

DRIFT

THE OUT OF COUNTY EDITIONS

Reaching affluent audiences in London, Bath and Bristol

An opportunity for businesses to feature in *DRIFT Journal*, and reach new, affluent audiences outside of Cornwall & Devon



UPCOMING EDITIONS



OCTOBER
2026

DRIFT BATH & BRISTOL

2,000 copies distributed into high footfall venues across Bath & Bristol.



JANUARY
2027

DRIFT LONDON

A further opportunity to maintain visibility with an affluent London audience at the start of the year.



AUGUST
2027

DRIFT LONDON

2,000 copies distributed into Belgravia

Connecting premium Cornwall and Devon brands with an affluent London audience.

LONDON DISTRIBUTION

2,000 copies distributed
directly through letterboxes
across Belgravia

This special edition is
created to connect brands
from Cornwall and Devon
with an affluent London
audience, including readers
who may already have a
strong connection with the
South West through second
homes, holidays, lifestyle and
hospitality.

The second August 27
edition will return to
London, giving brands a
further opportunity to
maintain visibility with an
affluent out of county
audience at the start of the
new year.

For businesses looking to
build recognition beyond
Cornwall and Devon, this
creates a consistent presence
across two London editions
and one Bath & Bristol
edition.



AFFLUENT LONDON AUDIENCE



BELGRAVIA DISTRIBUTION



PREMIUM PRINT EDITORIAL



STRONG SOUTH WEST CONNECTION

BATH & BRISTOL DISTRIBUTION

2,000 copies distributed into high footfall locations across Bath and Bristol.

This edition is designed to place businesses from Cornwall and Devon in front of an affluent Bath and Bristol audience, reaching readers through a carefully selected network of premium hotels, hospitality venues and lifestyle locations.

With distribution including Royal Crescent Hotel, Avon Gorge by Hotel du Vin, Spicer & Cole, Lucknam Park, Lansdowne Hotel, Harbour Hotel Bristol, and Shirehampton Park & Stockwood Vale Golf Clubs, this edition offers a strong opportunity to build visibility among readers with a clear interest in travel, interiors, food, culture, property and the lifestyles of Cornwall and Devon.



By taking *DRIFT* into carefully selected areas such as London, Bath and Bristol, we can place Cornwall and Devon's premium brands in front of affluent readers who already have a natural connection with the region, giving advertisers a stronger opportunity to build awareness beyond their local market.

THE PACKAGES

1 ISSUE	2 ISSUES	3 ISSUES
£750 + VAT PER ISSUE Includes 8 page editorial on your business + Social Media Reel and inclusion on our DRIFT Email Newsletter. Focus on one key audience	£550 + VAT PER ISSUE Includes the rerun of your <i>DRIFT Journal</i> editorial across 2 selected Out-of-County editions. Maximise reach across 2 distinct audiences	£450 + VAT PER ISSUE Includes 8 page editorial on your business in 2 editions + DPS Advert in one edition, as well as inclusion on our DRIFT Email Newsletter. Build repeat visibility across 2 markets

WHY THIS WORKS

Your editorial has already been created to sit within the quality and tone of *DRIFT Journal*.

By placing that content into our Out of County editions, your brand can continue to benefit from the trust, credibility and visual impact of print, while reaching readers in carefully chosen locations beyond the normal regional audience.

This is not simply about extra distribution.

It is about placing your brand in front of people who may already visit Cornwall and Devon, own property here, invest here, holiday here, or aspire to spend more time in the region.



DRIFT

A JOURNAL FOR THE DISCERNING

Space in each Out of County edition is limited, and this opportunity is being offered first to businesses.

To secure your preferred edition, or to discuss the best combination for your business, please contact the DRIFT team.

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