

An aerial photograph of ocean waves, with the water exhibiting a marbled pattern of deep blues, teals, and browns. The white foam of the waves is visible, creating a dynamic and textured background.

DRIFT



A JOURNAL FOR THE DISCERNING

WE BELIEVE IN MAKING MEMORIES

At Engine House Media, our mission is to create a memorable experience and ensure a positive return on the commitment from our audience, clients, partners, team and suppliers; a return that will deliver growth, success and provide the ultimate lifestyle for all.



 wildwineschool.co.uk



THIS IS DRIFT

A JOURNAL FOR THE DISCERNING
ACROSS THE SOUTH WEST

Founded as a print magazine in 2019, *DRIFT* was born from a desire to share rarity with its readers, bringing the ultimate in luxury to its elegantly designed and carefully crafted pages.


Each of *DRIFT*'s sophisticated, relevant and exclusive narratives is created with intention, taking its audience on an editorial odyssey.

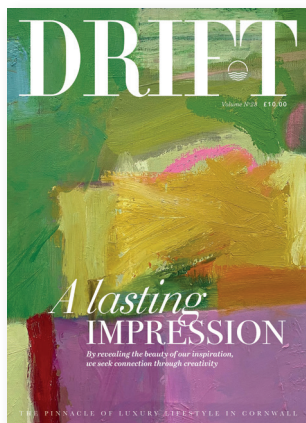
The *DRIFT* brand is now multi-channel. It has a wide and ever-growing digital reach via driftjournal.co.uk and its associated social media platforms and has become the personal advisor for the discerning reader, both in print and online.

Establishing itself as the authority on design and architecture, art and fashion, food and drink, landmarks and visionaries, commentators and communicators, *DRIFT* informs, educates and excites.

By immersing themselves in *DRIFT*'s content, we invite readers to join an exclusive editorial society. Enjoy the journey.



 lexilaine.co.uk



EDITORIAL PILLARS

DEDICATED AREAS OF INTEREST FOR THE DISCERNING READER

FOCUS

Visual stories captured through the lens of the finest photographers from the South West.

CREATE

A deep dive into the work of the South West's most prestigious artists, creators and makers.

QUENCH

Distilling flavours in liquid form from the South West's growing scene of luxury drinks producers.

CUISINE

An exploration of the leading chefs and their restaurants, including exclusive recipes to try at home.

SUSTAIN

Championing those who work to conserve heritage and adopt a more sustainable way of life.

RETREAT

Revealing the South West's most exclusive holiday retreats and experiences.

PROPERTY

A focus on premier property listings across the South West, typically valued in excess of £1M.

SOUL

Discovering ways in which we can nourish, improve and sustain our wellbeing.

DIALOGUE

In conversation with leading and forward-thinking individuals, with links to the South West.

BIJOUX

Exceptional jewellery and accessories from luxury brands across the South West.

COUTURE

Design-minded collections tailored to lifestyle in the South West.

ICON

Exploring the history, heritage and stories behind beloved South West landmarks.

FAUNA

Celebrating the creatures that make a home in our wild places.

EPICURE

Indulging in all culinary aspects, from farmers and fishermen to gatherers and gourmands.

INSPIRATION

Telling the stories of the individuals and businesses that continue to push the envelope in their chosen field.

COMMENT

Insight and opinion on what matters most, from those that inspire for good.

LITERARY

Interviews with authors whose well-crafted words are inspired by the South West.

NAUTICAL

Exceptional craft for those seeking a life of pure luxury on the water.



THE AUDIENCE

DISCERNING, AFFLUENT AND HIGH NET-WORTH
CONSUMERS WHO LOVE THE SOUTH WEST

DRIFT is the South West's leading design and lifestyle brand. Its audience is as discerning as it is intellectual, with elevated spending power. *DRIFT* has established itself as the authority for those seeking a luxury lifestyle in the South West, in both an elegant print product and across digital channels.

Intelligent and influential, *DRIFT* is the South West's most respected design, property and lifestyle journal, constantly pushing into new creative territories and ensuring that its coverage of everything from architecture to food, fashion to travel, interiors to jewellery remains truly unrivalled.

DRIFT readers are educated and discerning consumers passionate about design in all forms and who appreciate luxury in every part of their lives. Whether searching for a luxury coastal escape, new art work or sustainable producers, they look to *DRIFT* as the authoritative design and lifestyle brand and online presence for the recommendation of products with both style and substance.

SECOND HOME OWNERS

High net-worth with tremendous spending power and visiting regularly

AFICIONADOS OF DESIGN

Looking for brands they can trust to deliver on their high expectations

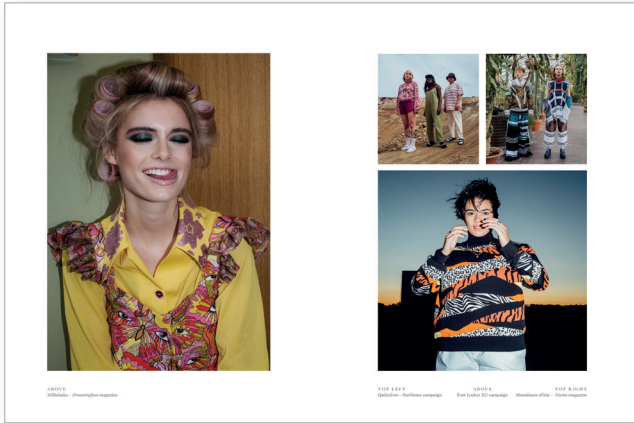
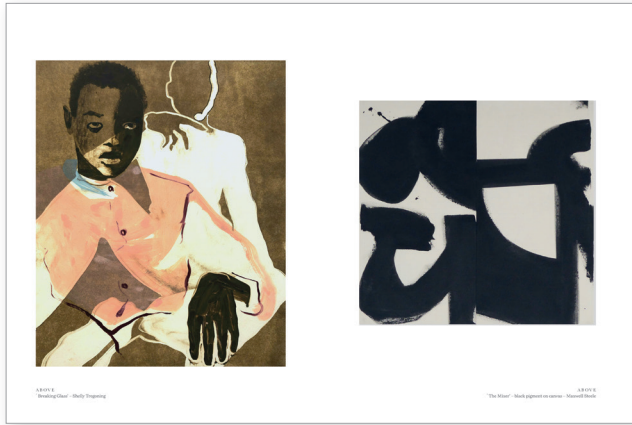
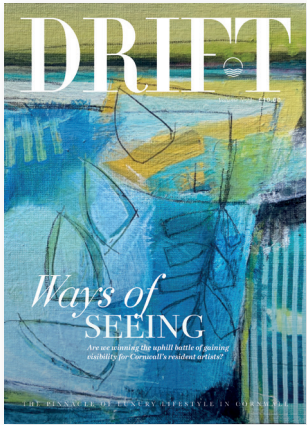
HIGH WEALTH RESIDENTS

Living in properties valued at £1M+ and appreciating quality and luxury in every aspect of their lives

PASSIONATE ABOUT THE SOUTH WEST

Discerning readers looking for exclusive content about the South West and an advisor to enable them to engage with luxury brands

 darncollective.com
 jennafoxton.com



DRIFT NARRATIVE

ENGAGING DISCERNING READERS
WITH EXCLUSIVE CONTENT

DRIFT's content is intelligent and insightful, weaving a narrative that is informative and influential. It seeks to tell the stories of people, place and planet, bringing design, art and cuisine to the fore, illustrated with incredible photography and enhanced with elegant layouts.

DRIFT is focused on rarity in both its subject and itself. It is born out of an understanding, developed over seven years, of the need for a publication that appeals to a niche of residents and travellers who have not only the desire, but the financial means to engage in some of the most sophisticated experiences the South West has to offer.





DRIFT DIGITAL

A DIGITAL PRESENCE FOR
ENGAGEMENT AND INTERACTION

DRIFT Journal is a catalogue of creative content. Combined with social media reach, bespoke partnerships and curated email marketing, our digital platform is an extension of our print product. *DRIFT's* reach has risen exponentially and we use organic social in order to target an ever-growing, affluent digital audience.

DRIFT is a responsive, multi-platform journal, producing insightful features from the world of design, interiors, art, architecture, travel and lifestyle.



PRINT



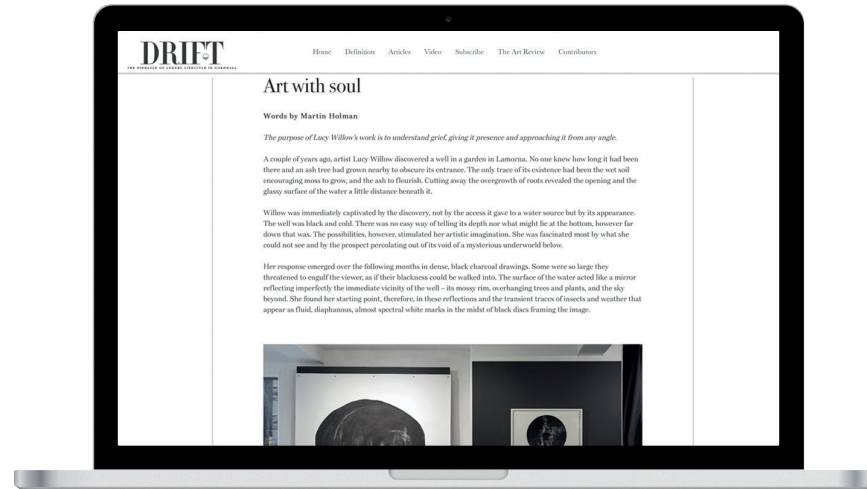
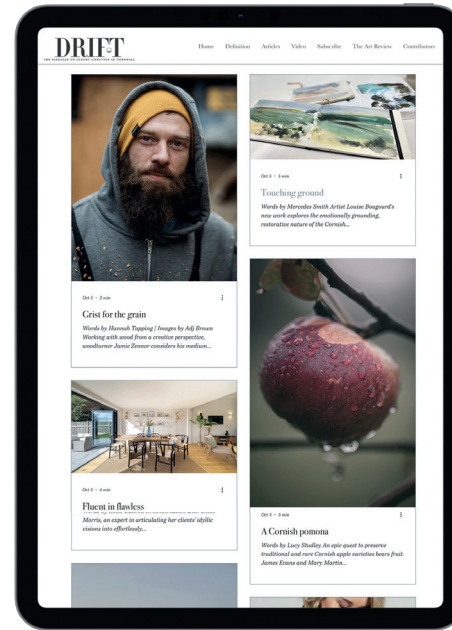
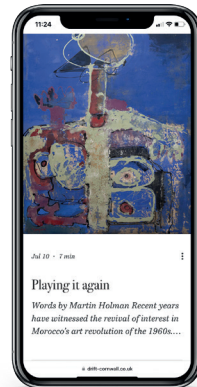
ONLINE



DIGITAL



SOCIAL



DRIFT

THE PINNACLE OF LUXURY LIFESTYLE IN CORNWALL

DRIFT 33 • PURCHASE YOUR COPY • SUBSCRIBE



Cornwall's natural environment informs how we live and work. From its fields, farmland and foreshores to its ocean expanses and watery depths, what is grown, harvested, caught, created and consumed here reveals diversity, sustainability and an overall passion for good. The landscape also has the ability to help us heal, providing the impetus needed to express ourselves during our greatest times of darkness and vulnerability.

READ MORE



Grist for the grain

Working with wood from a creative perspective, woodturner Jamie Zennor considers his medium to be as much the artist as himself.

READ MORE



Just add beer

Sharp's Brewery's cook book heralds a food and beer pairing phenomenon that brings chef and sommelier together in a unique way.

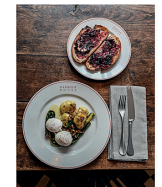
READ MORE



Touching ground

Artist Louise Bourgoard's new work explores the emotionally grounding, restorative nature of the Cornish landscape.

READ MORE



Conscious dining

Chef Jeffrey Robinson brings new hyper-sustainability to a waterside inn, helping to support the local community and its producers.


READ MORE



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 sipsmith.com



KIND WORDS

DELIVERING PREMIUM CONTENT FOR
DISCERNING AND SOPHISTICATED READERS

What a generous piece of writing. Thank you.

Sam (Swanny) Galsworthy – Co-Founder – Sipsmith Distillery

Wow, it's awesome, thank you so much.

You've really captured everything about us, as well as some insightful bits which we've never really openly discussed before, which makes for an interesting read! I love it, thanks so much.

Gemma – Atlantic Blankets

Thank you so much for sending a copy of *DRIFT* – the pages look gorgeous, so thank you again for the lovely feature!

Alexandra Cernanova – Global Communications – Penhaligon's Perfume

Thank you for this, we're really delighted – it makes for a great read and we feel you've really nailed Walter's and what it's about.

Danielle Sweeney – Carbis Bay Estate

Thank you again for writing this lovely article about us, our business and how we make our spirits. It's a joy to read. Very informative, but yet poetically written.

Lisa – Mounts Bay Distillery



DRIFT REACH

10,000 COPIES DISTRIBUTED STRATEGICALLY
ACROSS CORNWALL AND DEVON

The *DRIFT* circulation reaches across affluent areas of the South West to deliver our clients a high-value customer experience that helps build a deeper relationship with high net-worth individuals; individuals who are more than ever looking for a brand they can trust.

CORNWALL DISTRIBUTION TERRITORIES

| | |
|-----------------|------------|
| CARBIS BAY | PADSTOW |
| FALMOUTH | PENZANCE |
| FOWEY | PORT ISAAC |
| ISLES OF SCILLY | PORTHLEVEN |
| LOOE | PORTSCATHO |
| LOSTWITHIEL | ROCK |
| MARAZION | ST AGNES |
| MAWNAN SMITH | ST IVES |
| MAWGAN PORTH | ST MAWES |
| MYLOR | TRURO |
| NEWQUAY | WADEBRIDGE |
| POLZEATH | WEST LOOE |

DEVON DISTRIBUTION TERRITORIES

| | |
|------------|----------------|
| AXMINSTER | KINGSBRIDGE |
| BARNSTAPLE | NEWTON FERRERS |
| BIDEFORD | OKEHAMPTON |
| BIGBURY | OTTERY ST MARY |
| BRIXHAM | SEATON |
| BUDLEIGH | SALCOMBE |
| SALTERTON | SIDMOUTH |
| DARTINGTON | TAVISTOCK |
| DARTMOUTH | TOPSHAM |
| EXETER | TORQUAY |
| EXMOUTH | TOTNES |
| HONITON | |



 drift-cornwall.co.uk



MEDIA SCHEDULE 2024

| MEDIA TITLE | ISSUE | PUBLICATION / DISTRIBUTION |
|----------------------|-------|----------------------------|
| <i>DRIFT Journal</i> | 35 | 05/02/2024 |
| <i>DRIFT Journal</i> | 36 | 25/03/2024 |
| <i>DRIFT Journal</i> | 37 | 06/05/2024 |
| <i>DRIFT Journal</i> | 38 | 17/06/2024 |
| <i>DRIFT Journal</i> | 39 | 29/07/2024 |
| <i>DRIFT Journal</i> | 40 | 09/09/2024 |
| <i>DRIFT Journal</i> | 41 | 21/10/2024 |
| <i>DRIFT Journal</i> | 42 | 02/12/2024 |
| <i>DRIFT EPICURE</i> | 2024 | 29/04/2024 |
| <i>DRIFT ABODE</i> | 2024 | 01/07/2024 |
| <i>DRIFT RETREAT</i> | 2024 | 16/12/2024 |



10,000 copies circulated into the highest wealth areas across the South West
85% content and **15%** advertising each issue
30 exclusive advertising positions + sponsorship
 Reaching the top **5%** of high net-worth individuals



RATE CARD 2024



| PRODUCT | RATE CARD | 15% DISCOUNT | 20% DISCOUNT | EDITORIAL NOTES |
|---------------------------------|-----------|--------------|--------------|---|
| | | 4 ISSUE | 8 ISSUE | |
| FULL PAGE ADVERT - IBC | £1,093 | £929.05 | £874.40 | 8 issues includes free editorial upgrade |
| FULL PAGE ADVERT - IFC | £1,093 | £929.05 | £874.40 | 8 issues includes free editorial upgrade |
| FULL PAGE ADVERT - OBC | £1,093 | £929.05 | £874.40 | 8 issues includes free editorial upgrade |
| FULL PAGE ADVERT | £875 | £743.75 | £700 | 8 issues includes free editorial upgrade |
| DOUBLE PAGE SPREAD ADVERT | £1,570 | £1,270 | £1,070 | 8 issues includes free editorial upgrade |
| EDITORIAL | £2,550 | N/A | N/A | Accepted at the editor's discretion |
| <i>DRIFT</i> SPECIALS EDITORIAL | £850 | N/A | N/A | Available in <i>DRIFT EPICURE</i> , <i>ABODE</i> and <i>RETREAT</i> |
| 8 or 16-PAGE INSERTIONS | POA | POA | POA | N/A |

PLEASE NOTE: All prices are subject to VAT at the standard rate

YOUR INCLUSIVE EDITORIAL UPGRADE

As part of your series booking of eight issues of *DRIFT*, we will upgrade your advert to an editorial. This could entail a number of options from recipes to photostories, interviews or reviews, all of which can be discussed with our editorial team to ensure that:

1. Your brand is presented in a way that works for your business
2. The editorial integrity of *DRIFT* is consistent and maintained
3. The editorial delivers value to our readers

Following publication, your editorial will also become part of the *DRIFT Journal* website, and depending on its nature, may be included across digital and social marketing.



PEOPLE



DRIFT
Maya Hyslop
ABOVE
Liam

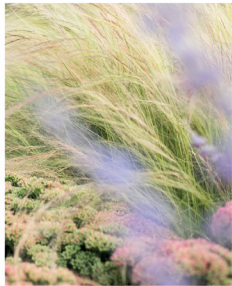
DRIFT
Bliss on the rocks
ABOVE
Ann in Boulder



ABOVE
Ondra Olfert



ABOVE
PMA

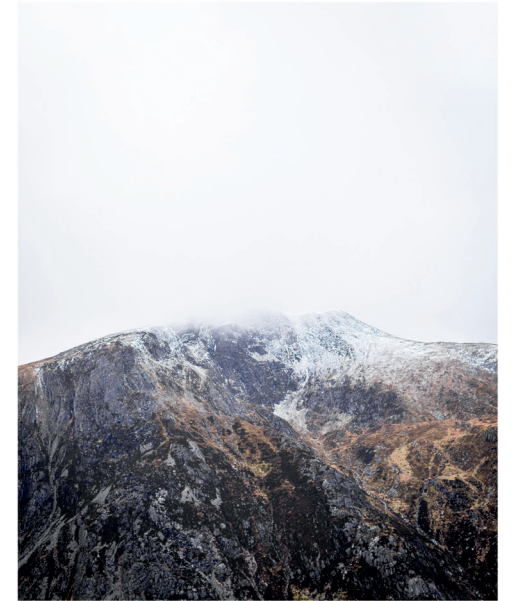


johnhoganstudio.com

ABOVE
Scott Green



ABOVE
Sam

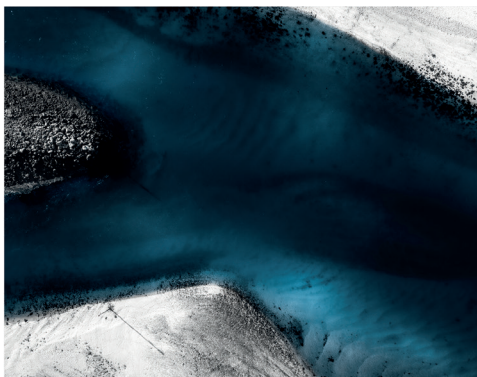
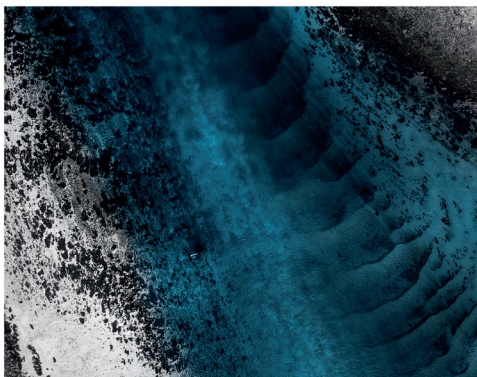


ABOVE
Metia



PLACE

DRIIFT

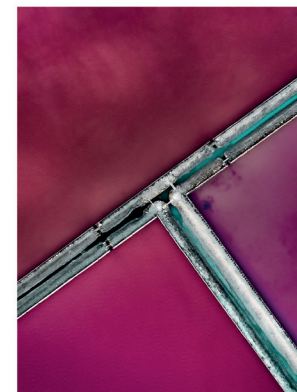


LEFT
Gylly beach, Falmouth

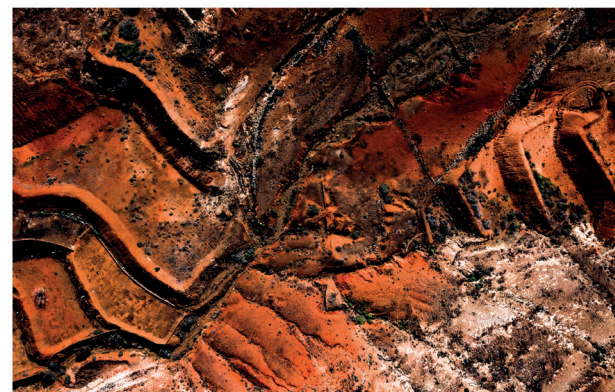
ABOVE
Hayle estuary



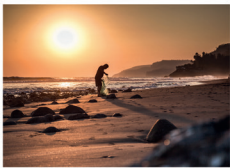
ABOVE
Coast Estuary



ABOVE
Salt Sea, northern Spain



ABOVE
Mudstone, Fortuna, Italy



TOP
The Bay
Alicia L.
Palm Beach in St. John's



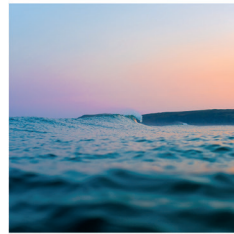
RIGHT
Night View of Spinnaker Cove



LEFT
A Moment in Time

ABOVE
Catching

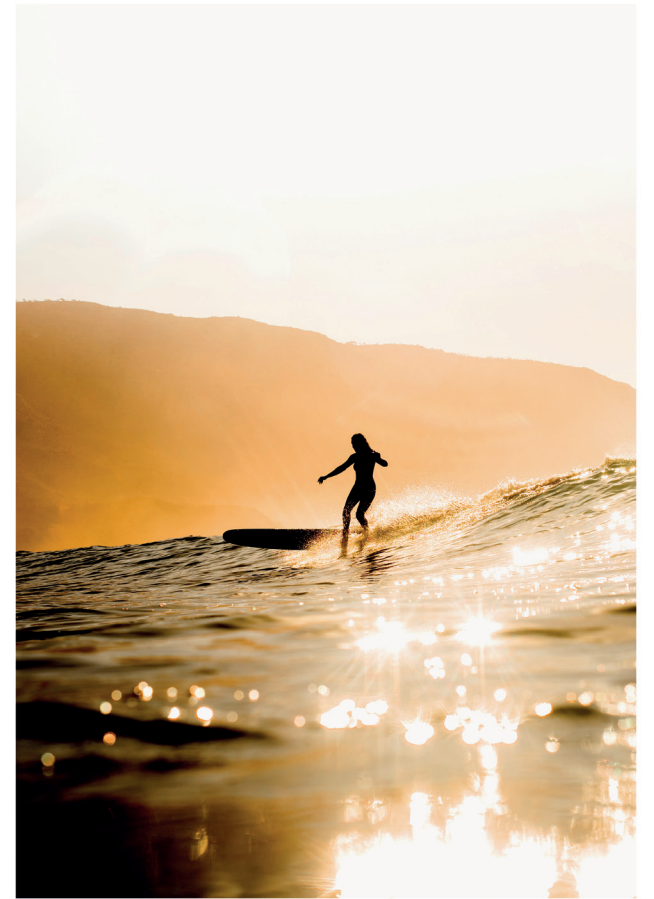
TOP RIGHT
Bondi Beach



TOP
Candy and Golden Hour At Its Finest

ABOVE
Freedom

RIGHT
Bond Girl





SPECIAL EDITIONS



DRIFT ABODE



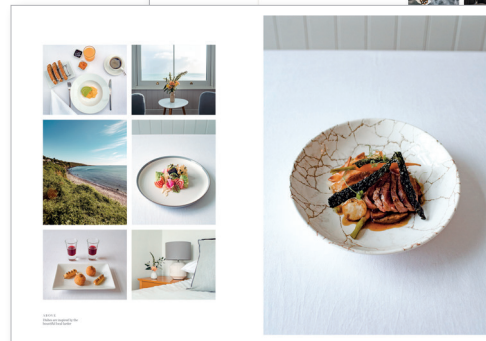
Kitchen CONFIDENTIAL



DRIFT EPIQUE

Culinary ARTISTRY

THE PINNACLE OF LUXURY LIFESTYLE IS IN CORNWALL



DRIFT RETREAT

Escaping the ORDINARY

THE PINNACLE OF LUXURY LIFESTYLE IS IN CORNWALL



Spaces with SOUL

Diving deep beneath the surface of the aesthetic to infuse personality into the realms of interior design.



DRIFT

A JOURNAL FOR THE DISCERNING



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LEVEN
MEDIA GROUP

Engine House Media is proud to be part of Leven Media Group, a collection of exciting businesses in Cornwall, striving to achieve success through a unique collaborative approach that delivers our partner businesses the benefit of economy of scale and faster growth.

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