

REGENCY Magazine Debuts for UHNW Audience; Weaves Real Estate and Lifestyles as a Resource Journal

PORTLAND, OR –Richard Horswell, broker at The Horswell Collection at Windermere Realty Trust, believes that clients in the high and ultra-high net worth demographic are frustrated by uninformed advertorial messages that provide little to no value to their macro lifestyle journeys. He created the magazine REGENCY as a way to offer a level playing field of select editorial content to appeal to the group he’s spent a lifetime participating in and researching.

Billed as “the curated biannual journal for a discerning population segment . . .,” the magazine’s circulation via print and online is decidedly through traditional US mail delivery at no charge to its audience in addition to the online version housed on the ISSUU platform. An estimated 25,000 readers worldwide will view the publication. With a readership in ultra-high net worth hubs on the East and West coasts with a smattering of international distribution to editorial partner contacts, REGENCY has received critical acclaim from a discerning audience base in addition to receiving a Gold designation from the Hermes Creative Awards.

Horswell developed an Advisory Council as an unpaid collective of thought leaders who provide a global perspective on trends, market conditions, and themes important to the demographic. The council is peppered with an eclectic mix of business leaders, experts in the arts and diplomacy, and individuals who regularly work with members of the demographic. Chaired by Arts Patron Jutta Allen, it is the unofficial editorial board that is the litmus test and gatekeeper for content and Horswell’s concepts. “We actually advised against one advertiser and one editorial feature in this inaugural edition,” Allen said. “Trust is essential within this unique community, and mistakes are not forgiven easily.”

Born into the German aristocracy, Allen’s ‘barometer of the accepted’ is a sample of the nearly-800 years of experience with the demographic siloed within the Council’s membership. The 32-page magazine will never grow beyond that size, as Horswell both designs and edits the publication himself before handing it off to a printer known for exceptional quality. The paper sourced for the publication is of higher quality than Town & Country Magazine’s, and the process for printing is sheet-fed in order to bring out the essence of photography of the magazine.

Horswell leveraged contacts and surveyed clients from the advisory firm for the demographic where he is principal creative executive that also bears the same name. “Our readers are sophisticated in their approach,” he noted. “They can sense self-aggrandizing content a mile away and this is a needed and kind respite that can be taken seriously for the type of information we present. No company or individual can buy or sponsor an article in REGENCY. If they could it would immediately compromise the journalistic integrity of the publication and lose audience share.”

The centerfold spread is dedicated to the publisher’s favorite property in the Los Angeles Holmby Hills sector. The now-demolished home’s \$18.8 million sale was curated by Christophe Choo of Coldwell Banker Global Luxury and the article provides guidance to readers on some of the key takeaways for selecting representation in the high-end property marketplace. Other features include cases for investing in non-profits with purpose and specialized features from wealth management and accounting disciplines.

REGENCY will extend its base through an advertising base that is by invitation. “We will always have a component of philanthropy in our pages by selecting key opportunities for the demographic to review like the Oregon Community Foundation,” Horswell suggested. For future issues, he left the decision of partnerships to the advertisers when he convened a forum to discuss the publication’s reception. “As there’s no overhead except printing, mailing, and online costs, it is reasonable to produce and syndicate to a wide audience. I outlined the costs, and had them decide the final pricing.” Limited advertisements are sold specifically to finance distribution to a select audience in eight states and Washington, D.C.

LINK TO REGENCY MAGAZINE: <https://issuu.com/thehorswellcollection/docs/regency>

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