

WINNING

LUXURY LIFESTYLE MAGAZINE WINNING LAUNCHES HIGHLY-ANTICIPATED SECOND EDITION *The Pioneers Issue* – Out 2nd September

30 August, 2019 – Following a successful June launch, this **Monday 2nd September**, luxury lifestyle magazine **Winning** will release its highly-anticipated second edition, titled ***The Pioneers Issue***.

The Pioneers Issue showcases some of **the world's greatest pioneers**, or **'rebels with a cause'** who are currently inspiring the modern luxury lifestyle, ranging from 'smart' living within the home, to European travel, to kitchen design trends, to food, wine and entertainment.

Conceived by entrepreneur [John Winning](#), and with revered Australian editor and journalist [Katarina Kroslakova](#) leading the creative direction as editor, *Winning* is a quarterly, 160-page print magazine that celebrates all aspects of inspired living. Each edition covers news and features focussed on **the home, food, wine, travel, fashion, motoring, technology, health and wellness**, and more.

The first issue of *Winning* received a warm reception from industry and consumers across Australia, who embraced the unique neo-luxury lifestyle content associated with conscious consumerism and higher purpose.

With *The Pioneers Issue*, readers can expect to enjoy the latest news and content that will resonate with the **growing respect and desire to make ethical, eco-friendly decisions** to complement the contemporary Australian luxury lifestyle.

In addition to being sold in **over 2,500 newsagents nationally**, from edition two onwards *Winning* magazine will be available in **all Qantas Lounges across Australia** including the **Chairman's Lounges**, plus many **five-star hotels** – reaching substantially more Australians and lovers of a quality lifestyle from all over the world.



Winning Editor Katarina Kroslakova says: “I’m immensely proud of the response to our first issue of *Winning* magazine, and can’t wait to share our second edition with Australia.

“*The Pioneers Issue* explores the visions of some of the most inspirational pioneers, or ‘trailblazers’ currently leading the way when it comes to the Australian neo-luxury lifestyle.

“Changing the course of history takes intestinal fortitude. Often it requires sacrifices, and always it demands conviction and confidence. Without a doubt, pioneers make the world a better place. For them, solutions follow problems and change is a constant.

“In this second issue of *Winning*, we tell the stories of innovators, for whom passion and purpose go hand in hand. We meet the Australian pioneers of the low-intervention wine movement, and talk to a global leader in sustainable fish harvesting.

“We look at forward-thinking fashion labels that consider ethics and sustainability not as luxuries, but as necessities. And we find out about the technology – and reality – of clean power boosting the performance of electric supercars.

“We also meet key figures in Australia’s animal conservation efforts, take you to Europe’s latest travel hotspot, Bosnia, and discover the health benefits of finding purpose at work.

“My team has been moved by so many of the stories in this special issue of *Winning*, and we hope our audience, too, will find inspiration in these pages.”

Winning Publisher John Winning says: “To be a ‘rebel with a cause’ is a true balancing act of being pioneering yet authentic. Purpose is what ensures that both these elements can work together and succeed.

“Being purpose-led allows you to find unique and smart solutions, rather than applying brute force. It allows you to reimagine, discover and persevere.

“In *Winning’s* upcoming *The Pioneers Issue*, we focus on change makers of all types; from a celebrity activist to the husband and wife duo from Port Lincoln in South Australia who have changed the future of tuna farming, to the next step-change in motoring, electric propulsion, and how Bosnia is breaking through the challenges of its history.

“I hope this issue of *Winning* inspires readers to focus on a source of energy in their lives that they are passionate about, encouraging them to take that next step and break the mould.”



Winning Magazine Key Details:

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Available at: Newsagents, Qantas Business Lounges and hotels nationally

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For further information on *Winning* Magazine, go to: winningmagazine.com.au or Instagram: [@winning_mag](https://www.instagram.com/winning_mag)

About Winning Magazine: Driven by [John Winning's](#) pioneering spirit and passion to create memorable experiences, and creatively led by revered Australian editor and journalist [Katarina Kroslakova](#), *Winning* is a quarterly, 160-page print magazine that celebrates all aspects of inspired living, in and out of the home. Each edition covers news and features centred around the home, food, wine, travel, fashion, motoring, technology, health and wellness, and much more.

About the Editor: *Winning's* Editor is revered Australian journalist **Katarina Kroslakova**, who has earned her place as an authority on curating luxury experiences. The former Editor of the *Australian Financial Review's Life & Leisure* and *Luxury* magazines, now Managing Director of content creation agency [Primary Ideas](#).

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