

# Beautiful South

THE SOUTH'S PREMIER LIFESTYLE MAGAZINE

Part of  
**Hampshire**  
MEDIA GROUP





# All things

## BRIGHT AND BEAUTIFUL

Welcome to Beautiful South, the complimentary premier lifestyle magazine celebrating the finest aspects of life in the South Downs. Reaching a highly discerning audience, Beautiful South is delivered direct through the doors of the most affluent homes in Petersfield, Winchester, Alresford, the Meon Valley, Havant, Rowlands Castle, Hayling Island, Emsworth, Old Portsmouth and Southsea. It is also available from selected distribution points across the local area, alongside a digital edition suitable for tablet and mobile viewing.

From discovering beauty spots in the heart of the Hampshire countryside to venturing behind the scenes to learn more about local businesses, Beautiful South provides a fresh perspective on local life.

A wealth of in-depth features and interviews explore luxury lifestyle from every angle, encompassing health and beauty, style and interiors, travel inspiration and society events. Meanwhile, a dedicated men's section – the Gentleman's Notebook – focuses on style inspiration, grooming tips, motoring and the latest innovative gadgets. This diverse content is supported by stunning photography showcasing the South Downs countryside and communities at their beautiful best.

Beautiful South is the perfect platform to place your business before a highly affluent audience, who appreciate quality products, a high standard of service and the finer things in life. Vibrant content, quality coverage, striking design – Beautiful South truly sets the standard.







## AUDIENCE PROFILE

Beautiful South reaches a highly discerning audience:

- Majority aged over 45 – the demographic that holds the nation's wealth
- Typically own their own home and married/living with a partner
- Active consumers with a disposable income
- Typically value quality, independent services and goods over the cost of these products alone
- Appreciate the finer aspects of local life – events, attractions and locations





## DISTRIBUTION

- Hampshire's only complimentary, quarterly, premier lifestyle magazine is delivered into homes and celebrates the finest aspects of life in the South Downs, targeting a highly affluent audience.
- Each edition is delivered through targeted letterboxes in the areas and available at local pick up points
- Full digital edition suitable for tablet and mobile viewing: an unlimited online audience
- Over 17 years' experience of local delivery, with a dedicated in-house distribution manager overseeing a reliable local team, ensuring every issue reaches every home



Frequency:  
Quarterly



Online:  
Unlimited



Readership:  
80,000

**Distributed to:** Buriton (GU31), East Meon, Froxfield, Langrish, Petersfield, Sheet, Steep, West Meon (GU32), Liss (GU33), Privett (GU34), Hambledon (PO7), Winchester (SO23), Alresford, Cheriton, Bramdean (SO24), Corhampton, Droxford, Soberton (SO32), Hayling Island (PO11), Southsea (PO1), Old Portsmouth (PO1, PO4), Havant & Rowlands Castle (PO9), Emsworth (PO10, PO18, PO19).





## SECTIONS

### Style

Highlighting the latest trends in women's fashion

### Interiors

Inspiration for your home

### Health & Beauty

This season's go-to beauty products

### Gentleman's Notebook

Style & Grooming products for men

### Producer Profile

Showcasing products & services from a local company

### Motoring

Reviewing a top vehicle

### The Interview

Interviewing local icon

### Food & Drink

Celebrating local produce

### Outdoor Living

Exploring our wonderful surroundings



## EXAMPLE SPREADS

[illegible]



LOOK & FEEL FABULOUS IN

# THE style EDIT

Comfortable & COSY



WHY NOT BREAK FREE FROM YOUR WOSEN DUTY TRACKSUIT AND OLD SWEATSHIRTS, AND INVEST IN YOURSELF.

At Other Design Concepts Ltd we offer a choice of 1000's of unique patterns and designs.

This collection, featuring comfortable and cosy jumpsuits, hoodies, leggings, hooded sweatshirts, t-shirts and hoodies, is the new wardrobe essential for the modern woman.



The White Company Christmas Sleep Well Jumper, £17.95 (available until 1st Dec)

Look for luxury in your lounge-wear staples such as the White Company's jumpsuits. These jumpsuits have elegant, clean lines and a relaxed fit, making them perfect for lounging around the house or for a night in.



White Company Cotton T-shirt, £10.95 (available until 1st Dec)

White Company Cotton T-shirt, £10.95 (available until 1st Dec)



Bring comfort and style to your home in a top quality cotton and jersey knit jumpsuit. The jumpsuit is designed for the city woman who wants to look fabulous in her lounge-wear. It's not just a jumpsuit, it's a lifestyle.



White Company Cotton T-shirt, £10.95 (available until 1st Dec)

White Company Cotton T-shirt, £10.95 (available until 1st Dec)



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White Company Cotton T-shirt, £10.95 (available until 1st Dec)



Feeling your best should be easy, so we do the searching for you...



White Company Cotton T-shirt, £10.95 (available until 1st Dec)

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# ADVERTISING

## AN 18<sup>TH</sup>-CENTURY VILLAGE PUB SET IN THE HEART OF THE SOUTH DOWNS NATIONAL PARK

**THE STAR & GARTER COUNTRY INN WITH ROOMS**  
FREE HOME - EAST DEAN

The Star & Garter Country Inn is a charming, five-star rated pub in the heart of East Dean. We arrived at the Star & Garter in the evening and as we stepped inside, we were greeted by host Will and Manager Jim who enthusiastically advised us how the pub operates within the new government guidelines. The pub interior is truly a great atmosphere with its rustic lights, church benches and its stone, creating a comfortable, cosy setting from the outset. We were shown to one of three spacious, comfortable and tastefully decorated rooms within the pub which are maintained to the highest standard of cleanliness.

Our large bedroom kept a grand king-sized 4 poster bed, lovely bathroom with a freestanding big bath perfect for a relaxing soak, Nespresso coffee machine, serving Hampshire roast lamb, coffee, and bottled water. Stopping with the pub ethos, the amenities inside each room were all local and eco-friendly, including sustainable toilet tissue and tea and natural toiletries from New Forest Associates. Each room had a distinctive character with stunning views of the surrounding countryside. I greatly appreciated the excellent extra touches that each room offered, specifically:

*“we feasted upon a Butcher's cut steak, cooked to absolute perfection.”*

The fish fish is sourced from Fresh from the Boat Emsworth and vegetables from Richard East in Chichester. Goodwood Estate, M R Sarr of Emsworth and Southdown Vineyard provide the Meat and Game and the Dairy and Cheese offerings local producers including Hampshire Cheese, BOW Cheese and Bookham Harrison Farms.

I was so pleased to see my favourite local, AXN Road 1181 Cotnam d'Aix en Provence, served by the glass in my partner enjoyed a glass of local Ale. For starters, we enjoyed delicious Roast Beef.



Rib of Beef, served with delicious creamed potatoes for £27. The perfect British food for £27.50 were set upon order and here we had - 'so good, I could have eaten them all again'.

For mains, we feasted upon a Butcher's cut steak, add as much as you want to absolute perfection. This came with parmesan mushrooms, slow-roasted tomatoes, lamb chops and the option of peppercorn sauce, blue cheese, cheddar or garlic sauce, which we opted for.

The taste of the pineapple glazed Grilled Pork Belly was truly outstanding for £26.50, this was accompanied with creamed potato, horseradish, carrots and finished with a red wine reduction.

As well as these, we chose to share the Best Cheese Board for dinner and a glass of Taylor Late-Bottled Vintage Port. At £26.50 this board contained local cheese, mature cheddar, cheddar and eye crackers - a delicious end to an absolutely exquisite meal.

After a peaceful night's sleep, we found our stomachs with a breakfast of smoked salmon and poached eggs on sourdough toast and a full English breakfast, which were included in our stay. As we left to head home, we admired the pub's picturesque surroundings of the famous Goodwood Estate. It's hard to find a place for The Star & Garter as it's charming and well-kept place for those seeking a traditional, luxurious country getaway to enjoy a delicious meal or a relaxing overnight stay.



Operating throughout Hampshire, West Sussex and surrounding counties ensure the team can be reactive to emergency call outs for when the unexpected happens.

From basic through to troublesome damp issues, their Damp Proofing services include waterproofing, timber preservation, ventilation, condensation and black mould control. So, whether it's penetrating damp, rising damp from the ground or even tanking a cellar, whatever your problem might be, the team are here to help.

“They pride themselves on their ability to meet the needs of all customer situations.”

The Complete Property Group are a one-stop solution for all your damp and roofing issues. They pride themselves on their ability to meet the needs of all customer situations, demonstrating a personal understanding and providing you with professional reporting right through to the practical delivery of the work undertaken.



To discuss your property's damp proofing or roofing needs or to book your FREE survey, call 02393 870220 or email [info@thecompletepropertygroup.co.uk](mailto:info@thecompletepropertygroup.co.uk). For more information, please visit [www.thecompletepropertygroup.com](http://www.thecompletepropertygroup.com).  
#thecompletepropertygroup  
@thecompletepropertygroup  
in@TheCompletePropertyGroup(South) LTD

### The quality you expect... and the service you deserve

The Complete Property Group (South) Ltd offer a one-stop shop solution for all your damp and roofing issues.

Providing you with professional reporting right through to the practical delivery of our work for you.

**Damp Proofing Services**

Black mould, penetrating damp, rising damp from the ground or even tanking a cellar, whatever your problem might be, we have a team managed by our qualified preservation surveyor to assist you.

**Roofing Services**

Our primary aim with roofing is to preserve your property by carrying out guaranteed repairs on all minor or major roofing works.

Gables, eaves and bays can also be converted by our specialists.

All work includes fully project managed service from start to finish.

Call us today on 02393 870220 to book your FREE survey carried out by our qualified staff.

Or email us: [info@thecompletepropertygroup.co.uk](mailto:info@thecompletepropertygroup.co.uk)

Visit: [www.thecompletepropertygroup.com](http://www.thecompletepropertygroup.com)

Before After

Before After

## Restaurant Review

## Half Page Advertorial

## IS YOUR KITCHEN CRYING OUT FOR A MAKE-OVER THIS SPRING?

Do you get that sinking feeling every time you walk into your kitchen? You may have been longing to replace it with something completely different, a fresh new look that is in line with your current tastes, and also uses the available space more effectively.

Whatever your taste or chosen style, Conquest Fine Bespoke Furniture can create the perfect kitchen for your home - from galley kitchens, kitchen diner to large scale open plan kitchens, dining, living space.

Our high quality handmade furniture can be built to perfectly fit your space, whilst incorporating clever design features and touches, and you will find that our bespoke kitchen furniture may be more affordable than you think.

Many of our clients have chosen our Bespoke Classic Kitchens range which is

beautifully suited to complement period homes, country houses, cottages or more traditionally styled modern properties. If your taste is more contemporary, then we also have a vast range of kitchens to choose from that will look perfectly at home, whatever the architecture of the building.

“Our high quality handmade furniture can be built to perfectly fit your space whilst incorporating clever design features and touches.”

Designing your dream kitchen can be exciting, fun and hugely rewarding when done with expert support from our experienced designers. So what are the key things you need when looking for the perfect kitchen company? Experience is absolutely essential and at Conquest we have decades of experience, with over fifty years building an excellent track record for providing expertise in design, manufacture and fit.

We have our own manufacturing base at Farlington in Hampshire, giving us complete quality control, from materials selection, through design development of our ranges, plus a team of highly creative designers and our own fitting teams who are fully employed by us and have a wealth of experience, ensuring installing each project to ensure a perfect fit and a flawless finish every time.

**Ten Year Guarantee**

We are very confident of our products, giving each kitchen we design and install a ten year guarantee.

All our Conquest bespoke furniture is hand-crafted in Hampshire, with much of our work in the South East including Hampshire, East and West Sussex, Kent and Greater London, with other major projects across the UK.

We invite you to arrange a personal design consultation at your home, as well as a complimentary design. Call 02082 370654 to make an appointment. The Conquest team will be delighted to turn your dream project into reality.

[www.conquest-uk.com](http://www.conquest-uk.com)



## LUXURY FITTED FURNITURE by Conquest

### 20% OFF SELECTED KITCHEN UNITS\*



As an established family business with over 50 years of design, manufacturing and installation expertise you can be assured that everything we do is built on a passion for delivering the very best bespoke furniture design, timber quality and craftsmanship.

To bring your ideas to life simply call:

023 9237 0654 or visit our showroom at: 5, Fitzherbert Road, Farlington, Hampshire PO6 1RU

[WWW.CONQUEST-UK.COM](http://WWW.CONQUEST-UK.COM) |                        


Free Bespoke Furniture

LOUNGES | STUDIES | MEDIA ROOMS | BEDROOMS | KITCHENS

\*On mention of this ad only. Terms and conditions apply.

## Double Page Spread Advertorial

# ADVERTISING



**ANNIE HAAK**

*Especially designed for this Mother's Day*


Discover the Annie Haak Mother's Day collection and give a Bunch of Flowers that will last forever. A selection of Bracelets, Earrings and Necklaces in Sterling Silver and Gold with hints of pink, there's plenty of choice to spoil her this Mother's Day!

**Keepsake Locket Silver Necklace**  
- Initials & Angel  
The 'My Guardian Angel' and the first choice of 'initial' charms is included in the price of the necklace. The other 'initial' charms will come at an additional cost of £7 per charm.

**Tiara Dua Pearl Silver Charm Bracelet** - Teeny Motto Heart  
Perfect to style as part of any beaded stack, also looks fabulous when worn as a statement stand alone piece.

Bracelets ♥ Rings ♥ Necklaces ♥ Earrings ♥ Bespoke Jewellery  
Brides & Bridesmaids Jewellery ♥ Anniversary gifts ♥ Gift cards

To view our fabulous sterling silver and gold jewellery visit our website  
[www.anniehaakdesigns.co.uk](http://www.anniehaakdesigns.co.uk)  
01730 231188 or email [customerservices@anniehaak.com](mailto:customerservices@anniehaak.com)



**Desjoyaux**  
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The average Desjoyaux Pool wall is moulded from over 8,000 recycled plastic bottles

Full Page Adverts



**PANTHERA**  
ESTATE PLANNING

**Preserving Your Wealth  
For Future Generations**

With a few simple strategies we can ensure that your home, savings and business are protected for future generations.

With over 25 years experience, we will look after you, your family and the generations to follow.

To arrange a no-obligation meeting, call: **023 9226 8969**  
Email: [office@pantheraestateplanning.co.uk](mailto:office@pantheraestateplanning.co.uk)  
[www.pantheraestateplanning.co.uk](http://www.pantheraestateplanning.co.uk)

Panthera Estate Planning Ltd, 77 London Road, Cowplain PO8 8LL



**Cambridge Garage**  
**SERVICING**  
FROM JUST  
**£199**

**volvo servicing**  
Parts and Labour Specialist - Authorised Motability Centre

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**Our Services Include:**

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- ✓ Dealer Level Diagnostics
- ✓ Wheel Balancing and Tyres
- ✓ MOT Testing Centre
- ✓ Air Con Service
- ✓ Free Collection and Delivery
- ✓ Courtesy cars available upon request

Call us: **01730 260666** | [petersfieldcarservicing.co.uk](mailto:petersfieldcarservicing.co.uk)  
Cambridge Garage, 7 Petersfield Business Park, Bedford Rd, Petersfield GU32 3LJ



**PLASMA ELITE**

**The NON surgical way to tighten, lift and shrink loose & excess skin.**

Targets:  
eye bags and eyelids, or alternative to Botox for upper eyelids for men & women

Face skin on neck, jawline, chin, neck, neck

Results are visible immediately after treatment

**NO downtime NO anaesthetic**

From £1000 - £1500 per treatment  
For more information please call my friendly team on 02392821100



**NEAL'S YARD REMEDIES**

The largest range in Hampshire and many other lovely natural products

**Hälsa**

Herb The Face  
Petersfield GU32 3LJ  
Cambridge, Hampshire  
01483 608401  
[www.halsa.net](http://www.halsa.net)



**EXCEPTIONAL & AFFORDABLE HIGH QUALITY ELECTRIC GARAGE DOORS**

**2 into 1 Conversion Specialists**

Skandoor's expertise in converting two single garage doors into one extra wide full-width door, with the removal of the central pier, will make access easier than ever.

**Special offer now on from £550 no deposit required**

- ✓ High quality garage doors
- ✓ Bespoke made to measure locally
- ✓ Full range of colours
- ✓ Extensive warranty included
- ✓ Simple key fob operation
- ✓ Fully insulated, reduced draughts

Contact us today for a FREE survey: **01962 600777**  
[info@skandoor.co.uk](mailto:info@skandoor.co.uk) | [www.skandoor.co.uk](http://www.skandoor.co.uk)

**skandoor**

Chelate Trade  
BBA Q



**rebecca barnes**  
**DESIGNS**

Call: 01730 719070  
Email: [info@rebeccabarnesdesigns.com](mailto:info@rebeccabarnesdesigns.com)  
Website: [rebeccabarnesdesigns.com](http://rebeccabarnesdesigns.com)

VISIT OUR NEW SHOWROOM: The Engine House,  
77 Station Road, Petersfield GU32 3PQ

INTERIOR DESIGN & INTERIOR ARCHITECTURE

Half and Quarter Page Adverts





## SOCIAL MEDIA CAMPAIGNS

- Social media campaigns across Beautiful South's Facebook and Instagram
- Bespoke marketing campaigns tailored to your business type and message.
- 2 advert designs and text per week (either stills or Ripl animations).
- Posts scheduled for prime times (when people are most active) and promoted to over 14,000 local Followers.
- Social media management for your own accounts also available, enquire for more details.



£75  
plus vat  
PER  
MONTH\*

\*Minimum 2 month booking

# ADVERTISING RATES

| Advertising Rates*                                    | 1 Issue           | 4 Issues (all year) |
|---|-------------------|---------------------|
| Back Cover  | £1,500            | £4,500              |
| Inside Front Cover                                    | £1,000            | £3,000              |
| Inside Back Cover                                     | £1,000            | £3,000              |
| Full Page   | £800              | £2,712              |
| Half Page   | £450              | £1,896              |
| Quarter Page  | £300              | £1,020              |
| Social Media Advertising<br>(Minimum 3 month booking) | £100<br>per month |                     |

# SIZES



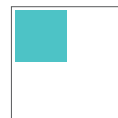
Back Cover, Inside Front,  
Inside Back, Full Page  
Trim size (mm):  
225(h)x225(w)  
Bleed size (mm):  
231(h)x231(w)



Half Page Portrait  
Trim size (mm):  
200(h)x98(w)



Half Page Landscape  
Trim size (mm):  
98(h)x200(w)



Quarter Page  
Trim size (mm):  
98(h)x98(w)

## COPY DEADLINE DATES 2023

### New Year Edition

January – March

Copy deadline 15th November 2022

### Summer Edition

July – September

Copy deadline 5th June 2023

### Spring Edition

April – June

Copy deadline 5th March 2023

### Winter Edition

October – December

Copy deadline 5th September 2023

## ARTWORK REQUIREMENTS

**At Beautiful South we offer a full design service and are here to help see that you get the best possible results from your advertising campaign with us.**

1. When supplying images or logos, please ensure that the resolution is at least 300dpi (or vector files).
2. We can accept these file formats and types: .PDF .JPEG
3. Although we have a vast array of fonts, if you are sending over a document or file that has special font requirements please contact us for advice.
4. Complete artwork should be set to CMYK and 300dpi (Lower resolution images may result in a pixilation effect on your artwork).
5. Software programs we accept: Adobe Photoshop, Illustrator and InDesign (CS6).
1. When supplying your advertorial copy:
2. A full page advertorial with images needs to be 500 words max.
3. A half page advertorial with images needs to be 280 words max.
4. If you would like to include images or logos in your advertorial, please supply them as high resolution (300dpi) in any of the following file formats and types: .JPEG .PDF

**If you are unsure or need any advice about any of the above, please don't hesitate to call us on 01730 260746 or email [design@beautiful-south.co.uk](mailto:design@beautiful-south.co.uk)**



# Beautiful South

THE SOUTH'S PREMIER LIFESTYLE MAGAZINE

Beautiful South,  
Unit 1 Viceroy Court,  
Bedford Road, Petersfield,  
Hampshire, GU32 3LJ

01730 260746  
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www.beautiful-south.co.uk



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