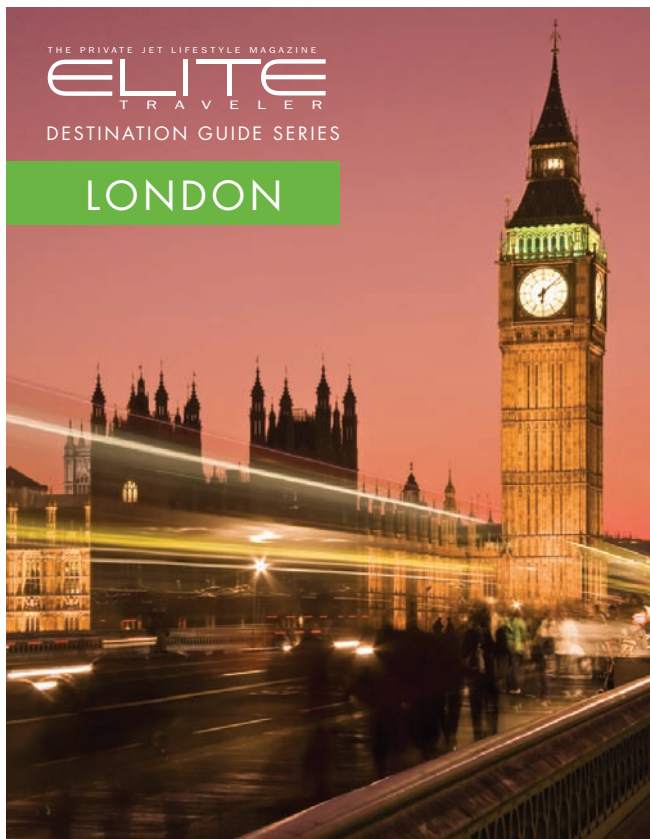
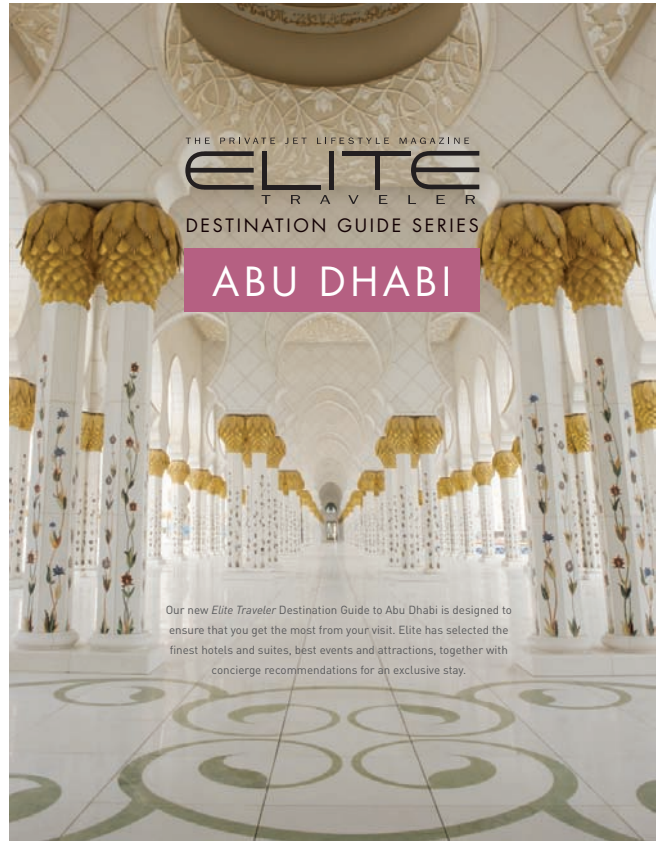
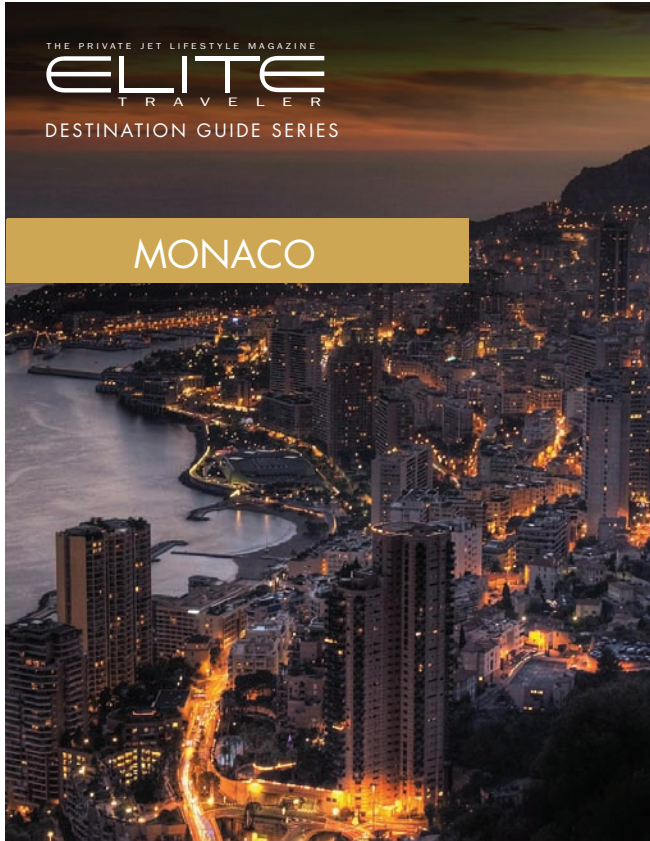


ELITE TRAVELER DESTINATION GUIDES



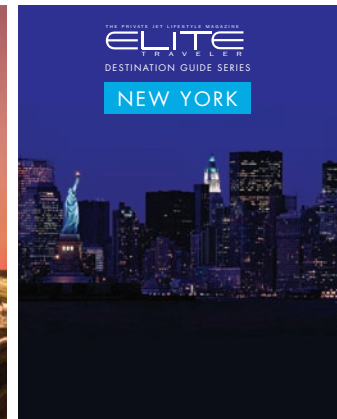
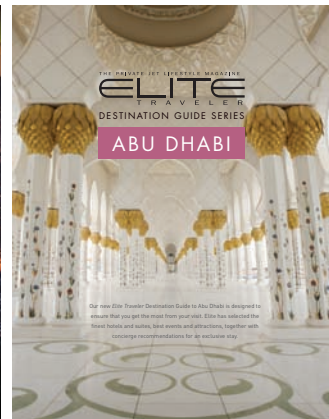
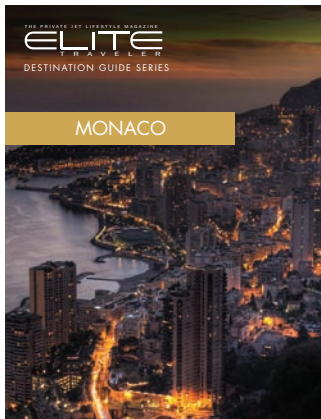
ELITE TRAVELER DESTINATION GUIDES

ELITE TRAVELER

Elite Traveler is the leading private jet lifestyle magazine, written exclusively for the elite High Net Worth consumer; our unique luxury-focused website offers discerning visitors the opportunity to pursue the passions of the exclusive lifestyle.

DESTINATION GUIDES

Following demand from our readers, we are now launching Elite Destination Guides which will be the resource of choice for the elite traveler, helping them to choose from the best on offer in each location – from which hotel and suite to stay in, where to dine and shop and what to do during the day and night. The design and format has been tailor made to suit the tastes of our affluent clients.



READERSHIP PROFILE

With **£3.4 million Average Household Income**, the readers of Elite Traveler have the means to become your best customers

Our readers are among the biggest spenders at hotels and resorts, taking over 41 trips per year worldwide, making them the top potential clients for every luxury property

- 73% used hotels for business/meetings, spending an average of £140,000
- 65% stayed in hotel for leisure in the past year, spending an average of £74,000
- 59% stayed at a spa in the past year, spending an average of £68,000
- 28% rent a villa/chalet per year, spending an average of £106,000
- 17% take an experiential trip per year, spending an average of £62,000

Elite Traveler readers are also key customers for leading luxury brands

- 89% purchase fine jewelry per year, spending an average of £157,000
- 32% purchase luxury watches per year, spending an average of £93,000
- 90% purchase fashion/accessories per year, spending an average of £74,000

The super rich use the Elite Traveler website to make purchasing decisions – it is where they go before they buy

- Average Monthly Unique Visitors: 18,000
- Average Monthly Page Views: 40,000

SOURCE: PRINCE & ASSOCIATES & GOOGLE ANALYTICS

Private jet owners are looking for destination guides designed for their needs:

- 85 percent of private jet owners read or refer to destination guides prior to visiting a destination
- 66 percent of private jet owners say they aren't satisfied with current guides
- 90 percent of private jet owners say they would use guides provided by Elite Traveler

ELITE TRAVELER DESTINATION GUIDES

BENEFITS OF PARTNERING WITH ELITE TRAVELER DESTINATION GUIDES

- Improve awareness for your brand
- Ensure that existing clients return
- Gain new high net worth customers

Elite Traveler is an indispensable guide for the ultra-wealthy to find the best in luxury products and services, as noted in an independent survey:

- 86% believe Elite Traveler is a good showcase for luxury products
- 88% like Elite Traveler's design and format
- 91% consider Elite Traveler higher quality than other similar sources
- 89% find content in Elite Traveler they don't find elsewhere

A Source That Calls Readers to Action

- 69% have purchased accessories seen in Elite Traveler
- 68% have purchased jewelry from Elite Traveler
- 65% have purchased apparel from Elite Traveler
- 58% have chosen a hotel or resort from Elite Traveler
- 56% have purchased a watch seen in Elite Traveler

SOURCE: PRINCE & ASSOCIATES

TESTIMONIALS FROM OUR PARTNERS

"I wanted to personally thank you for a recent group booking to one of our member hotels that was a result of our continued partnership with Elite Traveler."

Vice President, Sales: Leading Hotels of the World

"I just wanted to let you know how pleased we are with our advertising in Elite Traveler. While it took us a little while to try your magazine, we are very happy to be working with you and we are able to track sales from the ads we place."

Vice President: Ulysse Nardin Inc

"...the power of persuasion conveyed by Elite Traveler is quite impressive."

Director of Public Relations, Hyatt Regency

"I am happy to report within a week of the mailing, we have already received a \$40,000 booking from one of your readers."

President, Soneva Gili Resort & Spa

Our Destination Guides contain a wealth of insider information, making them the definitive source for the elite traveler.

All Elite Traveler Destination Guides are iPad compatible and available to download as both a printable PDF, and also in a digital-magazine format which can be viewed on the iPhone.

Each guide contains:

- Destination Highlights
- Only Elite - Exclusive VIP Experiences
- Concierge Recommendations
- Where To - Stay
- Where To - Dine
- Where To - Be Pampered
- Where To - Shop
- What To Do - During the Day
- What To Do - During the Night
- What To Do - Featured Events
- Need to Know - Marinas
- Need to Know - Private Jet Terminals
- Need to Know - Exclusive Transport
- Need to Know - Useful Information

TESTIMONIALS FROM PRIVATE JET OWNERS

"There are numerous guides, but none that do it all for people like me"

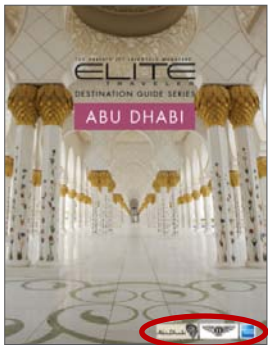
"This would be an outstanding service to get the most value out of a trip."

"I trust Elite Traveler"

ELITE TRAVELER DESTINATION GUIDES

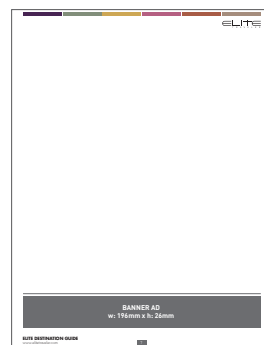
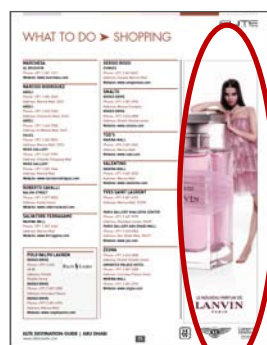
SPONSORS

Type	Detail	Ad Types	Size h X w in mm	3 Months	6 Months	12 Months
Guide Sponsor	In association with... Logo on front cover Logo in TOC Logo in each page of guide	Maximum logo size	11 x 47	£2,000	£3,500	£5,000
Section Sponsor	Company name in Table of Contents Logo on each page of a section Banner ad on first page of section	Maximum logo size Horizontal banner ad	6 x 42 26 x 196	£1,000	£1,700	£2,500



BANNERS

Type	Detail	Ad Types	Size h X w in mm	3 Months	6 Months	12 Months
Horizontal banner		Horizontal banner ad	26 x 196	£800	£1,500	£2,200
Vertical skyscraper		Vertical skyscraper ad	62 x 220	£800	£1,500	£2,200



UPGRADES

Type	Detail	Ad Types	3 Months	6 Months	12 Months
Video	Upgrade to video in any category	5MB per video in Flash Video (FLV) file format	£800	£1,500	£2,200

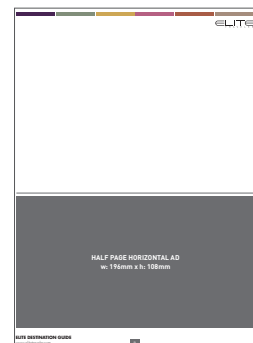
For more details contact:

James Lister, Group publishing Director | james.lister@elitetraveler.com | +44 (0) 207 936 6923

ELITE TRAVELER DESTINATION GUIDES

ADVERTORIALS

Type	Detail	Ad Types	Size h X w in mm	6 Months	12 Months
Feature - full page	Editorial feature of property/ services & facilities Interior and exterior photo of property Logo Full contact details including email with hyperlink Hyperlink to website Full page Word Count	Full Page	216 x 280 350	£1,100	£1,800
Feature - half page (vertical or horizontal)	Editorial feature of property & facilities Photo of property Logo Full contact details including email with hyperlink Hyperlink to website Word Count	Half page (vertical) Half page (horizontal) Half page (vertical) Half page (horizontal)	226 x 95 196 x 108 225 175	£900	£1,400



LISTINGS

Type	Detail	6 Months	12 Months
Enhanced Listing - Gold	Contact details, logo, email with hyperlink, hyperlink to website. With shading and outline. 115 words (not including contact details)	£500	£800
Enhanced Listing - Silver	Contact details, logo, email with hyperlink, hyperlink to website. With shading and outline. 50 words (not including contact details)		£600

