



Savills magazine relaunched by MediaClash

New look customer magazine out now

31/10/07 – Savills magazine, the customer magazine of leading international estate agent Savills, has been relaunched by MediaClash Customer Publishing. The first comprehensively reworked issue was unveiled this month.

Eighty-five thousand copies of the magazine will be distributed via Savills' 140 plus offices as well as mailed to key private customers in 79 countries worldwide.

Ian Stewart, Director, Savills said of the relaunch:

"We are delighted with the relaunch of the all new Savills Magazine which gives a broad insight to the breadth of Savills business, covering a wide range of disciplines. Our client feedback has been incredibly positive and we look forward to developing the magazine globally in 2008".

The 116-page magazine has been redesigned, giving it a clean, elegant and uncluttered feel. Significantly more emphasis has been placed on quantity and depth of editorial content, leading to a more balanced and engaging offering.

The issue showcases 33 beautiful properties - ranging from cutting edge urban apartments, through sprawling rural retreats, to luxurious family holiday homes in exotic climes. Features include a preview of the coastal hotspots of the future, advice on purchasing an overseas property and a look at London's expanding commuter belt.

Commenting on the approach MediaClash's editorial team took when planning the issue, Gary Tipp, Editorial Director said:

"We believe it is vital for the reader, in this case the Savills' customer, to fully engage with the magazine - to regard it as a genuine and tangible reward. By introducing well-researched property-focused features, stunning photographic news stories and an extra layer of editorial throughout, the latest incarnation of the Savills Magazine works hard to grab its readership's attention from front cover to back."

Issue 60 of Savills magazine is available now from branches of Savills nationwide. A full list of Savills branches can be found at www.savills.co.uk.

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About MediaClash: MediaClash is a Bath-based media business created by media entrepreneurs, Greg and Jane Ingham. The company is active in four key areas of business: City magazines, customer publishing, digital communications and business consultancy. www.mediaclash.co.uk

About Savills: With over 160 offices and associates around the world, Savills is one of the leading international property advisors. A unique combination of entrepreneurial flair and sector knowledge give clients access to real estate expertise of the highest calibre, across the UK, Continental Europe, Asia Pacific and Africa.

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