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REGENCY MAGAZINE CELEBRATES FIRST ANNIVERSARY AS CURATED JOURNAL OF INNOVATION IN REAL ESTATE AND LIFESTYLES

PORTLAND, OR –Arrival of the Spring/Summer 2025 issue of **REGENCY Magazine** marks a significant milestone for the publication as the biannual journal for a discerning population within the ultra-high net worth (UHNW) category. With a circulation in eight states and the District of Columbia, it has an estimated 100,000 impressions per issue between its print and online channels and celebrates its first anniversary and third issue this month.

Developed out of the mind of Regency Media’s Principal Creative Executive Richard Horswell and in partnership with his real estate practice, the magazine has become a source of trusted journalistic content that thrives in a non-partisan environment to feature items of interest to the demographic while casting broad appeal for anyone who picks up a copy at one of 750 preferred distribution points. “Whether you’re having a coffee in Vineyard Haven, MA or receive it via the mail as a resident of Indian Creek Village, FL, the content is universal,” Horswell noted.

While a majority of the complimentary distribution via US Mail and at locations of note is concentrated in the Metropolitan Portland area and the Pacific Northwest, careful research has garnered a registry that spans across the country and includes communities, private clubs, wealth management and other professional firms, and points of interest populated by the demographic. The distribution model does not saturate any particular area, preferring to select properties in concert with data and exacting institutional knowledge in close familiarity with the UHNW community.

REGENCY’s appeal is based on the principle of positivity and the remarkable personas who have a great deal of wisdom to share as readers ponder their own choices and motivations. “Each publisher’s message concludes with ‘to not just live, but live well,’” Horswell explained. “That is a rallying cry beyond the self and is a challenge to leverage the creativity within all of us to create a better place for humanity through personal action in business, philanthropy, or another leadership role.” *He also conceives, writes (articles with no byline), and designs the publication entirely himself.*

Content for the magazine is generated through an unusual concoction: part intensive research, part informed guidance, and part esprit. An 18-member unpaid Advisory Council of thought leaders sets the tone for the editorial process and has a robust international section within its ranks to represent the ‘global citizen’ who typically runs parallel with the UHNW lifestyle. Diversity within the publication is natural and not forced as a matter of simple characteristic of the audience base. Advisory Council Chair Jutta Allen suggests that, “trust is essential within this unique community, and mistakes are not easily forgiven.” REGENCY has a strict policy that forbids advertorial and *all* content is by invitation.

Regency Media is a private advisory concern that acts as publisher of the journal. The Horswell Collection™ at Windermere Realty Trust (WRT) is Horswell’s producing real estate practice. He is principal creative executive of both entities and is a licensed real estate broker in Oregon at WRT’s Portland Heights office.

LINK TO REGENCY MAGAZINE: regencymediapartners.com/representation

[Summary of REGENCY’s inaugural year issues – Page 2]

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ISSUE 2.1 ▪ SPRING | SUMMER 2025

In memory of Dr. Joseph Matarazzo, founding Advisory Council member

COVER: 677 Nimes Road view of the horizon from Bel Air (Photo: 2025)

CENTERFOLD: Passion in HD – Joyce Rey's L.A.

PARTNERS & CONTRIBUTORS:

Bonham's; Judith Arnell Jewelers; Kahala Hotel & Resort; Marge Becker, Mimi Thies; Empire Steak House; Christiane Millinger; Classic Pianos; Kol Restaurant, Josephine Appleyard, Jennifer Strait; John Helmer; Thornton Art & Design, John Huff, Katayama Framing; Aston Martin; Sentinel Hotel; Bill Ray; Inman News, Dani Vanderboegh; Kaaren Harper; DeBeers International; Sunnylands; White House Photography Office; Coldwell Banker Global Luxury, Joyce Rey, Amanda Rodriguez; ProudGround, Dominique 'Merriweather, Marilyn Kun; Oregon Community Foundation; Mary Jean Thompson; Benetti Yachts; All Classical Radio, Suzanne Nance, Allison Fuller; Wealth-X, an Altrata Company; Windermere Services, Jeff Tucker, Shelley Rossi; Preservation Society of Palm Beach; Jenny Lake Lodge; National Park Service, Jackson Hole Flight Services; Pearl Watch Repair; Seattle Opera; Airbus; Washington Trust Bank; Ferguson Wellman Capital Management, Mary Faulkner, and Peter Jones; Mercantile; Frederick R. Weisman Art Foundation; Amy Meyers

ISSUE 1.2 ▪ FALL 2024 | WINTER 2025

COVER: Private Residence, Portland, Oregon. Models Alexander Arscott and Dame Maria Teresa Pietrok (Photo: 2024)

CENTERFOLD: Rich Experiences Shaping Tastemakers & "Co-operatively," yours?

PARTNERS & CONTRIBUTORS:

Bonham's; Judith Arnell Jewelers; Four Seasons Çırağan Palace; Four Seasons Sultanahmet; Bill and Carolyn Stevens; WFG National Title, Patrick F. Stone; Classic Pianos; Alexander Arscott; Dame Maria Teresa Pietrok; John Helmer; Roni Pervizi; Bugatti Automobiles S.A.S.; Geffen Mesher; Michelle Hooton; Allison Inn & Spa, ADEC, Loni Austin Parrish; Kaaren Harper; Wealth-X, an Altrata Company; Miami Boat Show; Four Seasons Miami Beach Surf Club; Everglades Club; Jeffrey Miller A.I.A.; Coldwell Banker Global Luxury; Michele Hall; Wilshire Terrace Cooperative; Friendly House; Oregon Community Foundation; Weedman Design Partners; Mercantile; BNP Paribas Open; Mary O'Connor; Huber's Café; Nyla Steimer; Carmen Sorg; Peter Murdoch; Bishop's Lodge; Santa Fe Opera; Preservation Society of Newport County & The Elms; Rumi Simone; del mar of DC; Fabio Trabocchi; Washington Trust Bank; Mark Williams; Ferguson Wellman Capital Management, Mary Faulkner, and George Hosfield; Bal Harbour Shops, Matthew Whitman Lazenby & Whitman Family Development; The Crass Family; White Bird Dance; Signature Aviation

ISSUE 1.1 ▪ WINTER 2024

COVER: Model Marie Saturn wearing Saks Fifth Avenue's last formal collection and estate jewels available at its former Portland, Oregon store (photo: 2009)

CENTERFOLD: Paradise Remembered, 355 North Mapleton Drive

PARTNERS & CONTRIBUTORS:

Bonham's; Judith Arnell Jewelers; Halekulani; Marge Becker, Mimi Thies; Jennifer Young/Moss Adams; Classic Pianos; Marilyn Murdoch; Murdoch Collections; Katayama Framing; Classic Pianos; John Helmer; Dr. William B. Long III; Bridge Meadows; Derena Schubert; Path Home; Brandi Tuck; Portland Art Museum; John Goodwin; Monaco Yacht Show; Verdun Chocolates, Hamoodi Houdroge; Mercedes-Maybach; Coldwell Banker Global Luxury; Christophe & Gabrielle Choo; Zack Woodbury; Belmond; The Schnitzer Collection, Jordan Schnitzer; Mercantile; Portland's First United Methodist Church; Jonas Nordwall; Wilderton; McMenemy's; Katherine Horswell; Preservation Society of Newport County; Willard Hotel; The Dabney; Fiola Mare; The Kennedy Center; The Phillips Collection; Art Basel Miami; Bombardier; Ferguson Wellman Capital Management, Mary Faulkner, and Jason Norris; Oregon Community Foundation; Serpentine Gallery; Jutta Allen

