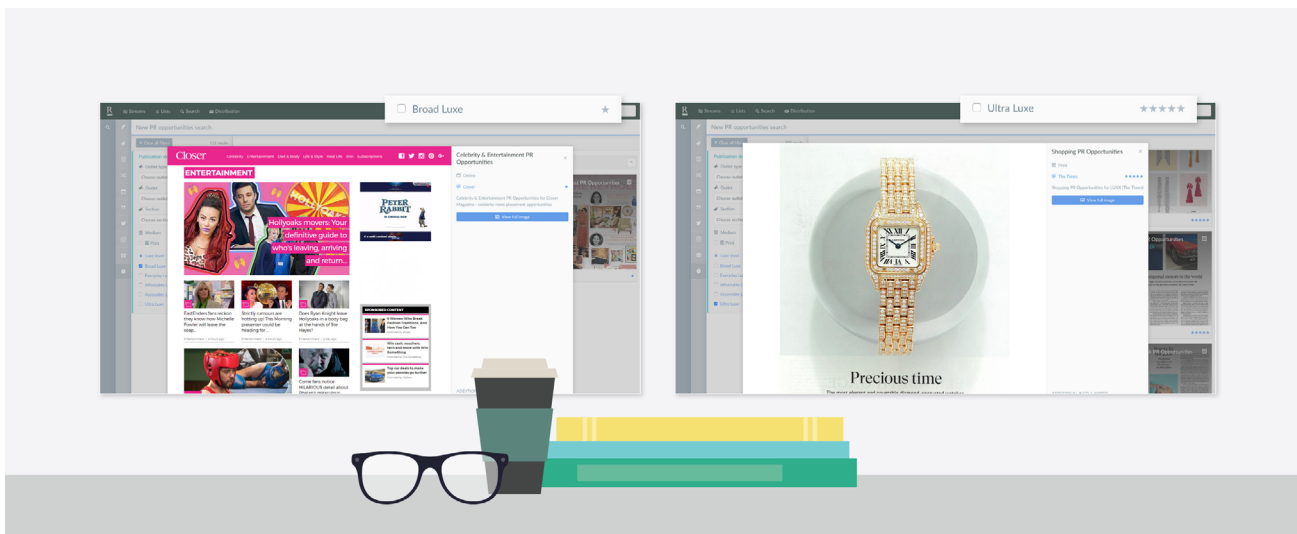
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