

2013 MEDIA KIT

ST REGIS  
**Bespoke**  
 MAGAZINE

THE EXCLUSIVE IN-ROOM LUXURY LIFESTYLE PUBLICATION FOR THE ST. REGIS HOTELS AND RESORTS.



New York

San Francisco

Atlanta

Monarch Beach

Aspen



Bahia Beach

Houston

Bal Harbour

Princeville



ST REGIS

**Firebrand™**  
 mediaLLC

250 BROADWAY STREET  
 LAGUNA BEACH, CA 92651  
 TEL 949-715-4100 FAX 7154106

## Bespoke Magazine – The St. Regis

THE EXCLUSIVE IN-ROOM LUXURY LIFESTYLE PUBLICATION FOR GUESTS AND FANS OF ST. REGIS HOTELS AND RESORTS.

Like The St. Regis brand itself, *Bespoke Magazine* offers the guest the highest standards of luxury and bespoke service. Every issue of *Bespoke Magazine* entertains its readers with compelling editorial and articles that reflect quality and luxury, and offers advertisers an unparalleled way to reach this exclusive audience.

### ESSENTIALS:

St. Regis Hotels and Resorts, located at the most desired addresses across the globe, provide an exclusive entrée to a refuge of timeless elegance, discerning taste and uncompromised service.

Bespoke Magazine is customized and distributed in eleven of the finest luxury hotels and resorts in the world. All of these properties have been named one of the “Top 500 World’s Best Hotels” by Travel & Leisure magazine. Distribution includes:

- » **The St. Regis New York** - One of the world’s most legendary hotels
- » **The St. Regis Bal Harbour** - The new icon of Miami. AAA 5 Diamond award winner
- » **The St. Regis Atlanta** - AAA 5 Diamond award winner
- » **The St. Regis Bahia Beach** (Puerto Rico) - Best New Hotels of the World by Forbes Magazine
- » **The St. Regis Houston** - AAA 5 Diamond award winner
- » **The St. Regis Aspen** - Conde Nast Traveler Gold List, “World’s Top 10” Ski Hotels
- » **The St. Regis San Francisco** - AAA 5 Diamond and Mobile 5 Star winner
- » **The St. Regis Monarch Beach** - AAA 5 Diamond and Mobile 5 Star winner
- » **The St. Regis Princeville Resort** - Conde Nast Traveler, Gold List, The World’s Best Places to Stay
- » **The St. Regis Mexico City** - Conde Nast Traveler Hot List, AAA 4 Diamond award winner
- » **The St. Regis Doha, Qatar** - World Travel Awards, Middle East’s Leading New Hotel



ST REGIS

**Firebrand™**  
mediaLLC

250 BROADWAY STREET  
LAGUNA BEACH, CA 92651  
TEL 949-715-4100 FAX 7154106

## Exclusive in-room distribution at The St. Regis Hotels and Resorts

**400,000 + Readers**

Published Quarterly \*

### Distribution

Bespoke Magazine is in every room, suite and residence at eleven St. Regis Hotels and resorts:

- ASPEN 29,000 readers
- ATLANTA 28,000 readers
- BAHIA BEACH 25,000 readers
- BAL HARBOUR (MIAMI) 34,000 readers
- DOHA (QATAR) 48,000 readers
- HOUSTON 33,000 readers
- MEXICO CITY 28,000 readers
- MONARCH BEACH (ORANGE COUNTY, CA) 68,000 readers
- NEW YORK 33,000 readers
- PRINCEVILLE, KAUAI 36,000 readers
- SAN FRANCISCO 38,000 readers

**Total Readership\*\* 400,000 readers per issue**

As well, additional copies are distributed to key partners and prospective guests.

A digital edition of Bespoke Magazine is also available, offering bonus visibility for advertisers.

\*Aspen magazine is published twice annually (December and June). All others quarterly

\*\* Readership based on number of rooms x avg. occupancy x pass along usage





## MINDSET

For modern connoisseurs who desire the finest expressions of service, each moment reflects the St. Regis signature of discreet, bespoke experiences. The St. Regis guests expect the very best and entrust St. Regis to deliver no less. St. Regis exists beyond expectation and Bespoke Magazine is a reflection of this expectation.

## READER DEMOGRAPHICS

The St. Regis guests tend to be: Confident | Drawn to visiting new places | Independent

AVERAGE HOUSEHOLD INCOME:	<b>\$400,000</b>
AVERAGE AGE:	<b>45+ years old</b>
COLLEGE GRADUATE:	<b>80% +</b>
# OF ST. REGIS STAYS PER YEAR:	<b>6</b>
AVERAGE LENGTH OF STAY:	<b>4 days</b>
HAVE CHILDREN UNDER 18:	<b>29%</b>
MALE	<b>61%</b>
SECOND HOMEOWNER	<b>42%</b>

## ACTIVITIES

Fine Dining  
 Traveling  
 The Arts  
 Golfing  
 Collecting  
 Leading

## PASSIONS

Art & Design  
 Food & Wine  
 Style & Fashion  
 Philanthropy & Society  
 Speed & Sport



## EDITORIAL

### AFICIONADOS OF THE GOOD LIFE

#### ST. REGIS STYLE

Featuring the products, trends and trendsetters related to fashion and beauty.

#### ST. REGIS TASTE

An inside look at some of the finer things related to food, wine, spirits and entertaining. Including the best restaurants, chefs, drinking establishments and hot spots.

#### ST. REGIS ACTION

Featuring world-class sports and adventure, including golf, yachting, sailing, surfing, sport fishing and more.

#### ST. REGIS DESIGN

The best in architecture, interiors, autos and technology.

#### ST. REGIS CULTURE

An exploration of the arts, the people and the places.

### IN EVERY ISSUE

#### GO LOCAL

Places and activities only a local would know

#### ONCE IN A LIFETIME

Unique events and activities

#### THE INSIDER

Insights from the head concierge

#### HIP TRAVELER

News and high-tech toys for the style-conscious traveler

#### THE ST. REGIS INTERVIEW

Insights and perspective from both global and local personalities.



#### WINTER '12-13

Space closing and  
ad materials deadline

**NOVEMBER 12**

In Room

**NOVEMBER 23**

#### SPRING '13

Space closing and  
ad materials deadline

**FEBRUARY 18**

In Room

**MARCH 8**

#### SUMMER '13

Space closing and  
ad materials deadline

**MAY 24**

In Room

**JUNE 14**

#### FALL '13

Space closing and  
ad materials deadline

**AUGUST 23**

In Room

**SEPTEMBER 13**

#### WINTER '13-14

Space closing and  
ad materials deadline

**NOVEMBER 8**

In Room

**NOVEMBER 22**



**ST REGIS**

**Firebrand™**  
 mediaLLC

250 BROADWAY STREET  
 LAGUNA BEACH, CA 92651  
 TEL 949-715-4100 FAX 7154106

THIS PUBLICATION PRINTS COMPUTER-TO-PLATE.

**PRINTING** Web offset

**BINDING** Perfect

**TRIM SIZE** 10 x 12

**LINE SCREEN / DENSITY** 150 line / 300% maximum density

**AD DIMENSIONS**

	TRIM	LIVE MATTER
<b>FULL PAGE</b>	10 x 12	9.5 x 11.5
<b>1/2 PAGE</b>	9.5 x 5.625	9.5 x 5.625

NOTE: All live matter must be at least 1/4" from the TRIM of the magazine.  
 The bleed size listed above is the page trim size with 1/8" minimum bleed added to all sides.

**PREPRESS GUIDELINES:** *Bespoke Magazine* is a Macintosh-format Computer to Plate (CTP) environment, and Adobe InDesign are the primary page layout programs used. PDF/X1-a and Macintosh formatted InDesign documents are the preferred material formats. Your files will pass through a preflight operation to confirm all elements are present and correct. If there are problems, we will contact you and work to resolve them (with applicable charges). To minimize problems, please read and follow the guidelines below.

**DIGITAL FILE REQUIREMENTS:** We accept the following native file formats: Adobe InDesign (preferred) \*Adobe Photoshop \*Adobe Illustrator

You must package or collect all support files including fonts. Do not apply style attributes to fonts. Use only standard Adobe fonts in PC-created documents. Convert all PMS spot colors used in any application to CMYK.

**IMAGES:** All images must be submitted (grayscale or CMYK) as native Photoshop psd, EPS or TIFF at 300 dpi. (Images

supplied at lower resolution will result in an inferior print quality that will not be the publisher's responsibility.) Any images supplied as RGB, index, lab or containing color profiles will be converted to CMYK, which may result in an undesirable color shift. We cannot be responsible for files supplied in formats other than CMYK. Scaling, rotating or other image manipulation must be done prior to placement in the page layout program.

**PDFs:** PDF x1a files are acceptable only if they meet size, color and resolution requirements as detailed in the Images section above.

**Proofs:** For color-sensitive materials, a proof created to SWOP specifications is required. Ink jet and laser prints are acceptable for content only. We will not be responsible for color shifts on press if no approved color proof has been supplied.

**FTP Site Information:** Call Art Department (949) 715-4100 or email [artdept@firebrandmediainc.com](mailto:artdept@firebrandmediainc.com) for instructions.

**SHIPPING: PLEASE SHIP MATERIALS AND DIRECT QUESTIONS TO THE FOLLOWING:**

**Bespoke Magazine c/o Firebrand Media, LLC Attn: Tina Leydecker**  
 250 Broadway St., Laguna Beach, CA 92651; Phone: 949/715-4100 Fax: 949/715-4106; [tina@firebrandmediainc.com](mailto:tina@firebrandmediainc.com)

**2013 Multi-Market Buy**

(INCLUDES AN AD IN ALL ELEVEN REGIONAL EDITIONS)

Size	1x	4x
FULL PAGE	\$15,000	\$ 12,000
HALF PAGE	\$10,000	\$ 8,500
OPENING SPREAD (IFC and facing page)		\$27,600
INSIDE BACK COVER		\$24,000
BACK COVER		\$18,000

**2013 Regional Market Buy**

(INCLUDES AN AD IN ANY ONE REGIONAL EDITION)

Size	1x	4x
FULL PAGE	\$3,900	\$2,900
HALF PAGE	\$2,500	\$2,000
OPENING SPREAD	\$8,500	\$6,500
INSIDE BACK COVER		\$4,500
BACK COVER		\$5,000



**ST REGIS**



250 BROADWAY STREET  
 LAGUNA BEACH, CA 92651  
 TEL 949-715-4100 FAX 7154106