

# UK'S BIGGEST FREE REGIONAL MAGAZINE TAKES ON THE BIG BOYS AND WINS!

Submitted by: 69 Magazine

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A major lifestyle publication in the Midlands has become the biggest free regional entertainment and listings magazine in the UK and its success is all down to its 'express' content, according to 69 magazine.

The news comes at a time when media analysts have been predicting the death of the lifestyle magazine type. Several established regional and national lifestyle publications, including the Face, have fallen out of circulation.

69 Magazine, published by 69 Magazine Ltd, flies in the face of this worrying industry & economic downturn and proves that if you can capture the imagination of the public and inspire them with an intelligent, well targeted and relevant lifestyle publication, then success can be attained.

Kevin Urquhart, Editor comments, "You cannot afford to be complacent in today's business world. We strive for perfection and are constantly on the look out for ways in which we can make our business stronger, add value to our clients and therefore, by virtue, make the product a better one for the end consumer. We are also incredibly receptive to new ideas, which i think is where the 'big publishers' often fall down. It means that we can try to keep one step ahead of the Jones's".

It was this striving for perfection that prompted the action of attaining this ABC accreditation – the magazine industry's 'benchmark' for success.

Jonathan Fraser, Commercial Director offers, "The ABC figures are the most reliable measurement of advertising exposure available to businesses. The ABC standard gives absolute accountability and transparency to the Advertiser when they are placing advertising spend. It is the only independent measure of ensuring that your clients are getting what they pay for – but there is a scarily high proportion of our industry that cannot offer such guarantees, which amazes me. We are hopeful that our ABC figure of 29,293 – the biggest of any free regional entertainment & listings magazine in the UK – will attract the attention (and budgets) of many regional, national and international luxury lifestyle brands".

And the team behind 69 Magazine feel confident that they have got the product to really deliver value to media schedules thanks to its unique positioning in the market place and its ability to tap directly into the lucrative and often overlooked 20/30 something demographic. These urbanites are cash-rich with few overheads and are hedonistic in their approach to life. They are the early adopters who spot the trend, embrace it quickly and claim it as their own – often before the general public are even aware.

Chris Ward, Artistic Director explains, "These people are an enigma that many publications and, in particular, regional newspapers do not understand. 69 has helped fill this gap in the market by offering a credible, creative and relevant voice that appeals to their innate sense of style. These readers are savvy, of a generation that has grown up being surrounded by marketing and advertising and are therefore very demanding of their lifestyle choices. 69 Magazine is the first time that a regional publication has gone all-out to attract and cater for this demographic. And the readers are rewarding us with their

loyalty, which is fantastic”.

It is 69 Magazine’s genre-defying lifestyle mix that appeals to this audience – a snapshot of modern, urban life from the perspectives of male and female, black and white, gay and straight. Hence the name – 69 – derived from the harmony between yin and yang; two opposing elements but perfectly balanced when fitted together.

It is this mix that the 69 team is their real USP and the reason that they are prospering in the face of an adverse market. They firmly believe that this breadth of content and iconography can only be truly relevant when approached from a hands-on, regional perspective.

"Readers are becoming more and more demanding. They don't have the time, money or inclination to wade through countless magazines. 69 Magazine approaches this trend by offering 'express' content - it brings together the very best bits from every magazine that you love into a regionally relevant and inspirational 'express' read all within one title. And it's free!", comments Kevin Urquhart.

The team are currently considering rolling out this ground breaking magazine concept across cherry-picked urban areas of the UK are keen to hear from interested parties.

Note to Editors:

69 Magazine is freely available in almost 900 hand-picked outlets across the East & West Midlands including fashion boutiques, bars, restaurants, cafes, health clubs, hair salons, bookstores, estate agencies and arts venues.

69 Magazine is published by 69 Magazine LTD, a wholly owned and independent company.

Advertising and Editorial enquires for the next issue should be made on 0116 262 6969 or by emailing; [info@69-247.com](mailto:info@69-247.com)

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