



PARAGRAPH PARTNERSHIP

Anniversary publications
Annual reports & accounts
Books
Brochures
Catalogues
Corporate literature
Customer magazines
Design
Event creation & management
Guides
Leaflets
Newsletters
Staff magazines
Web design & development



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www.paragraphpublishing.com



PARAGRAPH PARTNERSHIP

Our mission

To be the world's leading magazine, special projects and web publisher, and events organiser for the premium specialist drinks, food and travel markets.

Our service

The Paragraph Partnership has been established with the simple premise of bringing the best of our expertise to the field of client communications. This means applying our skills to the objectives of our clients. We offer the very best content and design to ensure your communications deliver meaningful response through high quality, content driven products.

Whether targeting the consumer or business, with corporate literature or a magazine, in the UK or internationally, we work with you to develop the very best solution.

“Paragraph’s attention to detail and focus on the customer has helped us produce some of the most outstanding company literature and to generate greater sales”





PARAGRAPH PARTNERSHIP

Our background

Paragraph Publishing was founded in 1997, producing own brand and client publications in the premium specialist drinks, food and travel markets.

From three people in London we have grown to a team of 15, with our head office in Norwich, Norfolk, UK and licensee arrangements in Australia, Belgium, Canada, China, France, India, Japan, Russia, Singapore, South Africa, Spain, Taiwan, The Netherlands and the US.

Since 1998 Paragraph Publishing has launched numerous publications, many web sites and more than 20 international events, and continues to dedicate itself to providing the very highest quality marketing solutions for leading brands worldwide.

Our expertise at producing market leading magazines, web sites and events for consumers and clients across the world means we are ideally positioned to offer these same skills to you.

We work for brands throughout the UK and worldwide, both small and large, well established and new launches, developing and creating the very best ideas, writing and published literature.



Holland & Holland The Shooting Field

The brief

Produce an annual publication that keeps existing customers in contact with all the activities and opportunities at Holland & Holland worldwide, and acts as a showcase to potential new customers.

The strategy

By publishing an annual 'magazine' with high production standards Holland & Holland can maintain a relationship with its international audience.

The target audience

Existing Holland & Holland customers and potential new customers.

The distribution

By post to the Holland & Holland database worldwide, as well as available in store and distributed through game fairs at which Holland & Holland exhibit.



*“A flagship part of our marketing,
The Shooting Field keeps our customers
close to our business and generates
increased sales”*

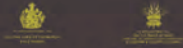
Holland & Holland Marketing Department



PARAGRAPH PARTNERSHIP

THE SHOOTING FIELD

VOLUME 14



HOLLAND & HOLLAND
LONDON

THE ART OF THE EMBELLISHER

AN INTERVIEW WITH A FINE ARTS CRAFTSMAN WHO HAS SHAPED THE HISTORY OF GUNS FOR OVER 100 YEARS



When you see a gun, you often see the finished product. But behind the scenes, there is a world of craftsmanship. The art of the embellisher is a delicate and demanding one, requiring a deep understanding of the gun's mechanics and a steady hand. It is a craft that has been passed down through generations, and it is one that is still thriving today.

The art of the embellisher is a craft that has been passed down through generations. It is a craft that requires a deep understanding of the gun's mechanics and a steady hand. The embellisher's work is often done in a workshop, where the craftsman will use a variety of tools to create intricate designs on the gun's metal parts. These designs can range from simple patterns to complex, multi-layered designs that take weeks to complete.

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THE ART OF THE EMBELLISHER: A FINE ARTS CRAFTSMAN WHO HAS SHAPED THE HISTORY OF GUNS FOR OVER 100 YEARS. PHOTOS BY [Name]

CHANGE IS IN THE AIR AT THE SHOOTING GROUNDS

HOW THE SHOOTING SPORT IS EVOLVING AND ADAPTING TO A NEW GENERATION OF ENTHUSIASTS

The shooting sport has always been a part of our culture. It is a sport that has brought people together for centuries, and it is one that is still thriving today. But as the world changes, so does the shooting sport. New technologies, new equipment, and new ways of thinking about the sport are all changing the way we shoot.



CHANGE IS IN THE AIR AT THE SHOOTING GROUNDS: HOW THE SHOOTING SPORT IS EVOLVING AND ADAPTING TO A NEW GENERATION OF ENTHUSIASTS. PHOTOS BY [Name]

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Holland & Holland African Brochure

The brief

Every few years Holland & Holland develops a new product for the market, and the African rifle was one such product that needed a brochure to complement its uniqueness and value.

The strategy

Provide visual imagery and design that makes customers want to find out more and see the sporting weapon in real life.

The target audience

Existing customers of Holland & Holland.

The distribution

Via sporting weapon shows and events, game fairs and targeted direct mail in the US and Europe.



*“A beautiful interpretation of one of our
prize sporting weapons”*

Holland & Holland Marketing Department



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HOLLAND & HOLLAND

Established London 1858

**THE HOLLAND & HOLLAND
AFRICAN HUNTER SERIES**



2009

THE THEODORE ROOSEVELT RIFLE

THEODORE ROOSEVELT

Theodore Roosevelt was a naturalist and a hunter. He was a member of the Boone and Crockett Club, which was founded in 1886 to protect the natural resources of the United States. He was also a member of the Safari Club, which was founded in 1907 to protect the natural resources of Africa. Roosevelt was a great hunter and a great naturalist. He was a member of the Boone and Crockett Club, which was founded in 1886 to protect the natural resources of the United States. He was also a member of the Safari Club, which was founded in 1907 to protect the natural resources of Africa. Roosevelt was a great hunter and a great naturalist.



HOLLAND & HOLLAND
Established London 1858

"Product of Excellence"

THE AFRICAN HUNTER SERIES

THE WELLS RIFLES

THE LONDON PATENT SAFETY RIFLES

THE WELLS RIFLES

THE SAFETY RIFLES

THE SAFETY RIFLES

THE SAFETY RIFLES

THE SAFETY RIFLES

CONTACT US

WWW.HOLLANDANDHOLLAND.COM

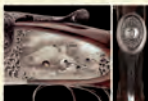
HOLLAND & HOLLAND
Established London 1858

**THE HOLLAND & HOLLAND
AFRICAN HUNTER SERIES**



2009

THE THEODORE ROOSEVELT RIFLE



THE THEODORE ROOSEVELT RIFLE
The Rifleman's Rifle



THE THEODORE ROOSEVELT RIFLE
The Rifleman's Rifle



THE THEODORE ROOSEVELT RIFLE
The Rifleman's Rifle

Cromer Hall

The brief

Create a stunning guide to one of the region's finest country homes that visitors to the area would be prepared to pay for.

The strategy

Through the quality of the visual imagery and the selection of superb text and cover paper, the creation of this publication should be enough to allow it to be sold throughout bookshops and newsagents.

The target audience

Visitors to the region and the local audience interested in the region's history.

The distribution

For sale throughout bookshops, gift shops, newsagents and the local businesses operated by Cromer Hall.



“A beautifully produced book that has added a new dimension to the hall and its business”

Cromer Hall



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CROMER HALL

SEAT OF THE CABBELL FAMILY



The House of the CABBELL MANNERS family

ARCHITECT OF THE HALL: THE FINEST-REPUTED GOTHIC ARCHITECT OF THE 19TH CENTURY, THE EXPERTLY AND INFLUENTLY CHOSEN GUTHRIE, JOHNSTON & CO.

It would be an unlikely prospect for the Hall to be the seat of a family for so long. The house was built for the Cabbell family in 1845, and it was not until 1900 that the house was sold to the Manners family. The house was built for the Cabbell family in 1845, and it was not until 1900 that the house was sold to the Manners family. The house was built for the Cabbell family in 1845, and it was not until 1900 that the house was sold to the Manners family.



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The two Voyagers David Cabbell helped circumnavigate 24 times and saved 37 lives

It was a very different world when the house was built. The house was built for the Cabbell family in 1845, and it was not until 1900 that the house was sold to the Manners family. The house was built for the Cabbell family in 1845, and it was not until 1900 that the house was sold to the Manners family.



A small boat navigating through a stormy sea, likely depicting the voyage of the two voyagers mentioned in the text.



A collection of portraits, likely of the Cabbell family members mentioned in the text.



A portrait of an elderly man, likely a member of the Cabbell family mentioned in the text.

VisitScotland Homecoming Scotland

The brief

Create a high quality programme of the VisitScotland Homecoming Scotland events which recipients would keep, refer to and inspire them to book a visit to Scotland online.

The strategy

- Promote the range, breadth and interest of Homecoming Scotland as an entity.
 - Promote the individual events.
- Promote the Homecoming Scotland web site.

The target audience

- Those who have never visited Scotland before and for whom Homecoming Scotland provides the ideal excuse.
 - Regular visitors to come back again and / or stay longer and spend more.

The distribution

250,000 people with seven different editions across three continents.



“A great result for one of the most complicated printed briefs we have ever set”

VisitScotland Marketing Department



PARAGRAPH PARTNERSHIP

The Macallan Rankin Photographic Book

The brief

Print, package and distribute completed copies of this spectacular 1,056 page, full colour, landscape book.

The strategy

Express in a book the finest quality of international photography taken by photographer Rankin to reflect one of the finest whiskies in the world.

The target audience

Customers of The Macallan and buyers of world class photography.

The distribution

80% of copies to key clients of The Macallan around the world, and 20% available for purchase by the general public through premium specialist bookshops.



*“A labour of love that truly reflects the
quality of the liquid in the bottle”*

The Macallan Marketing Department



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A PHOTOGRAPHIC ESSAY OF
The MACALLAN ESTATE

RANKIN



VisitScotland Homecoming Scotland

The brief

Create a quality leaflet listing over 100 different events with three different editions for distribution in the UK, Europe and the USA.

The strategy

- Promote the range, breadth and interest of Homecoming Scotland as an entity.
- Promote the Homecoming Scotland web site.

The target audience

- Those who have never visited Scotland before and for whom Homecoming Scotland provides the ideal excuse.
 - Regular visitors to come back again and / or stay longer and spend more.

The distribution

150,000 copies at events and inserted in publications with three different editions across three continents.



“Paragraph Publishing brought the project together within the timescale and budget producing an ideal addition to our Homecoming marketing”

VisitScotland Marketing Department



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Wine Customer Publishing

Compass Group

One of the world's largest contract caterers, Compass Group was looking to create a quality publication for its premium dining establishments to encourage the upselling of its wines. From concept through to the final publication, Paragraph Publishing produced a guide which was distributed throughout the Compass Group network.

The Port Wine Institute

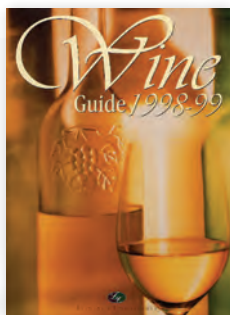
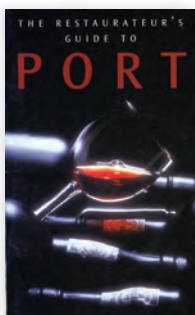
Paragraph Publishing was asked to create a booklet which presented Port in a user friendly, trade-oriented format, so that restaurants and bars throughout the UK might better understand the category. From concept through to publishing 5,000 booklets, with the pocket size format, Paragraph Publishing was responsible for the whole project.

Rioja Wines

Paragraph Publishing were asked to create the Rioja Press Pack, made up of a stylish outer folder in to which were inserted loose sheets which could be changed over time. With a tight schedule and clear requirements the 5,000 press packs and inserts were produced on time and on budget.



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OTHER CLIENTS

Wine producers and regions

Austrian Wine Commission

Barton & Guestier

E & J Gallo

German Wine Information Service

Italian Trade Centre

New Zealand Tourism Board

Penfolds

Wine Institute of California

Wines from Spain

Wine retailers and caterers

Sainsbury's

Tesco

Victoria Wine

Wine Cellar

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Sunday Times Wine Club Wine Times

The brief

Provide a 'warm' communication for Sunday Times Wine Club members that sells them all those items related to wine – but not wine itself; gifts, events, trips and tours.

The strategy

Produce a high quality, must read and keep publication that is memorable and provides real added value.

The target audience

Members of the Sunday Times Wine Club.

The distribution

Mailed direct to Club members with a covering letter from the Club Secretary.



*“Wine Times looks wonderful – well done –
and we sold out all the tours and trips
within a fortnight ”*

Sunday Times Wine Club Marketing Department



PARAGRAPH PARTNERSHIP

Tasting Journals

The brief

To create the ideal tasting companion with invaluable information in a stunning, must-keep guide.

The content

- 16 pages on how to taste, sensory evaluation, nine steps to a tasting note and the tasting template.
 - 138 pages for personal tastings.
- Hardback with elasticated closure and ribbon marker.

Travel Journals

The brief

To create the ideal travel companion offering essential information on travel in a stunning, must-keep guide.

The content

- 96 pages of essential travel information.
 - 140 blank journal pages.
- Hardback with elasticated closure, ribbon marker, pockets front and back.

Clients include the Times, Noble Caledonia and the British Museum.

The options

- Two sizes available; 130 x 90mm or 216 x 138mm.
- A range of colour bindings are also available.



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RATECARD ONE

Brochures & leaflets

A4 or magazine format (Prices based on following specification)

Trim size: 297x210mm/285x215mm **Colour:** 4 colour throughout

Paper: 150gsm

Delivery: Ex works

Quantity	1 page	2 pages	4 pages	6 pages	8 pages
1,000	£1,158	£1,202	£2,036	£2,223	£3,013
2,000	£1,174	£1,227	£2,084	£2,306	£3,114
5,000	£1,225	£1,303	£2,228	£2,554	£3,416
1,000 extra	£17	£25	£48	£83	£101

A5 (Prices based on the following specification)

Trim size: 210mm x 148mm

Colour: 4 colour throughout

Paper: 150gsm

Delivery: Ex works

Quantity	1 page	2 pages	4 pages	6 pages	8 pages
1,000	£1,041	£1,084	£1,928	£1,964	£2,700
2,000	£1,050	£1,096	£1,945	£2,004	£2,752
5,000	£1,079	£1,132	£1,995	£2,123	£2,906
1,000 extra	£10	£12	£17	£40	£52

Collarettes (1)

130mm diameter

Price on application

Bottle Collars (3)

Quantity	57mm width x 130mm height
1,000	£309
2,000	£381
5,000	£541

Stickers (2)

Quantity	24mm width x 31/32mm height
10,000	£572 run on £49.50/1,000
50,000	£613 run on £10.30/1,000

Minimum order 10,000

Label core is 76mm, with 1,000 labels per roll

Shelf-Talkers

Quantity	105mm x 105mm
1,000	£186
2,000	£211
5,000	£278



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RATECARD TWO

Tasting Note Cards (1 & 2)

Quantity	220mm x 40mm	170mm x 70mm
1,000	£676	£779
2,000	£693	£800
5,000	£743	£865
1,000 extra	£17	£22

Display Cards

Quantity	A4	A5
1 x	£6.95	£5.95
5 x	£31.25	£26.75
10 x	£55.60	£47.60
11+	£4.95 each	£4.25 each

Shelf-Strip (3)

Quantity	1000mm width x 40mm height
1,000	£1,045
2,000	£1,200
5,000	£1,730

Shelf-Wobblers-A

Quantity	100mm x 100mm (plastic wobbler arm stuck to back of board)
1,000	£463
2,000	£767
5,000	£1,669

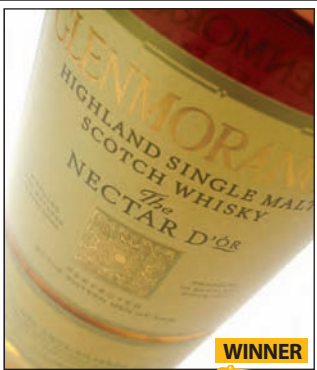
Shelf-Wobblers-B

Quantity	100mm x 100mm (printed on single piece of plastic)
1,000	£891
2,000	£1,143
5,000	£1,962



PARAGRAPH PARTNERSHIP

THE WORLD'S BEST DARK LAGER



WINNER

GLENMORANGIE
THE NECTAR D'OR 46%
THE GLENMORANGIE COMPANY



REGION HIGHLAND
PRICE PER BOTTLE ++++
AVAILABILITY WORLDWIDE

DAVE

Nose

Baked apples and peaches, caramelised fruit sugars. Barley sugar. Generous and very sweet. Some complexity.

Palate

Layers of oak, toffee. Mango with a waxy note then in comes green cardamom. Concentrated. The tongue tries to prise it all apart. Very sweet.

Finish

Spices save it becoming flabby.

Comments

Long and sweet. Try with soft goat's cheese.

MARTINE

Nose

Restrained at first, does not unveil immediately. Delicate, elegant. Opens slowly like a rose on a cold summer morning. Creamy citrus fruit. So complex, so intriguing.

Palate

Satin. Mellow. Yogurt and cereal bar with dried cherries. Almond milk. White chocolate.

Finish

Langourous, lingering and fully satisfying.

Comments

Give it an hour and it will still be unveiling more. Time is the ultimate luxury. This dram too.

8.5

9.3

2

WHISKY MAGAZINE - ISSUE 70



THE DALMORE 1973
CABERNET SAUVIGNON 45%
WHYTE AND MACKAY

REGION HIGHLAND
PRICE PER BOTTLE +++++
AVAILABILITY WORLDWIDE

DAVE

Nose

Sweet yet savoury. Baked fruits, peach cobbler, damson, sloe berry, dried cherry and cassis, all mixed with cigar wrapper. Hint of balsamic. Huge, complex and showy. Meaty in time (and with water).

Palate

Those sweet and funky notes play off each other. Concentrated berry fruits then comes out orange bitters.

Finish

Drying oak.

Comments

All darkened nightclubs and secret assignations in Mulholland Drive.

8.3

MARTINE

Nose

Intense. Polished old furniture. Dried fruit. Sultanas soaked in a cinnamon syrup. Treadle. Rich Christmassy sweetness. Old sherry. Opens on a fresher note of mint chocolate.

Palate

Sweet at first then revealing a crisp fruity sourness. Sherry in a velvet glove... Oak is elegantly integrated.

Finish

Big, long, drying on spices.

Comments

The charming old-fashioned touch of a confectionary shop lined with oak panels. Rich, elegant. Takes you back to your childhood Christmases.

8.7

1

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8.7

3

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