

WORKING WITH
SILKS
MAGAZINE



SILKSMAGAZINE.COM

Hello From

Rory



Hi I'm Rory!

Now by the time you've received this information pack I'm sure you'll have heard from me or one of my team already but never the less allow me to reintroduce myself.

I'm Rory Paddock and I'm the MD and CE of SILKS Magazine. After almost a decade of producing horse racing content for various news outlets all across the UK and Ireland I knew there was a gap in the market for a glossy, high-end, horse racing, fashion and lifestyle magazine.

So, along with a team I've worked with for many many years, I'm set to launch the magazine later in 2022. With a focus not only on the sport itself but everything that goes in to creating a fantastic race day experience. From hospitality, travel, and even more importantly fashion and retail.

Along with our brand new magazine we're giving readers the option to take out an annual subscription at a 30% discount off the single copy retail price (per magazine). For those looking to become an annual member they also get exclusive access to our annual membership or platinum black cards. A debit card sized, personalised membership card that allows members access to fantastic deals and offers with all of our amazing partners.



About SILKS

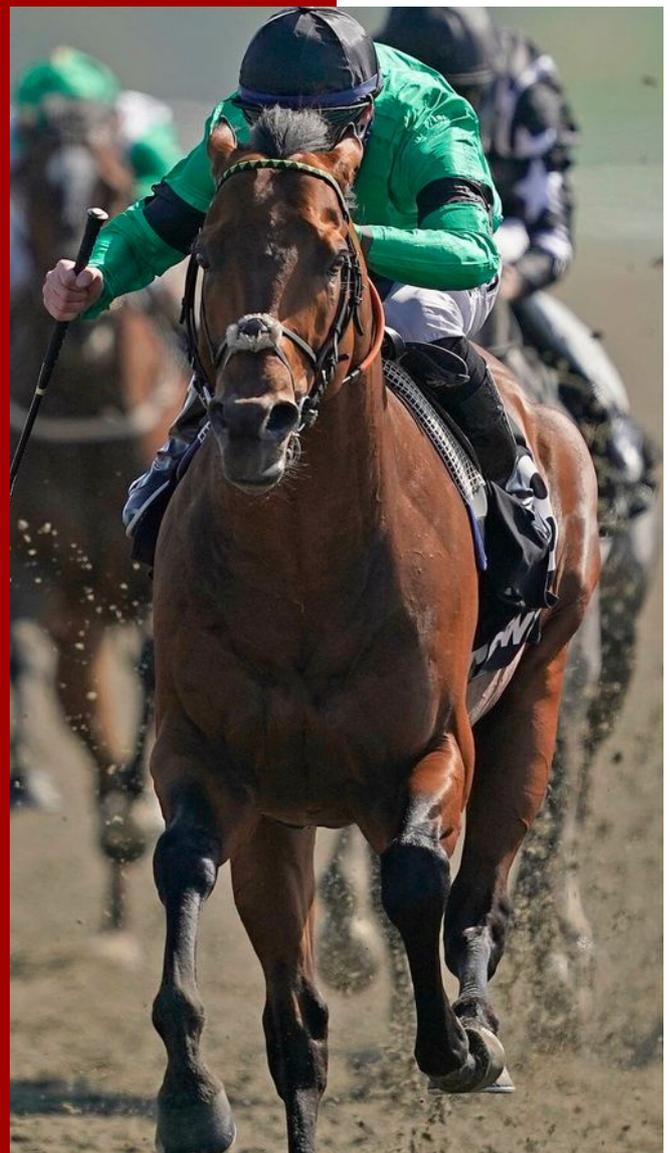
A Fantastic Team With A Fantastic Approach

Originally derived from Rory's horse racing editorial company he's already had a fantastic team of sports writers to draw from but he wasn't going to rest on his laurels.

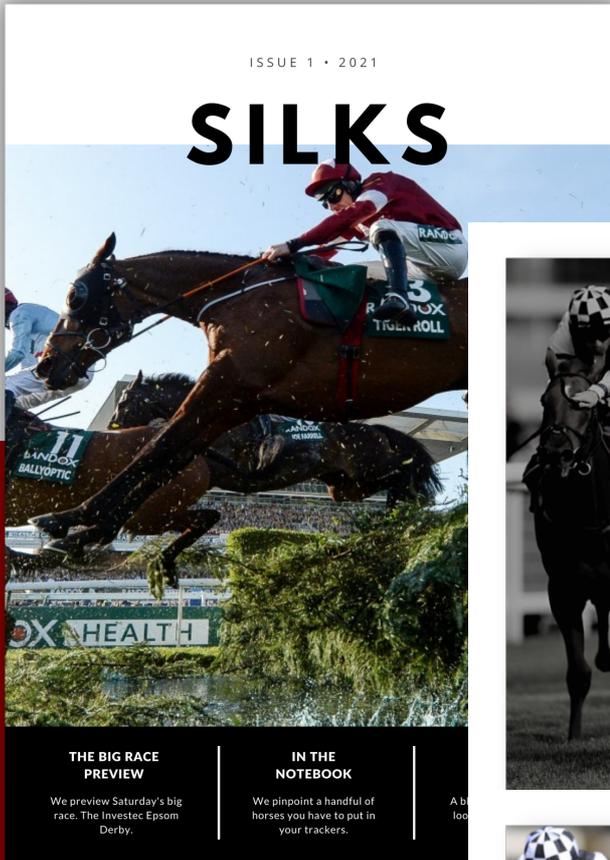
With the launch of SILKS in mind he's brought on a whole new social media and marketing team, amazing lifestyle, travel and fashion writers and some of the best graphics and design production professionals in the business.

With such a team behind the scenes not only do we expect fantastic success for our launch but we have the infrastructure in place which all of our partners is also free to utilise.

We want to make things as easy, stress free and simple for all of our partners and as such our team takes care of absolutely everything whilst still giving you complete control



Our Look



Check out our example magazine covers and our complete, bespoke Platinum Black and Standard Annual membership cards.



All of our design work is set to form a fantastically strong brand identity across everything we do here at SILKS.



Mock Magazine Layout For *Marc Darcy Menswear*

What Do We Do ?

With a social media following in excess of 25,000 racing fans (which we expect to continue to grow further) we utilise our team to attract more exposure for your amazing brand.

With at least 8 full-page spreads dedicated to your business in our magazine each year along with multiple social media posts, email marketing and website links we want to showcase your amazing products to our dedicated and loyal audience.

We create all the graphics, editorial and marketing in order to produce a fantastic buzz. There's no work from you other than to give us the thumbs up so we're good to go!

(Please see a mock example above)



What Do We Need From You?

So what do we need from you as a retailer?

All we need is one simple thing:

. Complete our online form with all the relevant details of your business.

Once you've completed our online form, you leave the rest to us! It's that simple!

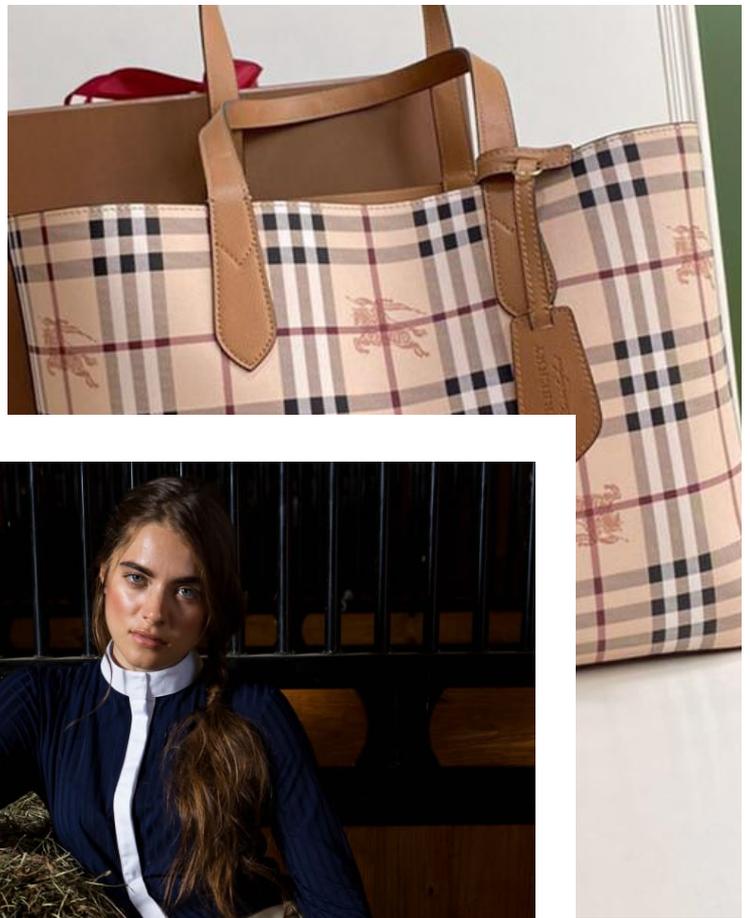
We will send monthly updates and give you the freedom to point us towards any amendments or updates we may need to ensure we continue you promote your business in the best possible way.

ANY QUESTIONS?

As always if you ever have a question, a worry or a concern Rory and the rest of the team will always be on hand.

LET'S START OUR PARTNERSHIP!

As long as you're happy and excited to work with SILKS then let's go!



*"Thank you for believing
in our team and we look
forward to creating a
fantastic partnership."*

(Rory K Paddock)

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