

## Telegraph Magazine new look - 7th September Launch (Fashion Issue)



*"As The Telegraph Magazine approaches its 55th year, I feel honored to be responsible for its latest makeover. It's more chatty, less wordy, more relevant, more fun but we hope still hard hitting and appealing to all those who are intelligent, affluent, no-nonsense and generally jolly"* - Marianne Jones, Editor

The emphasis is very much on **enjoying your Saturday**. New columns that touch on every aspect of our reader's weekend include: **My Saturday** – a well-known person's day; **Saturday Supper Club** (with a cut-out-and keep menu); **Shoppable interiors** that includes a renovation project. Plus, new **fitness, women's beauty, men's grooming** and a **fashion style CV**.

First person, emotionally-led pieces perform particularly well. So, every week we will be presenting two sides of a testing situation. **Change Of Life** will appeal to our 'no boundary' demographic. **Sudden Entrepreneur** will attract anyone who dreams of jacking it all in and starting up on their own.

We've worked hard to offer a better blend of short and long reads coupled with a slick new look to inject an exciting change of pace to this Saturday morning staple.

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New  
'Downtime'  
section

## Dog friendly hotels

For days when black heels or white sneakers just won't cut it. [Page 25](#) →

Image heavy,  
relatable, warm  
yet 'newsier'



## Fashion

- Pocket Stylist: Lisa Armstrong opens on a DPS
- My Style CV - Male or Female on trend choices and merchandise
- Wheel of Fortune - Merchandise page, from lower end pieces to the more expensive
- The Fashion Stand off
- Beauty Brain & The Manual: Lisa Armstrong & Lee Kynaston

## The Fit Bit

- NEW Health & Wellness page featuring latest trends/workouts & merchandise

## Saturday Supper Club

- Four well known chef/food writers with a big social following (think Hemsley's) design your TV dinner for that night
- Tried & Tasted - Descriptive reviews
- William Sitwell restaurant review

## Interiors

- One Room, Four Ways
- House Proud- A renovation project profile

## Travel

- My Favourite Place - written by a personality

## Sudden Entrepreneur

- How people are changing their careers midlife

## Eye Witness

- Up to date, sharper yet still nostalgic