



Issue 1 of *Cardiff Life* magazine revealed

MediaClash unveils a new magazine for Cardiff

19/10/07 – Local magazine publisher MediaClash today unveiled its latest title, *Cardiff Life*. The regular luxury lifestyle magazine goes into distribution today and will be delivered to 7,000 of the most affluent homes in the city and its outlying areas. A further 3,000 will be made available through carefully targeted businesses, boutiques, restaurants and hotels.

The new magazine will feature property, fashion, culture and arts, restaurant reviews, recipes and health and beauty features, all with a local slant. Highlights of the launch issue include a look inside a modern conversion of an iconic Victorian water tower, the story of one man's experiences when he downsized from life in London to a small home in the valleys and a focus on Cowbridge's forthcoming food and drink festival.

Jane Ingham, Managing Director of MediaClash commented:

"We're thrilled at the reception *Cardiff Life* has had. Our expectations have been exceeded in every respect - from the level and calibre of advertising, to the warmth from the business owners and locals when we've been out and about. The design, editorial and production teams have succeeded in creating something really quite special."

Deri Robins, Editor, added:

"As a Cardiffian born and bred, I'm thrilled to be working on a title that's close to my heart. Cardiff's seen a lot of change over the last decade, and we felt that there was a real need for a sophisticated, grown-up magazine celebrating the best of this busy, exciting and inspiring city."

MediaClash will be celebrating *Cardiff Life's* launch with a party at the St. David's Hotel & Spa in Cardiff Bay on Monday.

Cardiff Life joins *Bath Life*, *Bournemouth & Poole Living*, *Clifton Life*, *Exeter Living*, *Salisbury Life* and *Wykeham Life*, which are all published by MediaClash's City division.

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About MediaClash: MediaClash is a diverse, Bath-based media business created by Greg and Jane Ingham. Greg was Chief Executive of Future plc until June 2006 and Jane is a former Managing Director of Future UK.

MediaClash is active in four key areas of business: City magazines, customer publishing, digital communications and business consultancy. MediaClash plans to grow through launches and acquisitions.

www.mediACLASH.co.uk

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