

# Property group partners with new property lifestyle mag

The Pam Golding Property (PGP) group has become a founder brand partner in *Private Edition*, a recently launched high quality, quarterly lifestyle publication from The Publishing Partnership that targets a high net worth audience, it was announced earlier this week.

Explains Anthony Stroebel, group marketing director for PGP, "We believe there is great synergy in terms of the partnership between PGP, Investec Private Bank and MTN Business. This represents a shift in our publishing strategy and with its unique, even understated appeal, *Private Edition* replaces *Icon* magazine as a vehicle for reaching our high net worth clients, as well as extending our marketing reach to others of the same demographic.

"As was the case with *Icon*, our agents will also utilise the magazine as a luxury calling card when dealing with clients in this sector of the market. Much in the same way that the real estate market is dynamic and constantly evolving - with the current market requiring a far more focused and tightly targeted approach - *Private Edition* will serve to help us build valuable relationships far more consistently and with a more defined target market - the more affluent buyers and sellers of property. In this regard it will provide a valuable channel for the marketing of our luxury portfolio, which includes the exclusive Pam Golding Signature Collection.

"Having said that, it's also true that the magazine adopts a more general lifestyle approach, rather than being heavily property-oriented. *Private Edition* looks for the story behind the story, the human element of life at the top, ever inquisitive and always seeking knowledge and new experiences. It showcases its stories with elegant design and eye-catching images. Essentially it's in the know, affording the reader access to a lifestyle that few experience. This is a world where the brand label is on the inside and not the outside of the handbag, where a perfume can be tailored to your personal taste - for a price, and where a luxury car at R3.4 million can still be undervalued," adds Stroebel.

*Private Edition* is produced by long time associates of PGP and *Icon* publisher, The Publishing Partnership and editor Les Aupiais, who edited the award-winning *Icon* magazine for seven years. *Private Edition* is mailed to the top 3000 PGP clients who have purchased or sold properties for in excess of R3 million, as well as to the top 5000 clients of each of Investec Private Bank and MTN Business.