

# Bespoke

MAGAZINE

A LUXURY LIFESTYLE PUBLICATION SERVING THE MOST DISCRIMINATING TRAVELERS.



## 2014 Media Kit



250 BROADWAY STREET LAGUNA BEACH, CA 92651 TEL 949.715.4100 FAX 949.715.4106

## BESPOKE MAGAZINE

*Bespoke Magazine* is a premium lifestyle publication dedicated to the guests and local aficionados of world-class destination cities. With in-depth writing, stunning imagery and design, and high-quality production, *Bespoke Magazine* captures the essence and culture of each destination city it is published in; with emphasis on culinary, art, culture, events; plus the best places to dine, shop and play.

*Bespoke Magazine* is customized and distributed in 10 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 Resort**

The new icon of Miami. AAA 5 Diamond award winner

### **The St. Regis Atlanta**

AAA 5 Diamond award winner

### **The St. Regis Bahia Beach Resort, Puerto Rico**

Best New Hotels of the World by Forbes Magazine

### **The St. Regis Houston**

AAA 5 Diamond award winner

### **The St. Regis Aspen Resort**

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





**DISTRIBUTED IN-ROOM AT 10 ST. REGIS HOTELS AND RESORTS IN NORTH AMERICA**

**350,000 + Readers per issue\*\*** (Published Quarterly \*)

## DISTRIBUTION

*Bespoke Magazine* is in every room, suite and residence at the St. Regis Hotels and Resorts in the following cities:

ASPEN*	29,000 READERS
ATLANTA	28,000 READERS
BAHIA BEACH*	25,000 READERS
BAL HARBOUR (MIAMI)	34,000 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

### ***Bonus distribution at most properties include:***

- Spa lounge
- Concierge desks
- Special VIP events
- Prospective residents
- Direct mail to select guests and partners

\* Published twice annually. All others quarterly

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



## MINDSET

*Bespoke Magazine* is read by affluent, educated and active travelers who have a taste for substance and have a passion for the finer things in life. The publication is ideally positioned to serve the most discriminating travelers.

## READER DEMOGRAPHICS

*Bespoke* readers tend to be:

Confident | Drawn to visiting new places | Independent

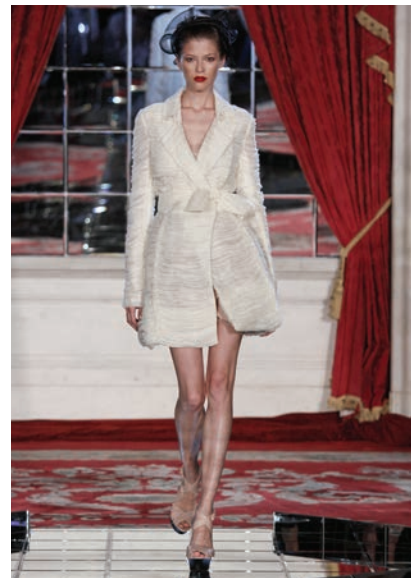
AVERAGE HOUSEHOLD INCOME .....	\$400,000
AVERAGE AGE.....	45+ years old
COLLEGE GRADUATE .....	80% +
# OF ST. REGIS STAYS PER YEAR .....	6
AVERAGE LENGTH OF STAY .....	2.6 days
HAVE CHILDREN UNDER 18 .....	29%
MALE .....	61%
SECOND HOMEOWNER .....	42%

### 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*

#### STYLE & FASHION

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

#### 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.

#### ADVENTURE

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

#### DESIGN

The best in architecture, interiors, autos and technology.

#### CULTURE

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

#### IN EVERY ISSUE

##### ON TREND

Hot trends in fashion and design.

##### SAVOR

Happenings in the culinary world.

##### THE INSIDER

Insights from the head concierge.

##### QUENCH

What everyone's drinking now.

##### SHOP

From watches to luggage, what the cultured traveler is buying now.



#### SPRING '14

Space closing and ad materials deadline

**FEBRUARY 21**

In Room

**MARCH 17**

#### SUMMER '14

Space closing and ad materials deadline

**MAY 23**

In Room

**JUNE 16**

#### FALL '14

Space closing and ad materials deadline

**AUGUST 22**

In Room

**SEPTEMBER 15**

#### WINTER '14-15

Space closing and ad materials deadline

**NOVEMBER 14**

In Room

**DECEMBER 8**

## 2014 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	\$18,000	
BACK COVER	\$24,000	

## 2014 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	

THIS PUBLICATION PRINTS COMPUTER-TO-PLATE.

**PRINTING** Web offset

**BINDING** Perfect bound

**TRIM SIZE** 10 width x 12 depth

**LINE SCREEN / DENSITY**

150 line / 300% maximum density

### AD DIMENSIONS

	TRIM	BLEED	LIVE AREA
<b>FULL PAGE</b>	10 x 12	10.25 x 12.25	9.5 x 11.5
<b>1/2 PAGE</b>	9.5 x 5.625		9.5 x 5.625
<b>SPREAD</b>	20 x 12	20.25 x 12.25	19.5 x 11.5

**NOTE:** All live matter must be at least 1/4" from the TRIM and a minimum of 1/8" bleed added to all sides. Make sure that copy does not run into the gutter on two-page spread ads. If you are supplying gatefold materials, please call your sales representative for the correct ad dimensions.

**PREPRESS GUIDELINES:** Firebrand is a Macintosh format Computer to Plate (CTP) environment, and Adobe InDesign is 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:

\* PDF/X1-a (preferred) \* Adobe InDesign

\* Adobe Photoshop \* Adobe Illustrator

You must package or collect all support files including fonts. True type and .dfonts are not acceptable and will be substituted with the closest equivalent. 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 Image 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 EMAIL OR CALL:

tina@firebrandmediainc.com, 949-715-4100

### FOR CREATIVE SERVICES EMAIL OR CALL:

sonia@firebrandmediainc.com, 949-715-4100

**AD SUBMISSION:** Please send or email materials and direct questions to the following:

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Laguna Beach, CA 92651

Phone: 949-715-4100

Fax: 949-715-4106



# Bespoke

MAGAZINE

IN ADDITION TO BESPOKE MAGAZINE, FIREBRAND MEDIA PUBLISHES A WIDE PORTFOLIO OF PRINT AND DIGITAL MEDIA, INCLUDING:

- » **Sea Island Life Magazine:** The official publication for Sea Island Resort and residences
- » **Montage Magazine:** The in-room publication for Montage Hotels & Resorts
- » **Loews Magazine:** The in-room publication for Loews Hotels & Resorts
- » **Laguna Beach Magazine:** An award-winning city publication for Laguna Beach, California
- » **Newport Beach Magazine:** An award-winning city publication for Newport Beach, California
- » **OCinSite.com:** A coastal Orange County lifestyle portal
- » **Laguna Beach Independent:** The weekly newspaper of choice for Laguna Beach
- » **Newport Beach Independent:** The weekly newspaper of choice for Newport Beach
- » **Coastal Real Estate Guide:** Reaches more than 80,000 affluent readers in Laguna and Newport

## REGIONAL LIFESTYLE PUBLICATIONS



## LUXURY HOTEL PUBLICATIONS



For more information, contact your Firebrand Media representative or Steve Zepezauer, C.E.O. & Editorial Director (steve@firebrandmediainc.com). Visit us online at firebrandmediainc.com

