

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 Coldwell Banker Bain 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 CB Bain's Lake Oswego office.

regencymediapartners.com/representation

#