



GOODWOOD

Goodwood members' magazine goes digital with fully e-mersive experience

London July 1, 2020 – The Goodwood Estate and e-Mersion Media are pleased to announce the start of a ground-breaking and innovative collaboration centred on the publication of the Goodwood members' magazine in an entirely mobile digital format.

The Spring/Summer 2020 edition will provide a fully-immersive experience, taking the print edition of the quarterly magazine, which is produced by the London-based creative agency Uncommonly, on to a fully digital platform, where the reader will interact with a wide range of beautifully-presented moving and still images, rich sound-bites, intriguing rub 'n reveals, as well as lavishly curated articles.

Goodwood Magazine celebrates everything that makes Goodwood unique – from motorsport and aviation to fashion and vintage, art and design, food and drink, horse-racing and country life. Contributors include Stephen Bayley, Hannah Betts and Lucia van der Post, while advertisers include Hermès, Chanel and Rolex.

The e-Mersion Media bespoke digital platform is fully dynamic, providing readers of the Goodwood Magazine with all the familiarity, enjoyment and benefit of their traditional print magazine, while enhancing their experience. It also allows Goodwood and its partners to access real-time insights to drive future business and editorial decisions.

The Duke of Richmond and Gordon, Owner & Chairman, Goodwood Estate says:

“This is a fabulous development of the printed edition of the Goodwood Magazine, and we are thrilled with the immersive and interactive nature of the new digital format. Goodwood is all about delivering exceptional experiences and the creative passion of e-Mersion fits seamlessly into the heart of what we do.”

John Iliopoulos, Founder & Managing Director, e-Mersion Media, says:

“We are delighted to announce our partnership with the Goodwood Estate and we welcome the opportunity of working with one of the world's most prestigious luxury lifestyle organisations. At e-Mersion Media we have developed a dynamic platform to 'Bring Magazines to Life', moving from the constraints of print to digital's creative freedom, yet keeping the authority, beauty and engagement of a superbly-produced magazine such as Goodwood's.”

The Spring/Summer issue of Goodwood Magazine is available to download free via the Apple and Google stores from July 1, 2020. The Goodwood Estate, e-Mersion Media and Uncommonly are collaborating on the Autumn 2020 issue, to be published in October.

(ENDS)

Note to Editors:

Goodwood (The Goodwood Estate Company Limited) has been the home of the Dukes of Richmond since 1697 and has become renowned for its thrilling motorsport and horseracing events, including the Festival of Speed, the Qatar Goodwood Festival and the Goodwood Revival. The 12,000-acre estate also includes an organic farm, four restaurants, two 18-hole golf course, a culture park, a private members' club, an aerodrome, a health club, a lovely country hotel and a 10-bedroom sporting lodge. The Goodwood Estate has 20,000 global members and welcomes more than 1 million visitors each year.

Goodwood.com

e-Mersion Media (e-Mersion Media Pty Ltd) has pioneered a ground-breaking magazine digitization solution providing full contextual content and advertising opportunities complete with end-to-end usage and engagement tracking and user data analytics. e-Mersion Media uses technology to provide context and build engagement.

e-mersion.media

Uncommonly is a boutique storytelling and design agency, specialising in luxury, culture and travel content and events. Editors Gill Morgan and James Collard have been producing Goodwood Magazine, in collaboration with the Goodwood Estate team, since 2014.

uncommonly.co.uk

Contact:

Goodwood: Catherine Peel - catherine.peel@goodwood.com

e-Mersion Media: Norman Howell - norman.howell@e-mersion.media

Uncommonly: Sarah Glyde - sarah@uncommonly.co.uk