

WINNING

HIGHLY ACCLAIMED LUXURY LIFESTYLE MAGAZINE WINNING RELEASES FOURTH EDITION *The Influence Issue* – Out now!

2 March, 2020 – Leading with three highly successful issues, luxury lifestyle magazine **Winning**, has now released its much anticipated fourth edition titled ***The Influence Issue***.

***The Influence Issue* focuses on what it takes to have a genuine and meaningful impact on the world around us.** In a time of fast and fickle change, *The influence Issue* explores that unique power that creates longstanding growth and longevity. *The Influence Issue* features some of the **world’s great agents of lasting and revolutionary change, Lenny Kravitz, Martin Scorsese, Roger Federer and Gordon Ramsay, divulging what drives their power and influence.**

Conceived by entrepreneur **John Winning**, and alongside esteemed Australian editor and journalist **Katarina Kroslakova** leading the creative direction as editor, *Winning* is a quarterly, 160-page print magazine that highlights **neo-luxury lifestyle content, revolutionising and re-defining luxury for the consciously minded.**

The Influence Issue entices the reader to explore deeper connections and drivers in all areas of life. **Now in its fourth edition, *Winning* encompasses a mix of food, wine, design, architecture, motoring, watches, fashion, travel, wellness, business, arts & culture, technology and beyond.** With *The influence issue*, readers are encouraged to delve within and find the connection to their own power of influence, taking inspiration from pioneers in change.

The Influence Issue reviews the impact of star power to shape luxury alcohol brands, **exploring the powerful partnership between rock legend Lenny Kravitz and iconic brand Dom Pérignon. TV chef Gordon Ramsay, shares insight into his transition from mind to kitchen. Roger Federer opens-up about maintaining influence during his move from tennis to business and Martin Scorsese reflects on a lifetime of influence over the film industry.**

In addition to being sold in **over 2,500 newsagents nationally**, *Winning* magazine is available **in all Qantas and Virgin Business, First-Class and Chairman’s lounges across Australia and five-star hotels across the country**, extending luxury to reach a growing number of Australians and lovers of lifestyle globally.



Winning Editor Katarina Kroslakova says: “One year in and the *Winning* ride continues to be an incredible journey leading a great editorial team with the freedom to really explore and showcase luxury in a new conscious and meaningful context.

“Luxury has grown beyond simplistic monetary value, it’s about experience, connections, emotions, feelings, reactions, impressions and, as we delve into for this edition of the magazine, influence.

“*The Influence Issue* encompasses all aspects of the meaningful power of change, sharing the secrets of revolutionaries and encouraging readers to find their own ways to influence.

“Gaining insight into the minds of such critical game-changers like Kravitz, Scorsese, Ramsay and Federer, was fascinating for our editorial team and something we know our readers will love.

“*Winning* showcases a great mix of achievable luxury for all readers. We recognise that the definition of ‘luxury’ continues to evolve and our readers want more value reflected in their lifestyle choices.

“Receiving such glowing feedback, significant growth in subscriptions and growing support for the first three editions has really given us the drive to achieve even more for our readers in this edition.

“From design, to the mind, to travel, to game-changing technology, *Winning* delivers cutting-edge lifestyle luxury, with a modern value-laden twist.”

Winning Publisher John Winning says: “One of the sources of motivation for starting the *Winning* magazine, was to provide readers with inspiration for experiences in and out of the home. What inspires us, is closely related to what influences us.

“I see influence as opportunity, connection and growth. Influence is a powerful conductor of who we are when we interact with the world. This issue of *Winning* showcases some of the opportunities for progress that can come from inspired humans.”

An online version of *The Influence Issue* is available for media preview at this link.

Winning Magazine Key Details:

Edition 4 *The Influence Issue* available March 2020

Frequency: Quarterly

Price: \$14.95

Available at: Newsagents, Qantas and Virgin Business, First-Class and Chairman’s Lounges and hotels nationally and through subscription

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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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