Welcome

Our Mission

Since its launch in 2001, Elite Traveler has been a market-leading guide and curator to the global luxury lifestyle of Ultra-High-Net-Worth-Individuals. Reflecting the increasing globalization of private wealth, the editors in both New York and London bring indispensable insights of the world's best hotels and resorts, restaurants, experiences, fashion watches, jewelry, travel and motoring to its readers.

In features, Elite Traveler offers analysis and advice on the issues that specifically matter to living the private jet lifestyle. With a unique distribution aboard private jets, first-class lounges and in FBOs, Elite Traveler reaches the wealthy consumers in the ultimate luxury market while in a setting to discover, be influenced, to be inspired and to explore.
The One Percent

A HARD-TO-REACH TARGET.

A mere one percent of Ultra-High-Net-Worth consumers (minimum HHI $469,000) control more than 50% of the world’s wealth. These UHNW Individuals are elusive. With multiple dwellings, they live the private jet lifestyle, traveling from continent to continent. According to the National Business Aviation Association, private jet travelers make 41 trips each per year.

Private jet fliers –
A guaranteed market for luxury brands

What does a magazine distributed worldwide in private jet terminals, on private jets, on mega-yachts and in first-class lounges mean for you as a marketer? Together with a website that private jet travelers use to make key purchasing decisions, along with events, dining and other services, it offers the only guaranteed way to reach ultra-high-net-worth consumers.

Private jet travelers are core customers for luxury brands

- 89% purchase fine jewelry, spending an average of $248,000 per year
- 32% purchase luxury watches, spending an average of $147,000
- 90% purchase fashion/accessories, spending an average of $117,000
- 65% stay in a hotel/resort for leisure, spending an average of $157,000
- 73% use a hotel/resort for meetings events, average spend $224,000
- 59% stay at a spa per year, spending an average of $107,000
- 21% take a cruise per year, spending an average of $138,000
- 28% rent a villa/chalet per year, spending an average of $168,000
- 17% take an experiential trip per year, spending an average of $98,000
- 75% make home improvements, spending an average of $542,000
- 85% purchase wine or spirits per year, spending an average of $29,000
- 85% are planning to acquire a new vehicle in the next 24 months. They own or lease an average of 4.4 luxury vehicles
- 90% are always looking for new financial advice
- They own 2.5 primary homes valued at $2 million

Sources: Prince & Associates, the leading market research firm specializing in global private wealth and the spending habits of the Super Rich; NBAA; Federal Reserve

elite traveler 2016
The Perfect Fit

With distribution aboard private jets, mega-yachts, first-class international lounges, and other high-end venues in more than 100 countries, *Elite Traveler* brings your advertising to this high-spending market wherever they are in the world.

Advertising in *Elite Traveler* means that with each issue, you reach more than 630,000 wealthy consumers in the ultimate luxury environments. By seeing your ad while they are on their jet, you become part of their lifestyle. You send a clear message that your brand is targeted to their needs, tastes and affluence.

**Reader engagement:**
**A magazine that encourages readers to act**

- 68% have purchased jewelry seen in *Elite Traveler*
- 68% have selected a hotel or resort for a meeting seen in *Elite Traveler*
- 65% have purchased apparel seen in *Elite Traveler*
- 58% have chosen a hotel or resort seen in *Elite Traveler*
- 56% have purchased a watch seen in *Elite Traveler*
- 14% have purchased real estate seen in *Elite Traveler*

**Our average BPA-audited circulation of 100,012 ensures your advertising reaches its target**

- Median Age: 41
- Male: 60%
- Female: 40%
- Median HHI: $2.28 million
- Readership of HHI $400K+: 630,059
- Readership of HHI $1 million+: 411,179
- Net Worth of readers: $41 million

Source: Elite Traveler Readership Survey

Source: Prince & Associates; BPA - June 2015
Luxury Reach

Target the true high-end spenders:

- Up to 9,450 deliveries of new business jets, valued at $280 billion, is forecasted through 2024
- Large-cabin jets account for up to 46 percent of five-year new purchase plans
- Global business jets sales are expected to account for more than $200 billion in sales from now until 2023
- US remains the world’s most important private jet market where 60% of the traffic starts and ends in the US

Private jets + international 1st class lounges

98.2%

Other:

- Yacht marinas: 1.8%
- Exclusive golf and country clubs: 0.4%
- Professional sports locker facilities: 0.3%
- Luxury events and conventions: 0.5%
- BPA Audited:
  - Private Jets: 89.5%
  - International 1st class lounges: 8.7%

Source: Honeywell; NetJets

Source: BPA - June 2015

Source: BPA Worldwide
Key Points

Global in focus
Reflecting the increasing globalization of private wealth

Perspectives
Bringing you the world’s leading commentators and experts on subjects close to the heart of the elite traveler

Analysis
Delivering analysis and advice on the issues that matter to the global elite, covering everything from art and philanthropy to behind the scenes stories and advice on the best alternative investments.

Trends
The latest and best of the things that make a luxury product more desirable. From the world’s best hotel suites and restaurants, to the most intense wine experiences, from the most luxurious and collectible cars to the newest fine watches, jewelry, fashion and accessories

Insights
Delivering more of Elite Traveler’s trademark inside insights and well-informed updates on the latest luxury experiences

Global readership

North America
65,445

North

Central
America
105

Caribbean
2,637

South America
1,353

Europe
23,432

Caribbean
1,082

Middle East
1,683

Asia
1,656

Asia Pacific
589

Africa
1,082

Middle East
1,683

Asia
1,656

Asia Pacific
589
**Signature Sections**

*Elite Traveler is divided into four sections*

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**DISCOVER**

**The global radar**

The news and reviews section covers all that is luxurious from the worlds of motoring, watches, fashion, accessories, jewelry, food and drink, art and culture. It helps readers discover the latest trends and best buys from the most collectible watches to the best fun on four wheels. From gadgets that make life easier to the most exclusive destinations. We inform our affluent readers where to go, what to see, what to buy, what to do, what they should covet, where to eat and how to get where they should be going.

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**INFLUENCE**

**The people who make a difference**

This is the people section, featuring interviews with and comment from the people who are changing the world. We might interview the chefs bringing Nordic cooking to the world, get a comment piece from a watch expert and fashion guru, pick the brain of a master sommelier or publish a short story from a respected writer. We might talk to three rising stars from the food world or hit up a celebrity to reveal their guilty pleasures. We cover a range of topics and perspectives that inject a different pace and style to the magazine.

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**INSPIRE**

**Life-enhancing features**

In each issue the features section covers the overall themes of travel and luxury. We cover everything from cars and driving, to watches, general interest issues, activities and experiences. We deliver elevating reading for mind, body and soul, as well in-depth writing for the well-informed traveler. It is escapism at its best. Features are written by the world’s best writers, offering expert insights from the frontiers of fashion, experience and intellect. Informative, exclusive and experiential, they offer a unique worldview.

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**EXPLORE**

**Uncovering destinations**

This is the where readers get the detailed lowdown on the best destinations around the world. Like that well-informed best friend or perfect concierge, these guides offer inside information, top tips and hidden secrets from around the world. Including the total guide to one destination each issue, with maps, listings and tips on the most exclusive, must-see locations and must-do experiences, it also features mini guides, regular features and lists and round-ups of venues, types of destination, restaurants and private islands.
Editorial Calendar 2016

January/February: Winter Escapes

**Discover** Object of desire, travel, watches, men’s and women’s style, jewelry, technology, motoring, aviation, food & drink, design.

**Influence** Ashley W. Simpson on Fashion, Roberta Naas on Jewelry, Jonathan Bues on Watches.

**Inspire** Top 10 ski lodges, cruise wear fashion, golfing in Melbourne, how Switzerland became world restaurant capital, reader poll/awards: cars.

**Explore** Total guide to Madrid, Mexico itinerary, top suites in the Caribbeans, Sydney through a lens.

March/April: The Adventure Issue

**Discover** Object of desire, travel, watches, men’s and women’s style, jewelry, beauty, technology, motoring, yachts, food & drink, design.

**Influence** Gerard Basset on Wine (TBC), Roberta Naas on Watches, Laurie Brookins on Fashion.

**Inspire** Top 10 great American adventures, spring fashion, reinventing Macau, yachting in the Galapagos Islands, reader poll/awards: watches.

**Explore** Total guide to Rio de Janeiro, Thailand itinerary, top suites of Marrakech, Mumbai through a lens.

May/June: The Top 100 Restaurants

**Discover** Object of desire, travel, watches, men’s and women’s style, jewelry, technology, motoring, aviation, food & drink, design.

**Influence** Ashley W. Simpson on Fashion, Roberta Naas on Jewelry, Jonathan Bues on Watches.

**Inspire** Top 10 grand dames revisited, men’s fashion, Monaco feature: behind the scenes at F1, luxury archaeological adventure in La Turkana, top 100 restaurants.

**Explore** Total guide to Tokyo, Andalucia itinerary, top suites of Dubai, Chicago through a lens.

July/August: The Top 100 Suites

**Discover** Object of desire, travel, watches, men’s and women’s style, jewelry, beauty, technology, motoring, yachts, food & drink, design.

**Influence** Gerard Basset on Wine (TBC), Roberta Naas on Watches, Laurie Brookins on Fashion.

**Inspire** Top 10 family resorts, pre-fall fashion, scuba diving in Asia, Italian lakes revisited, top 100 suites.

**Explore** Total guide to Singapore, Croatia itinerary, top suites of Las Vegas, Havana through a lens.

September/October: The Style Issue

**Discover** Object of desire, travel, watches, men’s and women’s style, jewelry, technology, motoring, aviation, food & drink, design.

**Influence** Ashley W. Simpson on Fashion, Roberta Naas on Jewelry, Jonathan Bues on Watches.

**Inspire** Top 10 jungle retreats, fall fashion, yachting in the Whitsundays, the new Middle East, reader poll/awards: real estate developments.

**Explore** Total guide to Istanbul, New England itinerary, top suites of Provence, Rome through a lens.

November/December: Holiday Gift Issue

**Discover** Object of desire, travel, watches, men’s and women’s style, jewelry, beauty, technology, motoring, yachts, food & drink, design.

**Influence** Gerard Basset on Wine (TBC), Roberta Naas on Watches, Laurie Brookins on Fashion.

**Inspire** Top 10 party pads, ultimate gift guide, Antarctica feature, changing face of St. Kitts, reader poll/awards: spa.

**Explore** Total guide to San Francisco, the Hawaii itinerary, the top suites of Indian Ocean or Beijing (TBC), Vienna through a lens.

Please note that this calendar is subject to change.
The Market Leader

Our reporting provides detailed information readers can’t find anywhere else, such as the names of the best therapists at top spas, and direct phone numbers for resort general managers. With the most knowledgeable editors covering key categories such as watches, jewelry, fashion, automotive, spirits and travel, *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 magazines

89% find content in *Elite Traveler* they don’t find in other magazines

Source: *Elite Traveler* Readership Survey

We rely on an extensive global network of editorial experts who help us deliver our multi-award winning magazine to a high standard for every single issue.

Whether writing about art or travel, fashion or food, watches, motoring or technology, the editorial team at *Elite Traveler* draws on this network.

New York-based Laurie Brookins covers the latest fashion and style, while a panel of watch writers discovers the best limited edition watches. Gerard Basset, one of the world’s best sommeliers, tastes some of the world’s finest wines.

Plus a host of guest contributors, from art collector Eli Broad to designer John Varvatos discuss subjects close to their hearts (philanthropy to the revival of Detroit, respectively).

Elsewhere, as well as drawing on some of the foremost travel writers around the world, *Elite Traveler* always seeks to uncover the inside or local story.

So, whether we’re looking to commission an expert total guide to one of the world’s great cities (from Berlin, Shanghai and Paris to Vancouver and Melbourne) or outlining the ideal itinerary for a holiday in locations such South Africa, New Zealand or the French Riviera, we turn to the local experts able to give readers the lowdown on where to go, what to see, where to stay and how to make the most of their valuable time.
Magazine Rate Card

Full page bleed rates

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2nd Cover $48,985
3rd Cover $45,540
4th Cover $52,585

No frequency discounts given on cover positions

Premium Positions (1st 25 pages, Opp. TOC / Masthead / Letters) - add 15%
Premium positions cannot be cancelled less than 60 days before space close.
Confirmed special positions (opposite feature or within cover story) - add 10%
Special section advertising does not count towards annual page volume.

PRICES QUOTED ARE GROSS

2016 Advertising closing dates (T.B.C.)

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www.elitetraveler.com/contact-us
for a full list of sales representatives
**Specification**

*Elite Traveler* is perfect bound and trimmed to 10 inches (254mm) width x 12 inches (304.8mm) height

*Elite Traveler* is printed 100% computer to plate (CTP) using 4-color printing (CMYK) and sheet-fed litho.
- For best reproduction, materials should be submitted in a digital file format. Platforms supported are Macintosh and PC.
- Supported software and formats: PDF/X4

**High resolution PDFs**
All high-res images and fonts must be included when the file is created. Artwork should be 100% size and include all standard trim, bleed and center marks outside of the live area.

**Images**
For best reproduction, all images must be supplied at 300dpi. Only CMYK color space is supported. Solid black backgrounds should be a rich black (100% black, 70% cyan, 60% magenta, 50% yellow).

**Fonts**
Fonts must be supplied as Type 1 Postscript fonts with associated suitcase file(s) or Open Type fonts. We cannot use TrueType or Multiple Master fonts. Fine serif type and hairline rules should NOT knock out or be a tint.

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**Advertisement sizes**

- **Double page spread**
  - Trim = 20” x 12”
  - (508mm x 304.8mm)
  - Bleed = (includes gutter)
  - 20.50” x 12.25”
  - (520.7mm x 310.8mm)

- **Two Thirds Vertical**
  - Trim = 6.66” x 12”
  - (169.16mm x 304.8mm)
  - Bleed = 6.92” x 12.25”
  - (175mm x 310.8mm)

- **Half Vertical**
  - Trim = 5” x 12”
  - (127mm x 304.8mm)
  - Bleed = 5.25” x 12.25”
  - (133.35mm x 310.8mm)

- **One Third Vertical**
  - Trim = 3.33” x 12”
  - (84.52mm x 304.8mm)
  - Bleed = 3.58” x 12.25”
  - (90.93mm x 310.8mm)

- **Half Horizontal**
  - Trim = 10” x 6”
  - (254mm x 152.4mm)
  - Bleed = 10.25” x 6.25”
  - (260mm x 158.75mm)

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**Submitting your advertisement**

**Email**
Please note we have a 6MB limit on emails.
Files smaller than 6MB may be emailed to:
lorraine.cousland@elitetraveler.com

**HTTP Upload to**
www.dropittome.com/elitedropbox

**Password**
elitetravelerupload

Please name the files with your company name and the Elite Traveler publication and issue; Max of 1 file per upload

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**Artwork and design service**

If you are unable to supply your materials in any of these formats, we can offer an artwork, design and production service. We will then write, design and provide you with a proof of your advertisement prior to publication. Charges for design and/or amendments will be determined on a case-by-case basis. Minimum Charge: $1,500.

**For all print production questions, contact**
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**For all other questions, contact**
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