

PR SUCCESS

FROM FINE & COUNTRY JERSEY



FINE & COUNTRY

ABOUT THE MEDIA CENTRE

As well as our fantastic team here in Jersey we also have a dedicated PR team in our Park Lane office in London. They have fantastic contacts with the media so they can get your properties featured in the national paper editorial for no additional cost.

Our Media Centre is made up of a team of experienced press relations managers and copywriters, dedicated to liaising with newspapers, magazines and other media outlets to gain extensive coverage for our properties in regional and national media. In 2019, the Media Centre produced over £10.7 million in equivalent advertising value.

Public relations is a powerful marketing tool, providing a profile that cannot be bought. It is estimated that positive editorial coverage can be worth up to three times the value of equivalent advertising space.



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WHAT MAKES A GOOD PR STORY:

We know that every property is unique and beautiful in its own way, but journalists are looking for something that will stand out and interest their readers.

Journalists like properties that have some of these features:

- **Particularly beautiful** e.g. amazing views, gorgeous interiors, cute cottage
- **Historic house**
- **Grade II Listed** homes
- **Unique homes** or those that are unusual in the area
e.g. a beautiful detached home among apartment blocks
- Anything that demonstrates a **trend**, like people moving from one area to another





ROUND UP

OF RECENT FINE & COUNTRY JERSEY COVERAGE

We had £169,391 worth of Equivalent Advertising Value and 16 pieces of media coverage in the last year.

Highlights included a feature in the Mail Online which had an Equivalent Advertising Value of £53,928, with the article seen by 92,360,000 people.





NATIONAL COVERAGE

The Media Centre has great contacts with the major newspapers like The Sunday Times, The Telegraph, The Times, The Guardian and more.





Metro:

Title: A stunning seven bed country house with its own cinema is selling for £8.95 million

EAV: £27,000

MUU (Monthly Unique Users): 45,733,287

3rd May 2019

ONLINE COVERAGE

Online coverage is increasingly important in a digital age. We feature on websites such as Country & Town House, Mail Online and Horse & Hound.

Mail Online:

Title: Cliff-top mansion on Channel Island of Jersey goes on sale for £18 million

EAV: £27,000

MUU (Monthly Unique Users): 219,775,097



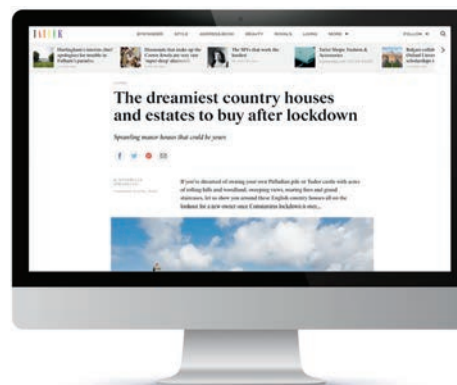
27th May 2020

Tatler:

Title: The dreamiest country houses and estates to buy after lockdown

EAV: £3,000

MUU (Monthly Unique Users): 1,000,000



16th April 2020



The Sun:

Title: Cliff-top mansion on Channel Island of Jersey goes on sale for £18 million

EAV: £21,660

MUU (Monthly Unique Users): 1,000,000

27th May 2020

LOCAL COVERAGE

Often your buyer could come from just around the corner and that's why it is important to showcase your property in local newspapers such as Bailiwick Express and the Jersey Evening Post.

We ensure that your property is at the forefront of the local market.



Bailiwick Express:

Title: Fine & Country Jersey wins Marketing & Promotion Award

EAV: £3,000

Circulation: 1,000,000

25th January 2019



*At Fine & Country Jersey;
we use a lifestyle approach
to marketing to help people
see your home as you see it.
We do more than sell houses;
we turn your home into
a bestseller.*

DO YOU THINK YOUR PROPERTY HAS PR POTENTIAL?

Talk to the team at Fine & Country Jersey on 01534 840022 or email jersey@fineandcountry.com to find out how the Media Centre can help you get wider exposure for your home.





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