Welcome

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, our experienced team of 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.

As the only audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market while in setting to discover, be influenced, to be inspired and to explore.

Alongside the print media portfolio and data intelligence arm of the business is EliteTraveler.com, the global leader in luxury lifestyle and travel websites that attracts 365,671 unique browsers a month. Not only used as an invaluable source of insight, articles and opinion, EliteTraveler.com is increasingly being used by visitors as a gateway to direct purchasing of luxury goods and experiences.

Sources: Google Analytics March 2017
Editorial Mission

**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.
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 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 meeting 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 spirit per year, spending an average of $29,000
- 30% purchase fine art per year, spending an average of $1,746,000
- 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
**Luxury Reach**

**TARGET THE TRUE HIGH-END SPENDERS**

- **99.6%**
  - Private Jets + international 1st class lounges

Our average BPA-audited circulation of 98,568 ensures your advertising reaches its target:

- Median Age: 49
- Male: 60%
- Female: 40%
- Median HHI: $2.5 million
- Readership of HHI $400k+: 428,570
- Readership of HHI $1 million+: 314,290
- Net Worth of readers: $37 million

*Sources: Elite Traveler Readership Survey*

**BPA Audited:**

- **90.2%** Private Jets
- **9.4%** International 1st class lounges

**Other:**

- **0.1%** Yacht marinas
- **0.1%** Professional sports locker facilities
- **0.2%** Exclusive golf and country clubs

**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.
Signature Themes

THE ELITE COLLECTION

Both the print and online portal for Elite Traveler cover core themes in and around the world of luxury. These are centered on: Travel, Watches, Fashion, Jewelry, Technology, Motoring, Yachts, Aviation, Food & Wine, Design, Wealth & Finance and Real Estate.

Each issue of Elite Traveler focuses on a key pillar, around which the Elite Collection is crafted. Providing readers digestible information about each pillar, be it the most exciting adventures, finest suites, incredible gifts, latest fashion, luxury hotels or top restaurants in the world, presented across stunning imagery and complemented with the key information and contact details readers need to know.

Online coverage is uploaded daily and provides readers with a plethora of luxury lifestyle content. From interviews with CEOs of major brands in the Leaders in Luxury section, to restaurant and bar reviews, travel and hotel information as well as the key pillar content from each issue, the fast paced website attracts a large readership that is actively engaged with the content.

Elite Collection:
- Top 100 Hotels
- Top Adventure Travel Experiences
- Top 100 Restaurants
- Top 100 Suites
- Top 50 Watches
- Top 50 Holiday Gifts

The online content plan is mapped out and covers:
- Monday: Jewelry, Spas & Beauty
- Tuesday: Travel & Transport
- Wednesday: Watches & Men's Fashion
- Thursday: Top Trends of the Week, Property & Women's Fashion
- Friday: Restaurants & Cocktails
Editorial Calendar

January/February

Top 100 Hotels
The first issue of the year will include the Top 100 Hotels list. Highlighting the key desirables from the very best hotels across the globe, this invaluable guide will ensure that the discerning elite traveler knows where to stay and what not to miss out on.

Plus
Top Golf Courses
Top Suites in Paris
A Guide to: New Orleans
USVI
Hamburg
Lisbon
Seoul

March/April

Top Adventure Travel Experiences
For the more intrepid travelers among us the Elite Traveler Top 50 Adventures list will inspire and excite. We’re not compromising on luxury though as this list of once in a lifetime experiences show you can have the best of both worlds.

Plus
Top Eco-Lodges and Resorts
Top Safari Suites
A Guide to: Charleston
St Kitts & Nevis
Mykonos
Montenegro
Tahiti

May/June

Top 100 Restaurants
Now in its sixth year, the Top 100 Restaurants list has become a benchmark for restaurateurs and chefs around the world because it is voted for by customers rather than critics. This year is no different as we collect and collate the feedback of our readership of discerning elite travelers.

Plus
New Top Hotels
Top Suites in Los Cabos
A Guide to: Hawaii
Turks & Caicos
Florence
Ibiza

July/August

Top 100 Suites
Since its launch in 2001 Elite Traveler has been bringing our readers key information on the top suites in the world. This definitive list of the Top 100 Suites continues to inspire and educate on the hidden gems, the ultra-luxe and the pinnacle of hotel extravagance and comfort.

Plus
Top Automotives
Top Historic Properties
A Guide to: Cape Cod
Bermuda
Copenhagen
Rejkavik

September/October

Top 50 Watches
Though each issue of Elite Traveler includes the very latest from the horology world, the fall issue is a culmination of the ultimate trends and time pieces in the market today, identified by our team of industry experts and influencers.

Plus
Top Cruise Suites
Top Suites in Maldives
A Guide to: Montreal
Mexico City
Basel
Vietnam

November/December

Top 50 Holiday Gifts
From supercars to guitars, diamonds to yachts, the Elite Traveler editorial team scour the globe for the ultimate gifts for the holiday season so you don’t have to.

Plus
Top Chalet Suites
A Guide to: San Diego
St Barts
Phuket
Sydney

Please note that this calendar is subject to change.
The annual *Elite Traveler Hotels Resorts Spas Guide* will be distributed on board private jets, in jet terminals, and to top hotels and resorts in more than 100 countries across the globe, with 25,000 copies in circulation.

The *Elite Traveler Hotels Resorts Spas Guide* is available as a microsite on *Elitetraveler.com*, viewable across all mobile devices. Offering easily accessible key information on the properties included, alongside stunning imagery, the website is swiftly establishing itself as the go-to resource for high-end luxury travel.

This Guide will also be promoted in the *Elite Traveler* Update e-Newsletter, sent weekly to more than 30,000 private jet travelers worldwide.

The *Elite Traveler* audience is among the biggest spenders at hotels and resorts, taking more than 41 trips per year worldwide. They book the best suites, stay for a longer duration and pay for the finest experience at your property.

- **$2.5 million** Median Household Income*
- **92.3%** choose their own hotel
- **58.3%** selected a hotel from *Elite Traveler*
- **67.8%** selected a hotel for a meeting from *Elite Traveler*
- **65%** stayed in a hotel for leisure in the past year, spending an average of $157,000 annually
- **73%** used a hotel/resort for meeting or event purposes, spending an average of $224,000 annually
- **59%** stayed at a spa in the past year, spending an average of $107,000 annually

*Source: Prince & Associates | * Elite Traveler Readership Survey

### Multimedia Solutions

**COMPLETE MULTIMEDIA INTEGRATION**

<table>
<thead>
<tr>
<th>Description</th>
<th>NET RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE CUSTOM in-book advertorial</td>
<td>$20,000</td>
</tr>
<tr>
<td>Native custom web feature on EliteTraveler.com with LEARN MORE button</td>
<td></td>
</tr>
<tr>
<td>Quarterly updates on web feature</td>
<td></td>
</tr>
<tr>
<td>FEATURED PROPERTY on Hotels</td>
<td>Resorts</td>
</tr>
<tr>
<td>Dedicated e-blast to more than 27,000 private jet traveler database OR</td>
<td></td>
</tr>
<tr>
<td>FULL PAGE In-Book Display Ad</td>
<td>$15,000</td>
</tr>
<tr>
<td>728x90 leaderboard banner for 1 month duration</td>
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<tr>
<td>200,000 banner impressions within Hotels</td>
<td>Resorts</td>
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<tr>
<td>DOUBLE PAGE SPREAD CUSTOM in-book advertorial</td>
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<tr>
<td>Native custom web feature on EliteTraveler.com with LEARN MORE button</td>
<td></td>
</tr>
<tr>
<td>Quarterly updates on web feature</td>
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</tr>
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<td>Resorts</td>
</tr>
<tr>
<td>Dedicated e-blast to more than 27,000 private jet traveler database OR</td>
<td></td>
</tr>
<tr>
<td>DOUBLE PAGE SPREAD In-Book Display Ad</td>
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<tr>
<td>728x90 leaderboard banner for 2 month duration</td>
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</tr>
<tr>
<td>500,000 banner impressions within Hotels</td>
<td>Resorts</td>
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</table>
A GLOBAL AUDIENCE ON THE GO

With the average private jet user taking 41 private jet trips per year, EliteTraveler.com is accessed globally across multiple platforms.

EliteTraveler.com Device Access

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Access Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile</td>
<td>39%</td>
</tr>
<tr>
<td>Desktop</td>
<td>35%</td>
</tr>
<tr>
<td>Tablet</td>
<td>26%</td>
</tr>
</tbody>
</table>

EliteTraveler.com Online Statistics

- Average User session: 407,638
- Average Unique Browsers: 365,671
- Page Views per Visitor*: 7.34
- Page Impressions*: 2,991,711
- Bounce Rate*: 1.58%
- Average User Duration: 2:14

EliteTraveler.com reaches more UHNWI’s than any of its competitive set.

Source: Google Analytics March 2017
STANDARD ADVERTISING

CRM EMAIL BLAST
A dedicated email blast offers you the exclusive opportunity to access the *Elite Traveler* database of more than 27,000 private jet travelers and owners with your own tailored message. This 100% SOV email can be linked to your own product or website.

**Starting Price:** $7,500 per email

VIDEOS
Showcase your brand’s message with videos that are incorporated into the pages of content on EliteTraveler.com. These videos can be targeted by content or by the location of the visitor.

**Starting Price:** $7,500

ROS BANNERS
Banners can be booked across the website and offer the lowest cost per view. These banners, like video, can be targeted by content or the location of the visitor. Rich media exandable capabilities on high-impact banners allow viewers to interact with module comprised of photos, videos or other responsive applications.

**Starting Price:** $15,000 per month

CPM rates start at $15.
(based on a minimum of 1,000,000 ad impressions)

Bespoke programs can be developed based on client needs
CUSTOM ADVERTISING

MICROSITE
EliteTraveler.com offers the opportunity to host your very own unique microsite. This site will include a minimum of 12 web features per year and will be promoted on the main or secondary navigation menu. The microsite will highlight your product or service to our audience of UHNWI.

**Starting Price:** $30,000 per year

SITE SKIN
This option offers a fantastic way to dominate EliteTraveler.com. Highly impactful site skins will entertain viewers with an immersive experience while browsing the site. Site skins must run for minimum duration of one week.

**Starting Price:** $15,000 per week (based on 500,00 page impressions)

CUSTOM NATIVE ADVERTISING
Submit a custom native web feature to promote your story on EliteTraveler.com. The web feature will be showcased on the homepage or a designated channel, which will remain as content for 12 months. Each article includes up to 400 words of copy with two images.

**Starting Price:** $5,000 per article per year

INSPIRATION CAROUSEL
This highly impactful unit is a great way to showcase your imagery on the homepage of EliteTraveler.com. The carousel features up to five separate images and redirects viewers to your custom native web feature. Inspiration Carousel must run with custom native web feature and minimum duration of one week.

**Starting Price:** $15,000 per week

Bespoke programs can be developed based on client needs
The *boutique*

EliteTraveler.com presents *boutique*

The ultimate guide to shop the latest in luxury with our elite picks in men’s and women’s fashion, beauty, jewelry, watches, gifts and travel. Shop from a selection of merchandise that has been hand-picked by our editors.

**Native Digital Program Assets**

- **Featured Luxury Products** Listed along with (1) “Product Showcase”
- **Up to 100 words** of descriptive copy for the “Product Showcase” and each featured product
- A “Shop Now” or “Learn More” button linking to company site or specific partner or affiliate URL address
- Ability to update product images on a quarterly basis
- Showcase will remain on the Elite Boutique for a 12-month period

**OPTION 1: $10,000**
Based on 10 featured products and 1 “Product Showcase” within the Boutique INTEGRATED with PRINT: **$7,500**

**OPTION 2: $7,500**
Based on 5 featured products and 1 “Product Showcase” within the Boutique INTEGRATED with PRINT: **$5,000**
Elite Traveler has recently launched its own intelligence unit. As part of this move towards an increasingly intelligent product, Elite Traveler can offer advertisers a pre and post survey; giving advertisers an insight into our private jet readers' view of their brand both before and after a campaign is fulfilled. Elite Traveler can even give detail and insight into the types of customer interacting with the campaign.

Elite Traveler has also developed a series of intelligence reports on the UHNW market, the first of which focuses on the education of millionaires. This report received widespread coverage in Forbes, Vogue and CNBC amongst others.
## Print Rate Card

### Full page bleed rates

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<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>18x</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$43,475</td>
<td>$42,170</td>
<td>$40,910</td>
<td>$39,680</td>
<td>$38,490</td>
<td>$37,335</td>
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<tr>
<td>2/3 Page</td>
<td>$32,610</td>
<td>$31,625</td>
<td>$30,680</td>
<td>$29,760</td>
<td>$28,865</td>
<td>$28,005</td>
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<tr>
<td>1/2 Page</td>
<td>$26,090</td>
<td>$25,305</td>
<td>$24,550</td>
<td>$23,810</td>
<td>$23,095</td>
<td>$22,400</td>
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<tr>
<td>1/3 Page</td>
<td>$20,865</td>
<td>$20,240</td>
<td>$19,635</td>
<td>$19,050</td>
<td>$18,470</td>
<td>$17,915</td>
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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**

### 2018 Advertising closing dates (T.B.C.)

<table>
<thead>
<tr>
<th></th>
<th>Ad Closing*</th>
<th>Materials Due*</th>
<th>On Jet*</th>
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<tbody>
<tr>
<td>Jan/Feb 2018</td>
<td>Nov 1</td>
<td>Nov 8</td>
<td>Jan 2018</td>
</tr>
<tr>
<td>Mar/Apr 2018</td>
<td>Jan 3</td>
<td>Jan 10</td>
<td>March 2018</td>
</tr>
<tr>
<td>May/June 2018</td>
<td>March 7</td>
<td>March 14</td>
<td>May 2018</td>
</tr>
<tr>
<td>July/Aug 2018</td>
<td>May 2</td>
<td>May 9</td>
<td>July 2018</td>
</tr>
<tr>
<td>Sept/Oct 2018</td>
<td>July 5</td>
<td>July 11</td>
<td>Sept 2018</td>
</tr>
<tr>
<td>Nov/Dec 2018</td>
<td>Sept 5</td>
<td>Sept 12</td>
<td>Nov 2018</td>
</tr>
</tbody>
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### Contact

[www.elitetraveler.com/contact-us](http://www.elitetraveler.com/contact-us)

for a full list of sales representatives
Print Specifications

*Elite Traveler* is perfect bound and trimmed to 10 inches (254.0mm) 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% in 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

### Advertisement sizes

<table>
<thead>
<tr>
<th>Cover, Page 1</th>
<th>Double Page Spread</th>
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<td>Trim = 19.625” x 12”</td>
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<tr>
<td>(498.475mm x 304.8mm)</td>
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<tr>
<td>Bleed = (includes gutter)</td>
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<tr>
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<table>
<thead>
<tr>
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<table>
<thead>
<tr>
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<tbody>
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<td>(127mm x 304.8mm)</td>
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<tr>
<td>Bleed = 5.25” x 12.25”</td>
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<tr>
<td>(133.35mm x 310.8mm)</td>
<td>(90.93mm x 310.8mm)</td>
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<table>
<thead>
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<th>Half Horizontal</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Trim = 10” x 6”</td>
<td>Trim = 10” x 6”</td>
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<tr>
<td>(254mm x 152.4mm)</td>
<td>(254mm x 152.4mm)</td>
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<td>Bleed = 10.25” x 6.25”</td>
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</tr>
<tr>
<td>(260mm x 158.75mm)</td>
<td>(260mm x 158.75mm)</td>
</tr>
</tbody>
</table>

- Bleed advertisements should have a .125” (3mm) bleed on all sides that bleed
- Type and important subject matter should be kept at least .25” (8mm) from the live/trim area on all sides

### Submitting your advertisement

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

For larger files, email via:
www.wetransfer.com to:
print@elitetraveler.com

Please name the files with your company name and the Elite Traveler publication and issue

**Removable media**
Media types supported: CD-ROM. CD-ROMS should be submitted to the address below clearly stating the company name, publication and issue:
Lorraine Cousland
Elite Traveler, 411 Lexington Avenue, 3rd Floor New York, NY 10017
Tel: +1-800-462-4727, ext: 225
Tel Int’l: +1-920-748-3136

**Color proofs** should be submitted to the address below clearly stating the company name, publication and issue:
Jane Eiler, Ripon Printers, 656 Douglas Street Ripon, WI 54971
Tel: +1-800-462-4727, ext: 225
Tel Int’l: +1-920-748-3136

### 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.

In order for us to proceed your advertisement, please supply the following information:
- Advertising text
- Company contact details
- Company logo
- Images

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:** print@elitetraveler.com

**For all other questions, contact:** sales@elitetraveler.com

### Terms & Conditions

www.elitetraveler.com/elite-traveler-magazine-terms-and-conditions