

Waterfront | LUXURY
LIFESTYLE
MAGAZINE

MEDIA PACK 2026

WELCOME TO WATERFRONT

Waterfront Luxury Lifestyle Magazine are at the forefront of sophisticated living, offering readers an insider's view into the world of high-end fashion, beauty, travel, and culture. Designed for discerning individuals with a taste for the finer things in life, *Waterfront* delivers expertly curated content that highlights the latest trends in fashion, exclusive beauty tips, and luxury lifestyle experiences. From breathtaking travel destinations to gourmet dining recommendations, the magazine serves as a guide for those who seek both inspiration and indulgence. With its polished editorial and striking visuals, *Waterfront* captures the essence of modern elegance and timeless style.

DEMOGRAPHICS

Waterfront reaches more individuals with the highest spending power than any other publication, putting it at the forefront of the luxury goods publishing industry.

Having carried out the most detailed profiling research across 1.5million residential addresses and businesses throughout Wirral, Merseyside, Lancashire, Chester and Cheshire catchment area, *Waterfront's* USP provides advertisers with a platform to reach:

- 12,000 carefully selected homes valued above £750,000 in Wirral, Chester, Merseyside, Lancashire and Cheshire South Manchester, through the use of Acorn Lifestyle's geo-demographical tools, 'Street Value' data, coupled with Land Registry and Census information.
- 2,000 top businesses from around the region.
- UK airport VIP Lounges including Emirates and American Airlines and Avanti Trains.
- Premiership Football executive lounges and training grounds of all of the Clubs in the North West, including Manchester United, Manchester City, Liverpool and Everton.
- Exclusive hotels and restaurants across the UK and Europe.
- Over 150,000 readership.
- Over 35,000 monthly visitors online at our greatly received website.

Its caliber is matched through its advertisers and editorial which is composed of a strong fold of award winning internationally recognised writers and contributors specialising in a plethora of sectors synonymous of *Waterfront's* well-heeled readership.





CULTURE • FASHION • TRAVEL • ELITE PROPERTY
MOTORING • INTERIORS • SOCIETY • FINANCE

A SELECTION OF PAST & PRESENT BRANDS FEATURED WITHIN WATERFRONT MAGAZINES...

BOODLES

WATCHES &
SWITZERLAND

Cartier

JO MALONE
LONDON

Atmosphere
KANIFUSHI MALDIVES

BELMOND

Fairmont

W WealthClub

GOLDSMITHS

CHANEL

BRIGGS & RILEY

REDROW

Holland America Line®

RATHBONES

TURKISH AIRLINES

Fred.Olsen Cruise Lines

ROLEX

PATEK PHILIPPE
GENEVE

FOUR SEASONS

Hilton
FOR THE STAY™

Universal
Resorts

Spire

Ski
BEAT

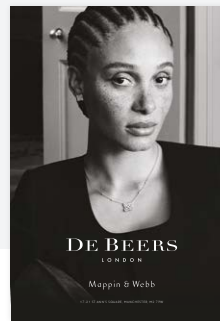
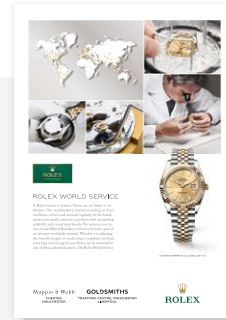
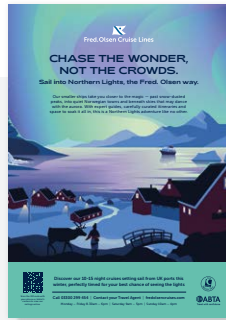
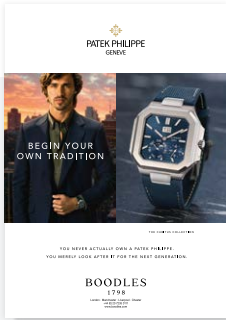
NORTH
AMERICA
TRAVEL
SERVICE

CUNARD
THE MOST FAMOUS OCEAN LINES IN THE WORLD™

LYONS
HOLIDAY PARKS
YOURS TO DISCOVER

JONES
HOMES

THE RITZ-CARLTON



DIGITAL ADVERTISING

In today's competitive market, effective digital advertising is crucial for businesses looking to enhance their reach and connect with potential customers. In recent successful campaigns Waterfront Magazines have illustrated how combining traditional and digital platforms can create a powerful marketing strategy. By leveraging *Waterfront's* online audience, businesses can maximize their advertising impact.

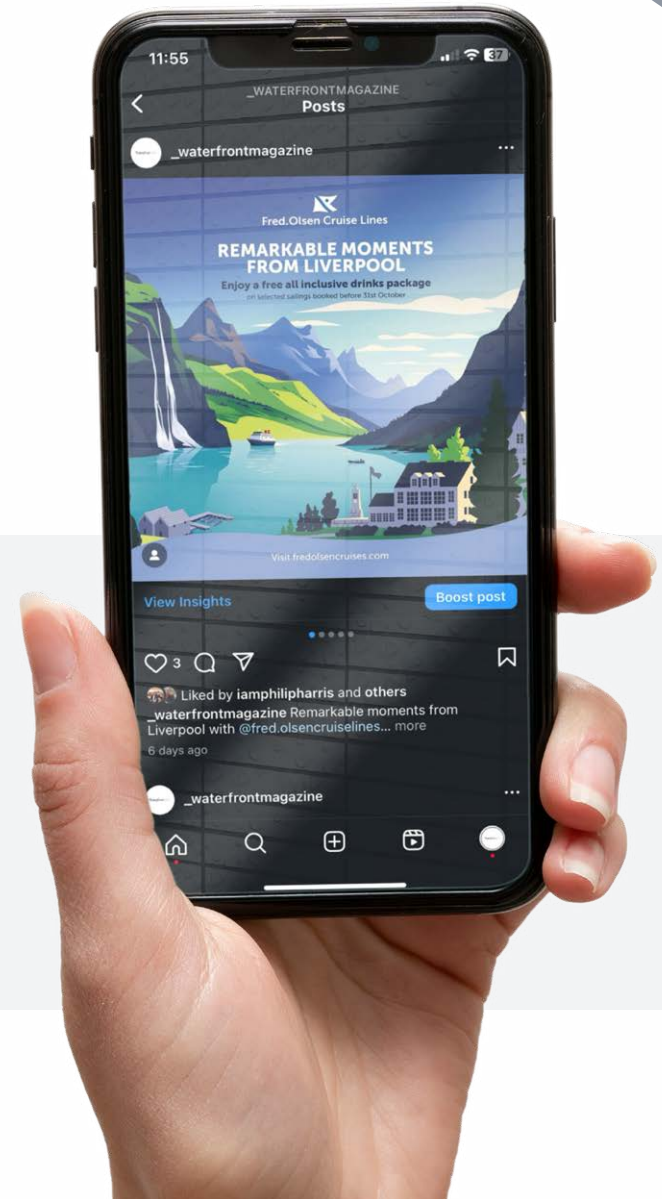
Advertising through both a magazine and social media provides numerous advantages. Print advertising reaches a dedicated audience of readers who trust the content they engage with. This medium is particularly effective for brands looking to establish credibility and a strong presence within a specific demographic. On the other hand, social media allows businesses to tap into a global, digitally savvy user base, enabling them to reach a wider audience quickly and efficiently.

The combination of these two platforms not only increases overall reach but also enhances brand visibility. Social media's interactive features enable real-time engagement, allowing brands to receive immediate feedback from their audience.

Moreover, integrating print and social media advertising creates cohesive marketing.

FREE dual exposure
when you sign up for an advertising
campaign with a minimum of 6 issues!

A successful campaign in partnership with Fred Olsen Cruise Lines.



CO-BRANDED CONTENT

Print magazines play a key role in many brands' media strategies, and at *Waterfront*, we continually seek fresh ways to collaborate with our advertisers. Our publication offers not only exclusive reach and credibility but also a distinctive approach to custom content creation. We believe effective advertising is built on partnership and innovation, with a focus on the consumer. That's why *Waterfront's* co-branded content is seamlessly integrated into editorial, achieving greater amplification than traditional ads alone. Whether you need tailored editorial or a mix of content and advertising, our experienced team will help bring your vision to life, resonating with our readers.

Get a **FREE** page of editorial content
when you sign up for an advertising campaign with a minimum of 6 issues!



WHY USE A FINANCIAL PLANNER?

A financial planner could help you solve your financial challenges and give you the confidence to enjoy your money

YOU might think financial planners are only there to provide technical guidance around the latest rules and regulations. The reality is that most of us could benefit from the expert guidance and insight these professionals provide at any stage of our lives.

A financial planner can provide a fresh perspective on your wealth and give you the confidence to enjoy your money – whether that's spending it on yourself, giving it to your family or donating it to the causes you care about.

They are also more than just an adviser offering investment recommendations. They act as your financial conductor, orchestrating various aspects of your financial life and tailoring strategies that align with your unique needs and aspirations, including:

- FINANCIAL LITERACY AND EDUCATION**
Empowering you to make informed decisions by explaining complex financial concepts in clear, understandable language.
- GOAL SETTING AND PRIORITISATION**
Working with you to define your short and long-term goals, from saving for a house to retirement planning.
- BUDGETING AND CASH FLOW MANAGEMENT**
Creating personalised budgets that align with your lifestyle and income, ensuring responsible, spending and efficient saving. They help you manage cash flow effectively, preserving financial strain and promoting financial peace of mind.
- RISK MANAGEMENT AND INSURANCE PLANNING**
They analyse your risk tolerance and vulnerabilities, recommending appropriate insurance coverage to protect your income, assets and family in case of unforeseen events.
- TAX PLANNING AND OPTIMISATION**
They will work with your accountant to maximise your tax benefits through strategic planning and legal deductions, maximising your wealth potential.

SPEAK TO A PROFESSIONAL
If you'd like to explore how financial planning could give you a fresh perspective on your wealth, speak to Chris Wright, financial planner for Rathbones, on 0113 241 7165, or get in touch with info@rathbones.co.uk

Rathbones and Rathbones Financial Planning (RFP) are trading names of Rathbones Investment Management Limited, which is authorised by the Financial Conduct Authority. Rathbones Financial Planning is a member of the Financial Planning Association. Rathbones is a member of the Financial Planning Association. Rathbones is a member of the Financial Planning Association.

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WHEN YOU'RE READY TO WRITE THE NEXT CHAPTER IN YOUR WEALTH STORY, RELY ON RATHBONES.

A TRUSTED PARTNER FOCUSED ON YOU AND YOUR FINANCIAL GOALS. FOR INDIVIDUALS AND FAMILIES.

www.rathbones.co.uk/wealth-story

The value of investments and the income from them may go down as well as up and you may not get back what you originally invested.

Rathbones is a trading name of Rathbones Investment Management Limited, which is authorised by the Financial Conduct Authority and regulated by the Prudential Regulation Authority.



AROUND THE WORLD IN 16 DAYS

Waterfront takes you on a world tour with Boodles' dazzling travel-inspired new collection

In 1962 Anthony Wainwright, Chairman of luxury jeweller Boodles, made a remarkable journey. As shown by his choice of photographs – he circumnavigated the globe, buying diamonds, pearls and precious gemstones along the way. And he did so in just 16 days.

Anthony Wainwright was the father of Boodles' current Chairman, Nicholas Wainwright and his brother Michael, Managing Director. Father, Daughters, James Anson and Judy Wainwright are his grandchildren. They all have tales to tell of his story, even as it is into the DNA of Boodles.

In just 16 days he visited 16 cities and visited people around the globe, at a time when air travel was limited, infrequent and expensive. Even nowadays it would be quite a challenge.

Anthony's journey has formed the backbone to Boodles' new high jewellery collection, alongside Head Designer Rebecca Hordley's own travel inspiration. Excerpts from Anthony Wainwright's photo album along with Rebecca's design story are contained within the collection of one-of-a-kind rings.

Arranged by continent, you can take a design tour of some of the world's most exquisite gems. Here we choose our stand-out pieces. Let's go on a journey...

HAWAII

"I once grew through the ceiling," wrote Anthony Wainwright before his photograph of a Honolulu hotel. The Hawaii he visited in 1962 was a place of sun, sand and palm trees, then as now. And at the newly built 'Halekulani Village', once literally grown through the concrete, half-collapsing. These playful palm trees have formed the inspiration for the piece, their leaves rising to pull relief around a vibrant green peridot.



KYOTO

Rebecca Hordley, Boodles' Head of Design says: "It was lovely to be able to look back at the places Anthony visited, taking them as inspiration for pieces. Some had personal meaning as well. Japan is a country I love. It's a place I spent time in on my honeymoon. So it became a kind of springboard for one design. Anthony went to Kyoto and Tokyo, but Kyoto was the place that I remembered most fondly. When I was thinking about my design for the ring, I heard that a wonderful emerald had recently become available and that unique sort of green immediately brought me back to the gardens of Kyoto. So it became a case of bringing these ideas together."



JAIPUR

Pink is Boodles' colour – it has been for years. So when walking in Anthony Wainwright's footsteps, it's to be expected that a visit to India would take in Jaipur. Jaipur's famous pink palaces. This ring has a magnificent peach peridot as its centre, just a shade of 21 carats, and of course a new gold band. Cool cut and exquisitely pretty, there's something magical about the way this gem catches light.

Excitingly in Jaipur's jewellery market, John Bazzaz, always a world leader in finding such a stone there. The pink peridot was built in 1799, making it just a year younger than Boodles. As the stone, understorey observed perfectly – the practice of creating value from prying eyes. That's the reason for the piece's unique historical interest – 1913 to be precise. Known as Jaipurites, these let the precious gem on public life without the perceived risk of jeopardising their royalty.



NEW YORK

Anthony Wainwright loved New York. It marked the final point of his world tour. The first time ever to photograph the Empire State Building, sitting at the time it was "taller in the world". There he sat on the top, looking down – the floor of the Chrysler building nearby – rather a low point in 1962 to allow maximum light to reach the skyline. Now they're inspired two towering Achala cut diamond rings, one at 10 carats and one at a study 14. It had to be Achala of course. New York is where these exceptional stones are cut by Boodles' good friends, the Gifford family.

"New York has so many special moments for our family, and of course our Achala diamonds are cut and polished here," said James Anson, Boodles Director.



LONDON

London – both the start and the end of Anthony Wainwright's epic around the world in 16 days. One of its most famous landmarks – Tower Bridge, designed by Sir Horace Jones – has inspired this dazzling ring. Eight strands of diamonds wrap around dark blue enamel, guiding the eye to a glorious, smoky cut diamond.

And that diamond – at just over two carats – comes from The Collieron Mine. A mine of significant treasures including two of the most remarkable diamonds ever found and now owned in the British Crown Jewels, just a stone's throw away from the Tower of London.



FASHION

[illegible]

GETTING PERSONAL

[illegible]

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Feature

Rae Fether
Since launching in late 2013 after sporting a void in the market for a consistent collection of pared-down pieces in beautiful fabrics, Rae Fether has cemented herself as the only most brand you need come holiday season with her classic straw Parasols, women's halter tops, eye slides and playful pashas.

Not content there though, the brand has become an Instagram and insider favorite for its hand-painted personalization. Its instantly recognizable pieces include the brand's signature touch in the form of monogrammed initials. Hand painted by a team of in-house artists, this thoughtful flourish has become a brand signature.

Rae Firth said: "Monogramming is the ultimate in possession. When something has your initials on it whether it be a handbag, a bucket, a piece of jewellery... it is immediately unique and you are the sole owner. It doesn't matter if a million of them are made, the minute your name is on

For more information visit www.radiather.com

For more information, visit www.rebrandingsolutions.com

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Waterfront

TIMELESS STYLE



Dunhill Cashmere Tartan Overshirt
£2,050, www.dunhill.com

Dunhill Cashmere Tartan Overshirt
£2,050, www.dunhill.com



Prince of Wales Wool-Tweed Blazer
£1,950, www.cornes.com

Prince of Wales Wool-Tweed Blazer
£1,950. www.marni.com



Eton Corduroy Slim-Fit Shirt
£210, www.selfridges.com

Eton Corduroy Slim-Fit Shirt
£210, www.selfridges.com



Loro Piana Cashmere-Tweed Scarf
£435, www.mrporter.com

Loro Piana Cashmere-Tweed Scarf
£435, www.mrporter.com



Story MFG Corduroy Cotton
Carpenter Trousers,
£545, www.selfridges.com

Story MFG Corduroy Cotton
Carpenter Trousers,
£545, www.selfridges.com



Paul Smith Cotron Cord Bomber Jacket,
£850, www.paulsmith.com

Paul Smith Tweed Trainers,
£350, www.paulsmith.com

Paul Smith Tweed Trainers,
£350, www.paulsmith.com

Waterfront

A BOLD STATEMENT



Paul Smith Jersey Shirt,
£250, www.paulsmith.com

Paul Smith Jersey Shirt,
£250, www.paulsmith.com



Victoria Beckham Woven Mini Dress,
£650, www.selfridges.com

Victoria Beckham Woven Mini Dress,
£650. www.selfridges.com

David Koma Sculptured Corset Top
£1,245, www.davidkoma.com

David Koma Sculptured Corset Top
£1,245, www.davidkoma.com



GANNI Mini Bou Bag,
£165 www.ganni.com

GANNI Mini Bou Bag,
£365. www.ganni.com



David Koma Asymmetric Strapless
Call 500 www.davidkoma.com



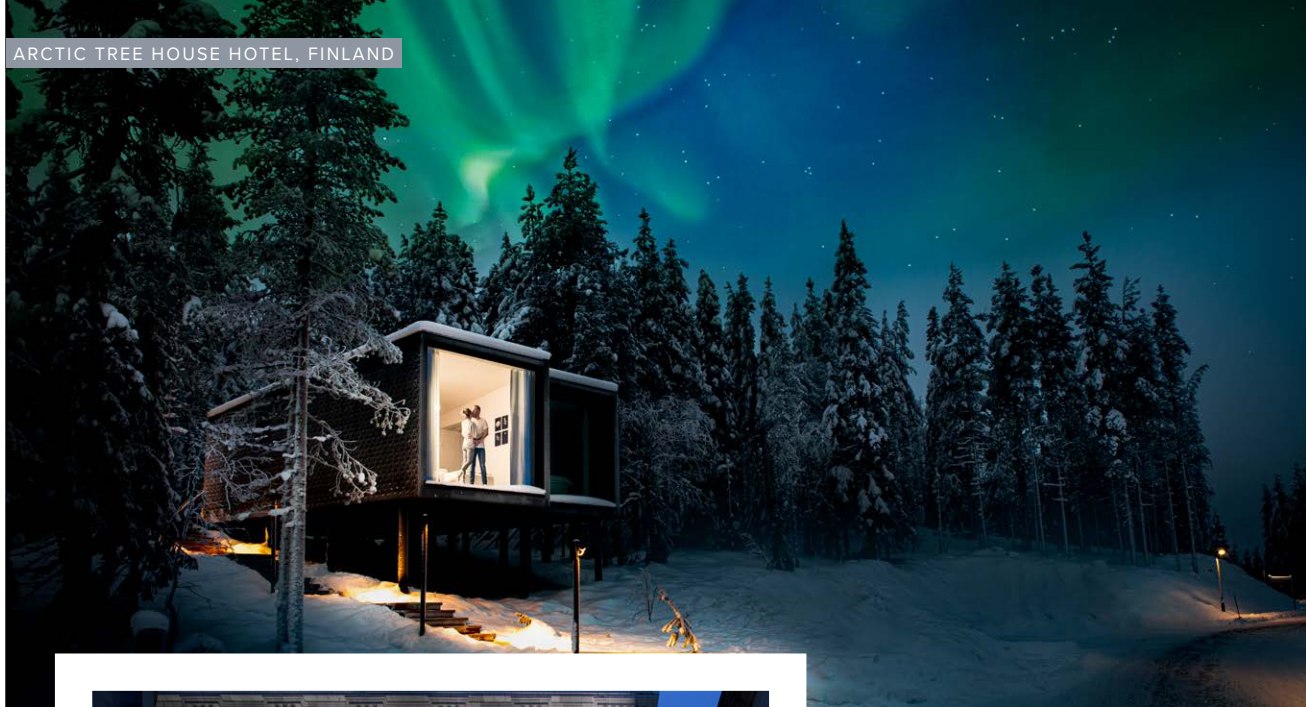
Zimmermann AWZS, www.zimmermann.com

FEATURE EXAMPLES

TRAVEL

Here at *Waterfront* we have reviewed luxury hotels and resorts across the globe, establishing a deep expertise in the luxury travel industry. From opulent city retreats to serene beach-front resorts, our team explores the finest destinations, offering readers trusted, first-hand insights into world-class accommodations and experiences. With our extensive knowledge, we curate the best in luxury travel, helping discerning travellers discover exceptional stays and exclusive amenities.

ARCTIC TREE HOUSE HOTEL, FINLAND



GILI LANKANFUSHI, MALDIVES



THE SAVOY, UK



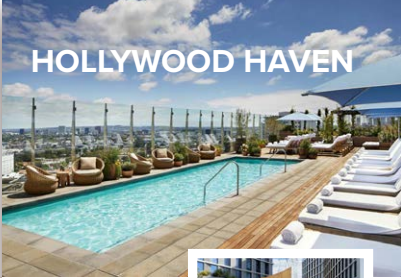
FRED OLSEN CRUISE LINERS



JW MARRIOTT, THAILAND



HOLLYWOOD HAVEN



A world away from the glitz and glamour of Hollywood, this sustainable-chic LA hotel is a lush green oasis

Sitting on the former Bessie Smith site at the base of the Hollywood Hills, 1 Hotel West Hollywood exudes a blend of modern California style and the laid-back atmosphere of Southern California, with natural elements throughout.

We previously stayed at 1 Hotel in Brooklyn and Miami so we were already familiar with their signature blend of eco luxury. From the moment we arrived at 1 Hotel West Hollywood, we were in for a treat. The location is tucked away in a lush green valley, away from the city's hustle and bustle. The hotel is a lush green oasis, with a swimming pool, lounge area, and a variety of dining options. The hotel is a lush green oasis, with a swimming pool, lounge area, and a variety of dining options. The hotel is a lush green oasis, with a swimming pool, lounge area, and a variety of dining options.

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Travel

Dinner was more serious, taking advantage of the excellent menu choice and a chance to catch up on some sleep. One City King menu had three excellent options. Having enjoyed some of LA and the Hollywood Hills, thought it was time to try some of the more upscale options. The menu was excellent, with a variety of options. The hotel is a lush green oasis, with a swimming pool, lounge area, and a variety of dining options.

1 Hotel West Hollywood is one of the most environmentally friendly hotels in LA, using natural and locally sourced materials. The hotel is a lush green oasis, with a swimming pool, lounge area, and a variety of dining options.

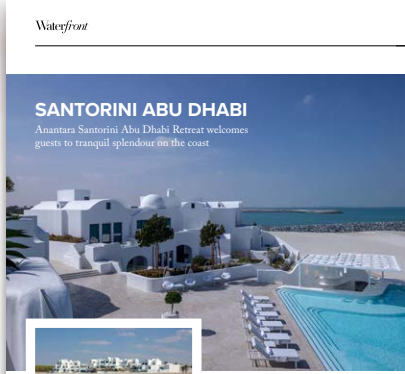
We had our first night at 1 Hotel West Hollywood in a lush green oasis, with a swimming pool, lounge area, and a variety of dining options. The hotel is a lush green oasis, with a swimming pool, lounge area, and a variety of dining options.

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Waterfront

SANTORINI ABU DHABI

Anantara Santorini Abu Dhabi Rorait welcomes guests to tranquil splendour on the coast



Beyond the sanctuary, Anantara Santorini guests are invited to immerse themselves in the natural beauty of the island. The hotel is a lush green oasis, with a swimming pool, lounge area, and a variety of dining options.

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Travel

Anantara Santorini is an idyllic escape for groups seeking serenity between two continents. The location is perfect for those looking for a peaceful retreat. The hotel is a lush green oasis, with a swimming pool, lounge area, and a variety of dining options.

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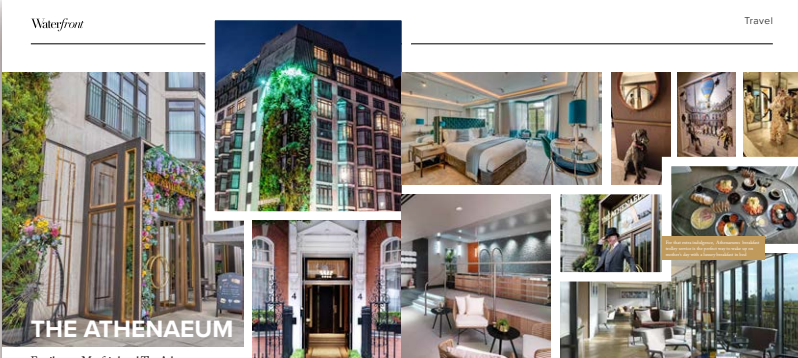
1 HOTEL WEST HOLLYWOOD, USA

ANANTARA SANTORINI, ABU DHABI

Waterfront

THE ATHENAEUM

Family-run Mayfair hotel The Athenaeum champions the best of British in design, craftsmanship and cuisine



Each room is beautifully appointed with luxurious amenities, including a private bathroom, a large bed, and a view of the city. The hotel is a lush green oasis, with a swimming pool, lounge area, and a variety of dining options.

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Waterfront

TICKLED PINK

Discover the best of Barbados on the menu and in every detail of the colourful Cobbler's Cove



The hotel is a lush green oasis, with a swimming pool, lounge area, and a variety of dining options. The hotel is a lush green oasis, with a swimming pool, lounge area, and a variety of dining options.

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THE ANTHENAEUM, LONDON

COBBLERS COVE, BARBADOS

FEATURE EXAMPLES

ELITE PROPERTY

Discover a curated selection of elite properties featured in *Waterfront Luxury Lifestyle Magazine*. From opulent waterfront estates to breathtaking countryside retreats, each property exemplifies exceptional design, unparalleled amenities, and exclusive locations, offering a glimpse into the epitome of sophisticated living and ultimate indulgence for discerning buyers.



FEATURE EXAMPLES

MOTORING

Immerse yourself in *Waterfront's* luxury motor reviews, showcasing the pinnacle of automotive excellence. We delve into cutting-edge performance, exquisite craftsmanship, and unparalleled comfort of high-end vehicles. Our reviews highlight the latest models that define sophistication and innovation, offering an insider's look at luxury on wheels.



WATERFRONT REACHES MORE MILLIONAIRES THAN ANY OTHER REGIONAL PUBLICATION

UNIQUE READERSHIP

Waterfront is the North West's leading luxury lifestyle publication, uniquely targeting high-net-worth individuals through 12,000 premium homes, top regional businesses, VIP lounges, and exclusive hospitality venues. With over 150,000 readers and 35,000 monthly online visitors, it offers an unrivalled platform for luxury brands, supported by award-winning editorial content.

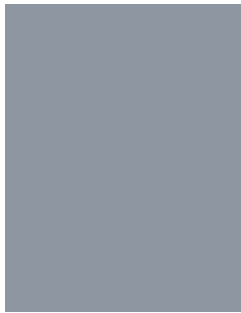
RATES

DOUBLE PAGE SPREAD **£3,450**
OUTSIDE BACK COVER **£2,850**
FULL PAGE **£1,950**

ADVERTISING SPECIFICATIONS

In order that the inclusion of your advertisement in the *Waterfront Luxury Lifestyle Magazine* is problem free, please ensure that when supplying artwork the following check list is adhered to. By following these instructions you will help to ensure that your advert appears correctly.

ADVERT SIZES



FULL PAGE

Trim: W 210mm x H 297mm
+ 5mm to all edges



DOUBLE PAGE SPREAD

Trim: W 420mm x H 297mm
+ 5mm to all edges
Must be supplied as one file



PDF files

- All artwork to be supplied as Press Ready PDF files where possible.
- All fonts must be embedded or outlined with the PDF.
- Please ensure all image files used within the artwork are high resolution 300dpi or above in CMYK colour mode.
- All artwork should be exported using Press Quality.
- Please apply crop marks and 5mm bleed.

Illustrator files

All files must be sent as high resolution 300dpi or above in CMYK colour mode, with all fonts converted to outline and saved as EPS.

Should artwork be too large for email, please send via [WeTransfer.com](https://www.wetransfer.com).

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L I F E S T Y L E
M A G A Z I N E

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