

*elite traveler*  
RESPONSIBLE LUXURY LIFESTYLE

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*PRINT & DIGITAL MEDIA KIT*

*2024*

*[www.elitetraveler.com](http://www.elitetraveler.com)*

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# EDITORIAL MISSION

## RESPONSIBLE LUXURY LIFESTYLE

*Elite Traveler*, established in 2001, stands as the eminent beacon guiding ultra-high-net-worth (UHNW) individuals through the opulent tapestry of global luxury living. In its two-decade journey, *Elite Traveler* has remained unrivaled as the foremost curator of lavish experiences. However, in 2021, a transformative shift marked the brand's 20th Anniversary - a commitment to a world swiftly evolving, by championing sustainable, ethical, and environmentally conscious luxury.

Each meticulously crafted issue of *Elite Traveler* is a window into the realm of responsible opulence. Encompassing a spectrum as wide as the horizons, the content encapsulates every facet of this refined lifestyle - from travel that treads lightly upon the earth, to fashion that wears its conscience, from jewelry that sparkles with a purpose, to watches that measure not only time but also impact. With a discerning eye, it delves into the realms of spirits that echo sustainable traditions, cars that epitomize elegance with a reduced carbon footprint, jets and yachts that glide gracefully through eco-friendly waters, and real estate that embraces the principles of sustainability.

A key aspect setting *Elite Traveler* apart is its unparalleled distribution. It is not just a publication; it is a journey companion aboard private jets and Fixed Base Operators (FBOs) across the globe. This distinctive reach provides advertisers with a golden opportunity to connect with the world's wealthiest consumers - a privilege not replicated elsewhere.

EliteTraveler.com radiates as a digital torchbearer of ethical luxury. It is not just a platform of insight and perspectives; it is a conduit for accessing the very essence of extravagance - a portal where dreams materialize into tangible experiences, and desires metamorphose into sustainable acquisitions.

In the grand tapestry of luxury, *Elite Traveler* weaves a narrative of conscious indulgence. It beckons the elite not just to revel in opulence, but to embrace it responsibly, making a mark that outshines time itself.

# BRAND FOOTPRINT

*Elite Traveler's* editorial, circulation, distribution methods, and demographics from its proprietary readership study were reviewed and compared to potential host publications reported in the IPSOS affluent survey. *Elite Traveler's* reader-per-copy (RPC) is based on readership data from its proprietary study and from measured inflight magazines. The RPC was applied to *Elite Traveler's* print circulation which together with its digital monthly audience results in a projected total brand readership of 840,000 affluent adults.

Average Age*	40
Male/Female*	65/35
Average Residential Properties	2.2
Average Value of Properties	\$5MM-\$10MM
Average Cars Owned	2.2
Average HHI*	\$992,205
Average Net Worth*	\$3.9MM
C-Suite Position*	38%
Reader-Per-Copy*	9.4
Total Brand Readership*	840,000



Sources: Elite Traveler RSS 2023 | IPSOS 2023 Doublebase Affluent Survey\*

# READERSHIP



## WEALTH

Household's total net worth \$5MM+	Index 219
Household's total net worth \$10MM+	Index 281
Liquid Assets - HH \$1MM+	Index 130
Liquid Assets - HH \$3MM+	Index 183

## TRAVEL

People often ask my advice when they are planning a vacation	Index 220
When traveling, comfort and service are worth paying extra for	Index 192
Stay at luxury boutique hotel	Index 252
Stay at five-star accommodations	Index 216
Fly first class or private aircraft	Index 284
On a private aircraft in the past 12 months	Index 618
Taken cruises in the past three years	Index 332

## WATCHES / JEWELRY / ACCESSORIES

I have an excellent sense of style	Index 213
I prefer to buy designer or luxury brands	Index 301
People often ask my advice on fashion and what they should wear	Index 246
Luxury products and services play an important part in my life	Index 303

## AUTOMOTIVE

Own/lease premium luxury vehicles	Index 168
I usually get the top-of-the-line vehicle model	Index 295

Sources: IPSOS 2023 Doublebase Affluent Survey

# PURCHASE POWER

## LUXURY CONSUMPTION

Readers spend **227%** more on average for jewelry & watches than the affluent population **Index 327**

Readers spend more than **260%** on average for fashion & accessories than the affluent population **Index 360**

Readers spend **84%** more on average for new luxury vehicles than the affluent population **Index 184**

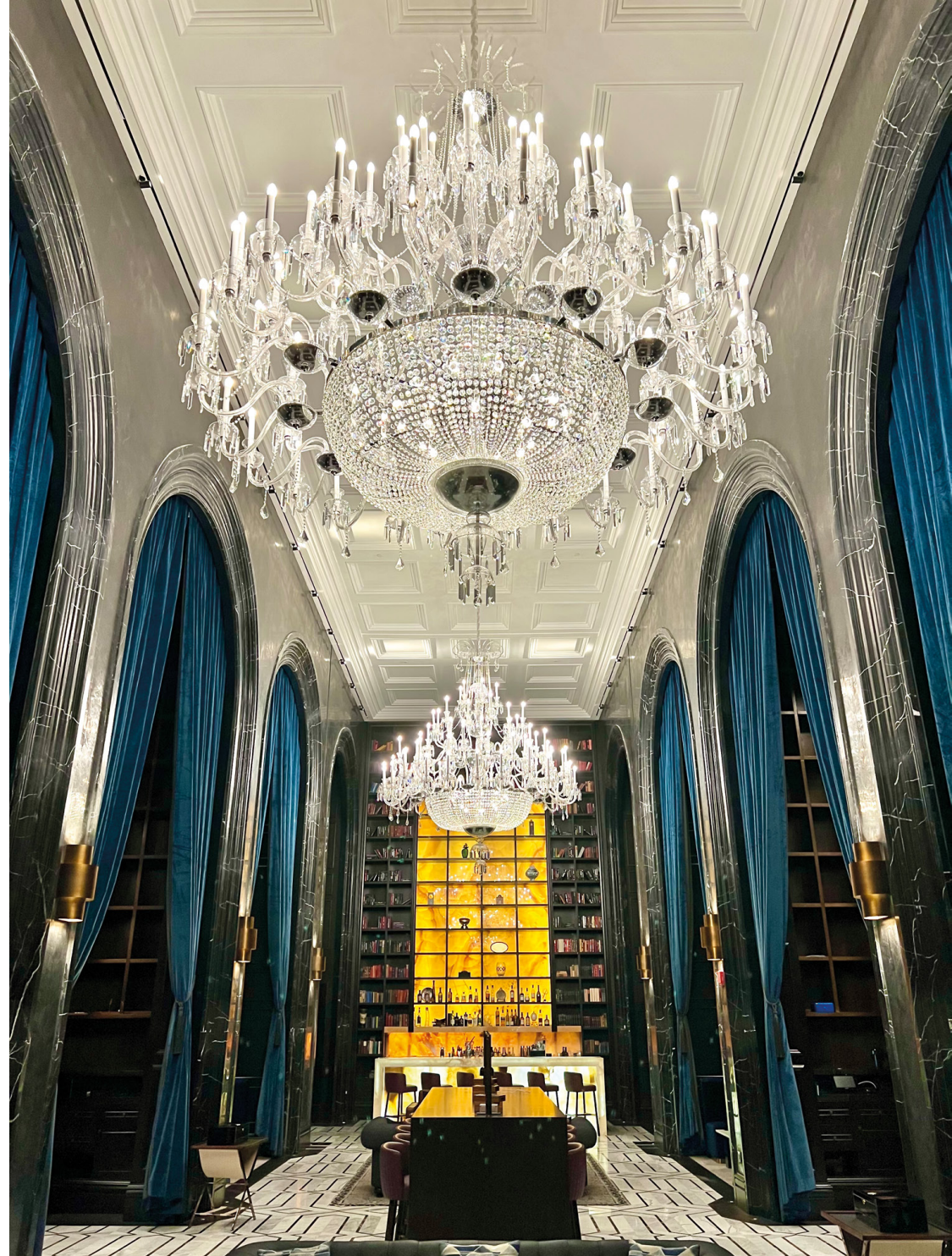
Readers spend **82%** more on average for real estate than the affluent population **Index 182**

Readers spend more than **295%** on average for homes than the affluent population **Index 295**

Readers spend more than **121%** on average for artwork and collectibles than the affluent population **Index 221**

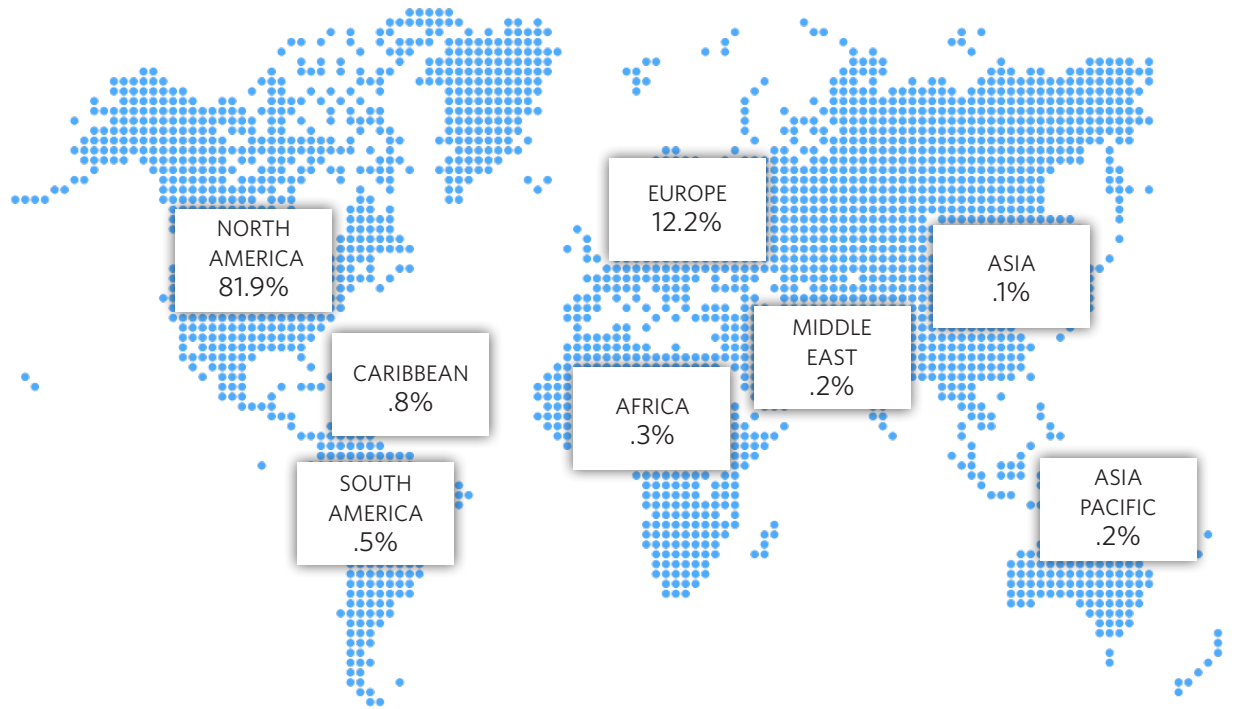
Readers spend more than **150%** on average for wine & spirits than the affluent population **Index 250**

Readers spend more than **117%** on average for fine dining than the affluent population **Index 217**



Sources: IPSOS 2023 Doublebase Affluent Survey

# LUXURY REACH



**AVERAGE BPA-AUDITED CIRCULATION OF 51,793\*†**

Digital Magazine Subscribers: 3.8%

*Elite Traveler* magazine is distributed quarterly via private jet terminals, in-flight caterers, corporate flight departments, private jet charter, fractional jet owners, jet card and management companies. Also distributed in first class airport lounges, yacht marinas, exclusive golf & country clubs, private members clubs, 5-star hotels, luxury boutiques, luxury residential buildings, luxury events & conventions and to paid subscribers. With a target audience of consumers of luxury brands, *Elite Traveler* reaches affluent individuals consumers worldwide.

Sources: BPA - Brand Report June 2023\* | Geographical breakout of qualified circulation for issue of Summer 2023†

**392K+**

Global UHNW individuals with investable assets of at least \$30 MILLION

**90%**

Global UHNW population is in America: 134,530 | Asia: 116,080 | Europe: 100,370

**\$41.8**

**TRILLION**

Total global UHNW net worth

**\$1.66**

**BILLION**

Average net worth of UHNW individual

Sources: Wealth-X/Altrata World Ultra Wealth Report 2022

# PRINT

## IN EVERY ISSUE

### DISCOVER

Delving into the realms of sustainability, ethics, and environmental awareness across motoring, aviation, yachts, watches, and design. This section provides readers with insights into the latest trends and must-have items.

### INFLUENCE

Featuring interviews and perspectives from luminaries who are reshaping the luxury landscape for the better. Pioneering ethical luxury, this section provides a platform for innovators committed to making a positive impact on the world.

### INSPIRE

Curating revered lists highlighting sustainable restaurants worldwide, suites that give back, and ecologically sensitive adventures. Each issue sparks inspiration, encouraging readers to partake in experiences that align with their values.

### EXPLORE

Unveiling the finest global destinations, this section acts as an indispensable guide for readers seeking insider information, expert tips, and hidden gems from around the world.





# LEADERS IN LUXURY

## THE BEST IN LUXURY LIFESTYLE

The Summer Edition celebrates and highlights the very best Leaders in Luxury — the latest launches, the true innovators and the brands making a difference to how we view responsible luxury. Covering the topics that the *Elite Traveler* reader knows and loves, we'll be delving into select categories that includes watches, technology, jewelry, hotels and more. Within these categories, you'll find fascinating interviews with the key players of each respective field — as well as need-to-know details.

- Cruises • Destinations • Hotels • Jets - Charter • Jets - Manufacture • Jewelry • Motoring • Restaurants • Spas • Spirits • Style • Technology • Watches • Wine • Yachts



# PILLARS OF EXCELLENCE

— *elitetraveler* —

## World's Finest



Each issue focuses on a signature pillar, around which the TOP lists are crafted. Providing readers digestible information about each signature theme throughout the year, presented across stunning imagery and complemented with the key information and contact details, we also provide our advertising partners opportunities to strategically align with this featured content.

Each list is accompanied by a digital database that is constantly updated. We've used our expertise, contacts and reach to put together databases of the best hotel suites, jet models and restaurants, with hundreds of data points on each area. Allowing our readers to cut through the noise, make meaningful searches of their desired areas and access exactly what they are looking for.

**SUITES** is the definitive tool for researching the best hotel accommodations on the planet. Presented alongside stunning behind-the-scenes images, descriptions and luxury rankings, the database lets you search for your next hotel stay using over 60 different criteria including size, bedroom number, privacy and access.

**JETS** allows our discerning audience of elite globe-trotters access to an authoritative and extensive database of current private jet models on the market. The database enables users to search using over 50 luxury data points such as interior length, cabin volume, landing distance, range and number of passengers, allowing them to choose the perfect jet model for their traveling needs.

**RESTAURANTS** is synonymous with the very best in fine dining. The full list of the Top Restaurants in the World, and a selection of those that are leading the way in terms of sustainability and environmental responsibility will be covered online throughout the year. Also published will be micro lists from the collection including, but not limited to, top restaurants for tasting menus, top restaurants for family celebrations and the top restaurants with kitchen gardens.

**WATCHES** is an online collection of the biggest and best watch releases from the past decade. Featuring over 500 watches from more than 80 leading watchmakers, Top Watches is one of the most complete customer-facing databases dedicated solely to Haute Horologie.

# WORLD'S FINEST

## METHODOLOGY & RESEARCH ANALYSIS

Our methodology is designed to ensure that the world's best in luxury are recognized for what they offer. As a result, we introduced a new level of analysis to our research to ensure that our rankings are the most authoritative in the market.

We continually work on our methodology and data to ensure our audience receives the very latest and greatest information. An amalgamation of research, submissions and sector specific expertise goes into the creation of our databases, and the rankings are based off a combination of different factors.

We look at over 1,000 data points divided into different areas for each database and use these to calculate a variety of scores and attributes for each entry. We apply standardized compilation methods to evaluate the comparative quality of all participating entries.

We understand that not every aspect of can be easily quantified, so the final decision on a ranking and placement in our lists is made by our editorial panel who consider not only the scores but also a plethora of other factors.

<i>RANKINGS</i>	<i>RESEARCH BEGINS</i>	<i>SUBMISSION DEADLINE</i>	<i>RANKINGS ANNOUNCED</i>
<i>TOP RESTAURANTS</i>	April	June	July
<i>TOP WATCHES</i>	January	June	September
<i>TOP SUITES</i>	June	August	January
<i>TOP JETS</i>	January	September	December

Please note dates are subject to change.

# HOTELS, RESORTS & SPAS



The World's Finest Suites is a definitive index of the most opulent, extravagant and decadent accommodations on the planet.

All suites that make it into the World's Finest Suites list will also receive an editorial profile. Many properties choose to enhance their digital profiles to benefit from additional features. Enhanced Digital Profiles (EDP) offer properties the opportunity to optimize their presence on the *Elite Traveler* World's Finest Suites database for ONE FULL YEAR.

With a focus on service, amenities and corporate responsibility in the case of sustainability, we use a new level of analysis to our research to ensure that our awards are the most authoritative in the market.

LUXURY SCORE is *Elite Traveler's* way of determining how luxurious a suite really is. To ensure that all suites are judged fairly, we rate each one using over 60 individual data points. Once collated, we then apply weightings to each data point and calculate each suite's overall LUXURY SCORE.

## THE LUXURY DESTINATION EDITION

Within this annual guide to the best hotels, resorts and spas on the planet, you'll find in-depth reviews from the *Elite Traveler* team and all you need to know to plan your next vacation. Every listing in Hotels, Resorts & Spas will have their profile digitalized on the *Elite Traveler* World's Finest Suites database, showcasing top accommodations, highlighting exceptional amenities, stunning design and attention to detail to ensure these suites are a cut above the rest.

# EDITORIAL CALENDAR

## /01

**SPRING: THE INSPIRATION ISSUE** *March/April/May*

In this issue we look at the best adventures on the planet — from thrilling expeditions to cultural voyages and bespoke itineraries that you won't find anywhere else. We also look at the latest innovations from the world of superyachts and the must-have suites for the Paris Summer Olympics.

*Top Adventures / Top Yachts / Top Suites of Paris  
Destination Guide to Boston*

## /03

**FALL: THE WATCH ISSUE** *September/October/November*

Our annual collection of the Top Watches showcases the pinnacle of horology — every single watch featured must follow a strict criterion to be included and these wearable works of art are nothing short of extraordinary. We also look at the latest new releases from the world of motoring.

*Top Watches / Top Cars / Top Cruise Suites  
Destination Guide to Mauritius*

## /05

**ANNUAL: HOTELS, RESORTS & SPAS // THE LUXURY DESTINATION EDITION** *December 2024 - December 2025*

The Luxury Destination Edition is our annual roundup of the best hotels, resorts and spas, a wanderlust-inspiring rundown of the best places to inspire your travels and bring you all that is fresh and exciting in the world of luxury travel.

## /02

**SUMMER: LEADERS IN LUXURY** *June/July/August*

Now in its third year, our special Leaders in Luxury edition celebrates the undisputed peak of high-living. We look to the pioneering brands who are making all the difference, covering topics from aviation to motoring to spirits.

*Leaders in Luxury / Top Suites of London  
Destination Guide to Los Cabos*

## /04

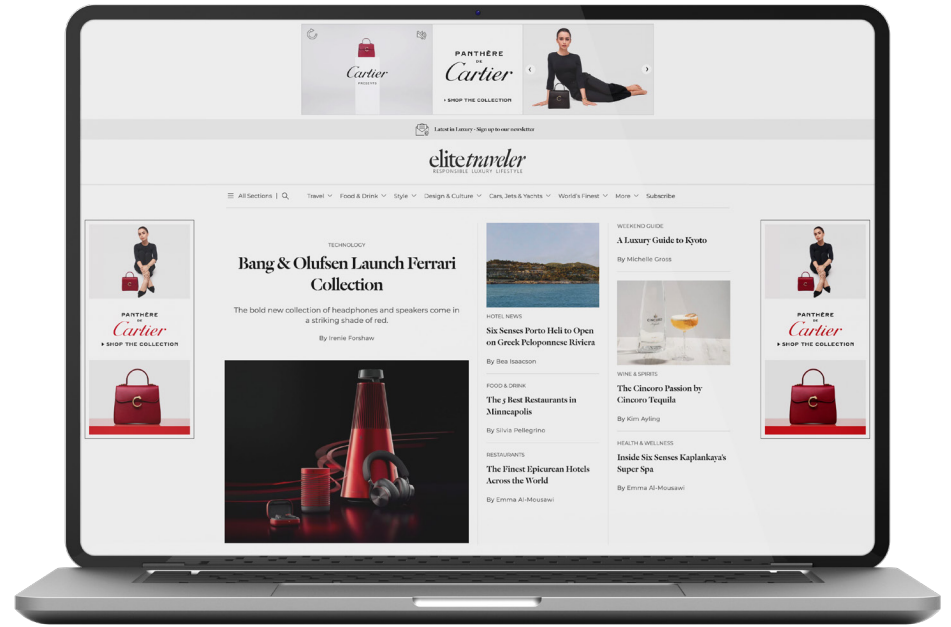
**WINTER: THE SUITES ISSUE** *December/January/February*

Here at *Elite Traveler*, we've been compiling the world's Top 100 Suites for over 20 years. An ever-changing, ever-evolving roster, you'll find the exemplary standard of accommodations. And the only way to arrive at your chosen suite is via a private jet — we present the most exciting aviation news.

*Top Suites / Top Jets / Ultimate Holiday Gift Guide  
Destination Guide to St. Moritz*

# ELITETRAVELER.COM

New stories are uploaded daily to provide readers with the very latest in responsible luxury lifestyle. 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 content. EliteTraveler.com is accessed globally across multiple platforms providing unique luxury content alignment. Banners can be targeted by content or the location of the visitor. Rich media expandable capabilities on high-impact banners allow viewers to interact with module comprised of photos, videos or other responsive applications.



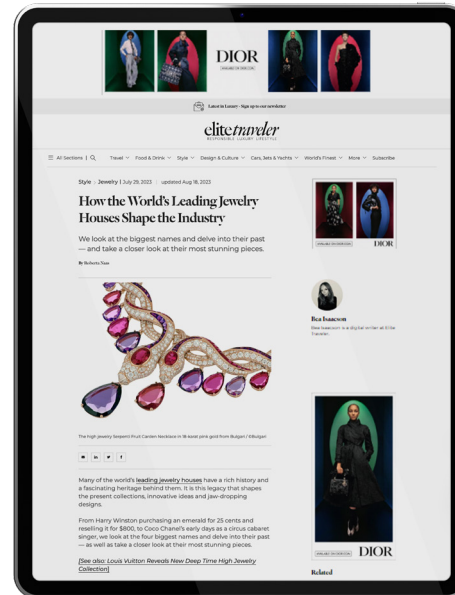
AD UNIT	WEB	MOBILE
MPU	300 x 250	300 x 250
Double MPU*	300 x 600	300 x 600
Leaderboard*	728 x 90	320 x 50
Billboard*	970 x 250	320 x 50
Super Leaderboard	970 x 90	320 x 50
Mobile Scroller	n/a	9:16 aspect
Mobile Video Scroller	n/a	9:16 aspect

\*Homepage Takeover offers 100% exclusivity with ATF branding. Bespoke digital programs can be developed based on client needs.

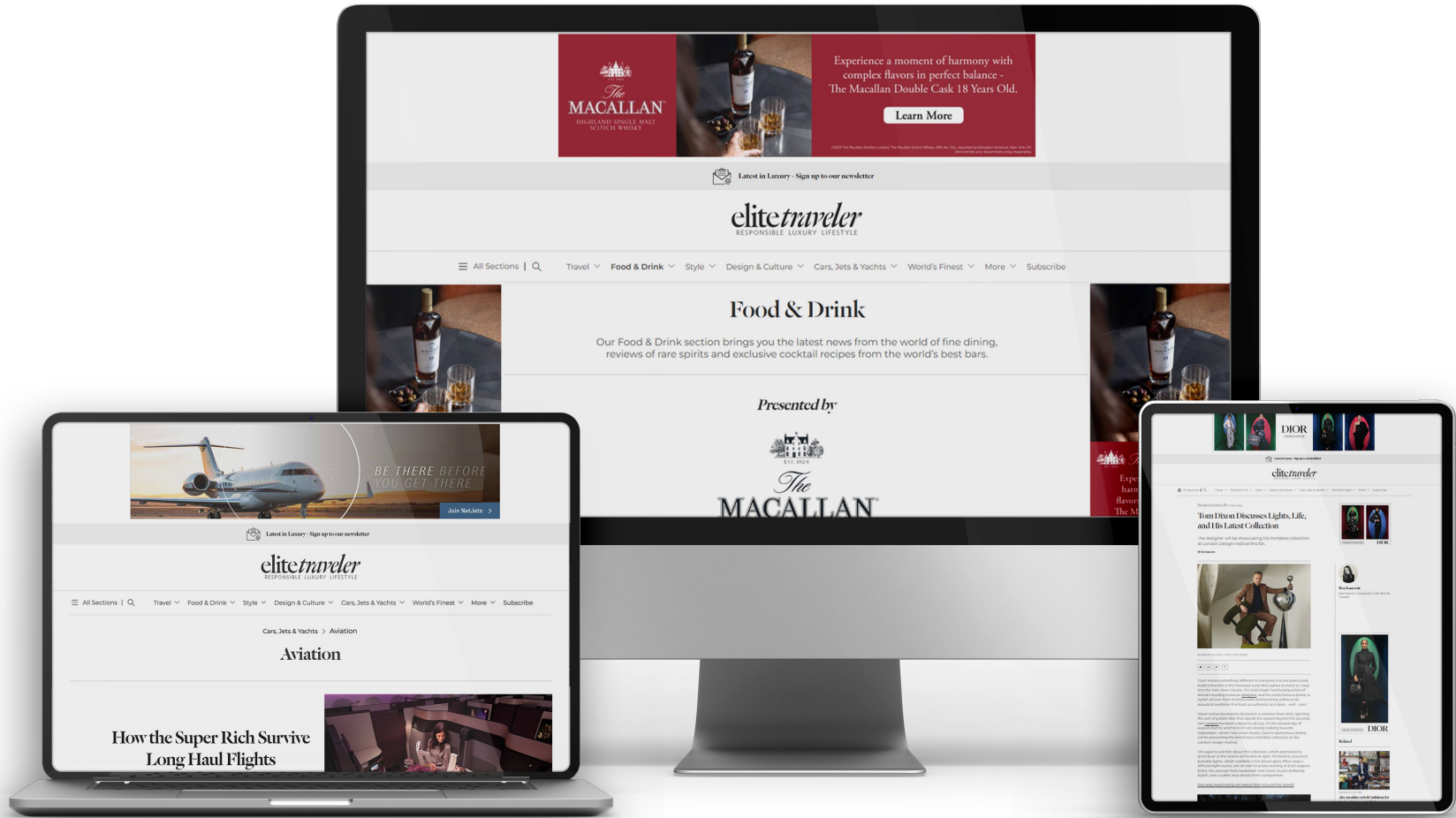
## DIGITAL PROFILE†

Pageviews	1,107,466
Unique Pageviews	1,006,539
Avg. Time/Page	2.11
Male/Female	56/44%

Sources: †Google Analytics | Q1 2023



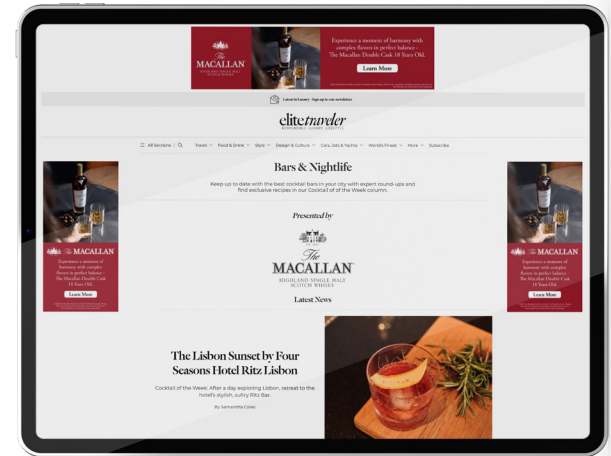
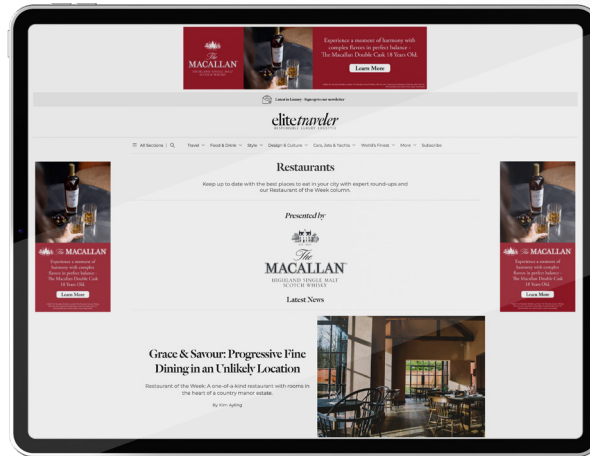
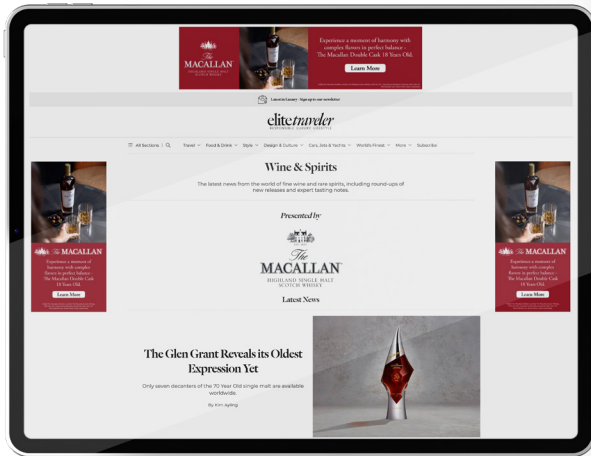
# CONTENT MARKETING



## NATIVE ADVERTISING

Reach your customers and generate leads with banner ad placements and brand sponsorships strategically placed with editorial alignment to add value and influence purchasing decisions.

# CONTENT MARKETING



## THEMATIC SPONSORSHIP

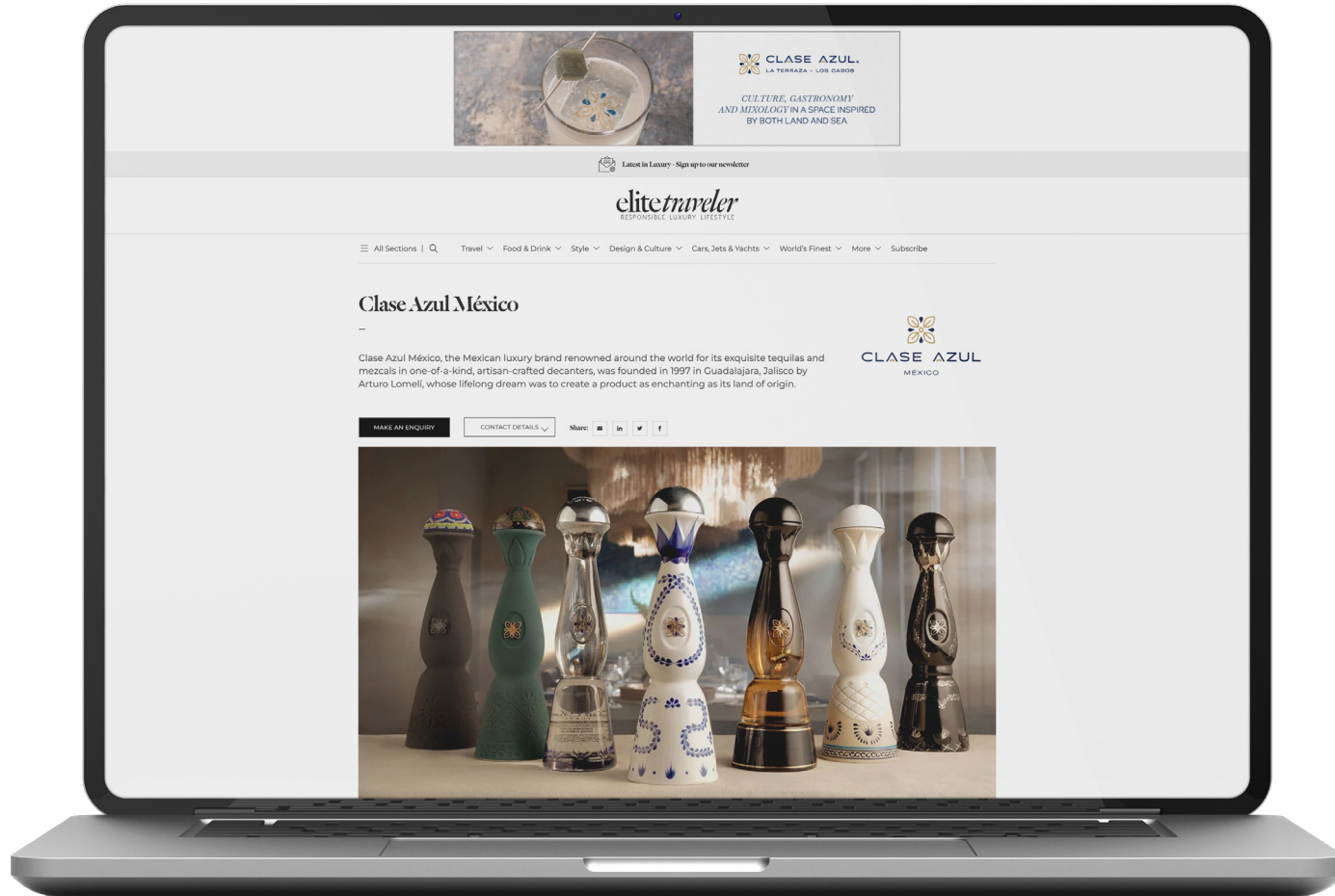
Aligning with content themes on EliteTraveler.com ensures that you are associated with our key message of sustainable luxury in your chosen sector. It positions your brand as supporting our content ethos and puts you at the forefront of your clients' minds when they are actively reading about subjects and themes relevant to your brand. Our thematic sponsors will have exclusive branding within the content hubs, and within the articles themselves.

## CONTENT HUBS

- |                   |                   |                     |                |                 |                 |
|-------------------|-------------------|---------------------|----------------|-----------------|-----------------|
| Architecture      | Cars              | Holiday Gift Guides | Men's Style    | Top Jets        | Watches         |
| Art & Exhibitions | Cruises           | Hotel News          | Property       | Top Restaurants | Wellness Travel |
| Auctions          | Experiences       | Jewelry             | Restaurants    | Top Suites      | Wine & Spirits  |
| Aviation          | Gift Guides       | Leaders in Luxury   | Technology     | Top Watches     | Women's Style   |
| Bars & Nightlife  | Health & Wellness | Long Weekend        | Top Adventures | Travel Guides   | Yachts          |



# CONTENT MARKETING



## NATIVE WEB FEATURE

Custom content will promote your brand’s story within the context of EliteTraveler.com native reading experience. Our expert writers will work with your team to curate an article with the voice that speaks to our digital audience. Brands will have the opportunity for 100 percent SOV. The web feature will be showcased on the homepage or a designated channel, which will remain as content for 12 months.

[CLICK HERE TO SEE THE ELITE TRAVELER X CLASE AZUL MEXICO HUB](#)

# EMAIL MARKETING

## SPONSORED NEWSLETTER

### LATEST IN LUXURY

*Elite Traveler* LATEST IN LUXURY weekly newsletter provides lifestyle news curated by our expert editors featuring the world's best travel experiences, restaurants, fashion, watches, jewelry and motoring.

### THE EXPLORER

We introduce *Elite Traveler* THE EXPLORER, our newest newsletter. A weekly roundup to feed your wanderlust, providing the very best of our travel content, from hot new hotel openings to in-depth destination guides.



Sponsored banners will reach these consumers looking for inspiration on their next travel and purchasing decision.

Each newsletter contains two Leaderboards and two MPUs. You can maximize your brand's message by using the total banner takeover option for 100% SOV.

*elite traveler*  
**LATEST IN LUXURY**

LEADERBOARD 728x90

IN THE SPOTLIGHT

**How the World's Leading Jewelry Houses Shape the Industry**  
We look at the biggest names and delve into their past – and take a closer look at their most stunning pieces.

READ MORE

THIS WEEK'S BEST

**Rolls-Royce Reveals One-Off Dropoff, La Rose Noire**  
This new coachbuilt from the British marque once again redefines.

READ MORE

**Freire Delivers Spain's Biggest Superyacht Renaissance**  
The 367-foot superyacht the Spanish shipyard has delivered in over a decade.

READ MORE

**Bang & Olufsen Launch Ferrari Collection**  
The bold new collection of headphones and speakers come in a striking shade of red.

READ MORE

AVG OPEN RATE **22.21%**  
AVG CTR **3.01%**  
Q1 January-March 2023  
14,000+ Opt-In Subscribers

EXPLORE

LEADERBOARD 728x90

**The Two Best New Charter Yachts on the Market**  
It may not be the time to hop on a superyacht and sail off into the sunset.

READ MORE

**The Top Luxury Hotel Golf Courses in the World**  
Here are the best nine courses that have opened at luxury hotels and resorts.

READ MORE

**Inside Six Senses Kaplankaya's Super Spa**  
The sprawling Kaplankaya spa in Turkey is the group's largest.

READ MORE

EDITOR'S PICKS

**The Macallan Unveils Colour Collection Scotch Whisky**  
The collection comprises five age statement bottles spanning a spectrum of natural hues.

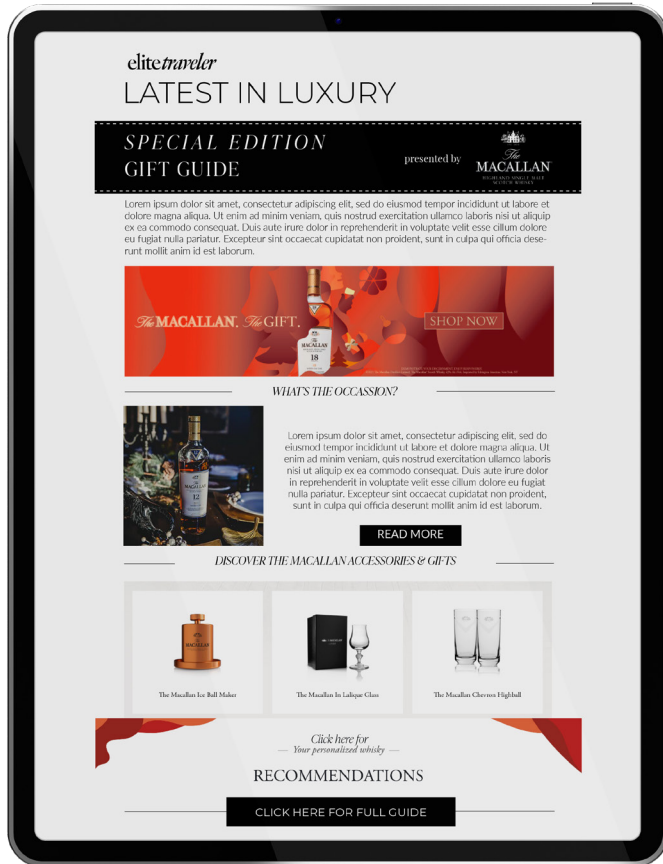
READ MORE

**How Much Does VistaJet Cost?**  
VistaJet members get access to a 70-strong fleet of privately owned jets.

READ MORE

MPU  
300 x 250

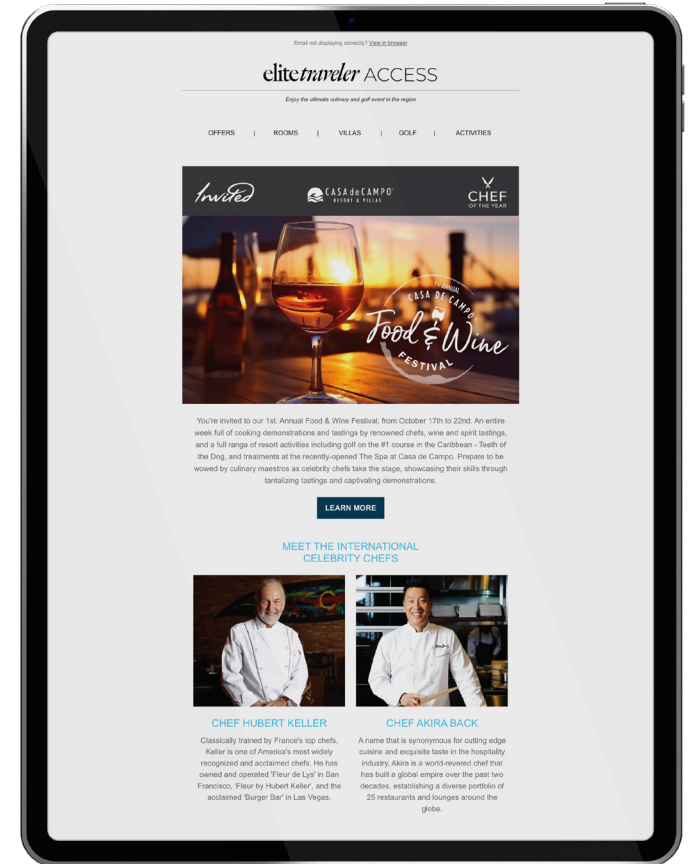
# EMAIL MARKETING



## CUSTOM NEWSLETTER

Custom newsletters are themed guides, expertly crafted by our editors. Brand sponsorship is 100 percent exclusive and gives you the option to customize the content. These authoritative guides market directly to our affluent audience that are seeking unique, authentic, must-read content.

\*Mockup is conceptual



## PROMOTIONAL EMAIL

Elite Traveler ACCESS is a single-sponsor dedicated email, with 100 percent share-of-voice reaching the private jet audiences interested in the world of luxury that specifically want to receive our partner promotions & special offers. HTML format or JPG is recommended.

14,000+ Opt-In Subscribers

# SOCIAL MEDIA



88.1K  
@elitetraveler

*Elite Traveler* connects with its social community of affluent and aspirational individuals across each of its platform’s multiple times a day.



23.7K  
@elitetraveler

Through our social media platforms, our social community can discover the latest news from our website, alongside tips and behind-the-scenes content they can’t find anywhere else. We feature exclusive content and allow our audience real-time insight into the newest launches, and unique brand experiences they don’t want to miss out on.



37.3K  
@elite\_traveler

As our readers increasingly look to social media for information and inspiration, we ensure we are providing regular dynamic and exciting content to satisfy their needs.

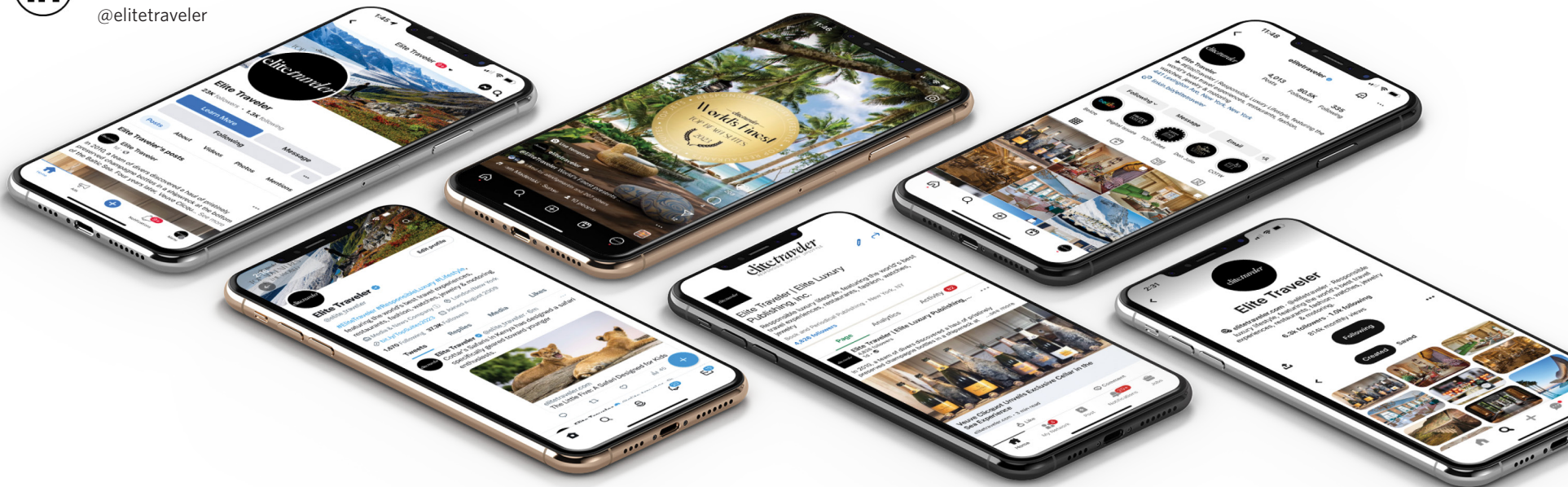


6.6K  
@elitetraveler

*Elite Traveler’s* following continues to grow across all platforms with 5.1m quarterly\* impressions.



5.1K  
@elitetraveler



Sources: \*Following are cumulative figures as of Q3 2023. Impressions are 2022 quarterly average.

# EVENT SPONSORSHIP

*Elite Traveler* events unite high-net-worth readers with experts, brands and experiences that populate the magazine. Each event provides a unique opportunity for brands and partners to directly interact with our audience - the most influential and affluent consumers in the world.

*Elite Traveler* creates highly tailored experiences within an exclusive and intimate setting, allowing our partners direct access to a selection of hand-picked guests to ensure maximum benefit and return on investment.

We offer a bespoke event solution model and craft events based on clients' needs. These can be a private dinner, product launch, or cocktail reception.

## 2024 EVENT CALENDAR\*

<i>February</i> // Winter 2023/24 Issue Party	<i>April</i> // Spring 2024 Issue Party	<i>June</i> // Summer 2024 IssueParty	<i>October</i> // Fall 2024 Issue Party	<i>December</i> // Art Basel partnered events
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[DON JULIO'S LEGACY AT MIAMI ART BASEL](#)



[FALL ISSUE AT BUCHERER 1888 TIMEMACHINE](#)



[ELITE TRAVELER CELEBRATES 20TH ANNIVERSARY](#)

\*Please note dates are subject to change.

# PRINT & DIGITAL RATE CARD

## PRINT

Rates are gross. No frequency discounts given on cover options.

### QUARTERLY EDITIONS

4C Bleed	1x	2x	4x	8x
Full Page	\$31,563	\$30,615	\$29,700	\$28,808

### PREMIUM POSITIONS

Cover 2	\$35,563	<b>Premium Positions</b> (1st 25 Pages, Opp. TOC / Masthead / Letters) - <b>add 15%</b> Premium positions cannot be canceled less than 60 days before space close. Confirmed special positions (opposite feature or within cover story) - <b>add 10%</b> Special section advertising does not count towards annual page volume.
Cover 3	\$33,062	
Cover 4	\$38,177	

### HOTELS, RESORTS & SPAS EDITION

4C Bleed	Display	Advertorial	SDP	EDP	Cover 2	Cover 3	Cover 4
Full Page	\$15,000	\$20,000	\$3,500	\$5,000	\$23,500	\$22,000	\$25,000

### 2024 ADVERTISING CLOSING DATES\* (TBC)

	Ad Close	Materials Due	On Jet
Spring: Mar/Apr/May 2024	Jan 3	Jan 10	March 2024
Summer: June/July/August 2024	Apr 3	Apr 10	June 2024
Fall: September/October/November 2024	July 3	July 10	September 2024
Winter: December/January/February 2024/2025	Oct 2	Oct 9	December 2024
Annual: Hotels, Resorts & Spas 2025	Nov 8	Nov 14	December 2024

## CONTACT

[sales@elitetraveler.com](mailto:sales@elitetraveler.com)  
[www.elitetraveler.com/contact-us](http://www.elitetraveler.com/contact-us) for a full list of sales representatives

\*Please note that deadlines are subject to change.

## DIGITAL

### ELITETRAVELER.COM

MPU	\$15/CPM
Double MPU	\$25/CPM
Leaderboard	\$15/CPM
Super Leaderboard	\$25/CPM
Billboard	\$25/CPM
Native Advertising / Thematic Sponsorships	Custom
Native Web Feature	\$7,500
Mobile (Video) Scroller	\$25/CPM

### EMAIL MARKETING

Newsletter Banners - MPU/Leaderboard	\$3,000 ea
Custom Newsletter - LATEST IN LUXURY	\$15,000
Promotional Email - ACCESS	\$10,000

### SOCIAL MEDIA MARKETING

Social Media Amplification <sup>†</sup>	\$20,000
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<sup>†</sup>Elite Traveler's social media platforms include; Facebook, Instagram, Twitter, LinkedIn & Pinterest.

INSTAGRAM SPECIFIC	
Featured Story Highlight	\$7,500 ea
Sponsored Post - Single image/video post	\$5,000 ea
Sponsored Grid Post - Multiple image post	\$25,000
Cocktail Hour Live / Leaders In Luxury Live	\$10,000
Dark Post / #ElitePartner	Custom

\*Instagram and Facebook

# PRINT SPECIFICATIONS

*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% 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

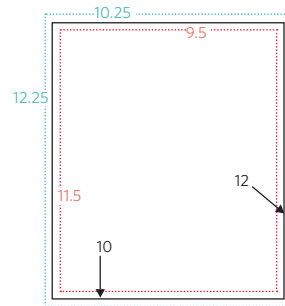
## ADVERTISEMENT SIZES

### Cover 2, Page 1

Trim = 19.625" x 12"  
(498.475mm x 304.8mm)  
Bleed = (includes gutter)  
19.875" x 12.25"  
(504.825mm x 311.15mm)

### Full Page

Trim = 10" x 12"  
(254mm x 304.8mm)  
Bleed = 10.25" x 12.25"  
(260mm x 310.8mm)  
Live Area = 9.5" x 11.5"



- 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

### Double Page Spread

Trim = 20" x 12"  
(508mm x 304.8mm)  
Bleed = (includes gutter)  
20.5" x 12.25"  
(520.7mm x 311.15mm)

### 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)

## SUBMITTING YOUR ADVERTISEMENT

### Email

Please note we have a 6MB limit on emails. Files smaller than 6MB may be emailed to:  
clare.ovenell@ns-mediagroup.com

For larger files, email via:  
www.wetransfer.com to:  
clare.ovenell@ns-mediagroup.com

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

**Color proofs** should be submitted to the address below clearly stating the company name, publication and issue:  
Lisa Kamphuis,  
Walsworth Printers,  
656 Douglas Street  
Ripon, WI 54971  
Tel: +1-800-462-4727, ext: 228  
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 process 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:**  
clare.ovenell@ns-mediagroup.com

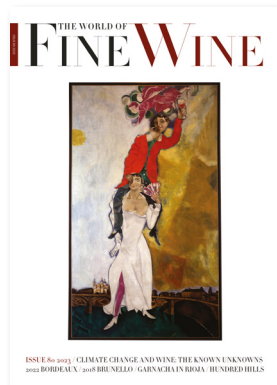
**For all other questions, contact:**  
sales@elitetraveler.com

# LIFESTYLE PORTFOLIO



## HOTELS, RESORTS & SPAS

The annual *Elite Traveler Hotels, Resorts & Spas* edition is distributed on board private jets, in jet terminals, and to top hotels and resorts in more than 100 countries across the globe. The *Elite Traveler Hotels, Resorts & Spas* edition is available as a microsite on [EliteTraveler.com](http://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.



## THE WORLD OF FINE WINE

The multi-award-winning magazine is the go-to wine source for high-net-worth individuals, producers, Masters of Wine and the trade who share a passion for wine. Extensively and purposefully illustrated with fine-art-quality images and printed on heavy coated paper, each 216-page issue of *The World of Fine Wine* resembles a large-format book more than a magazine. Its list of contributors reads like a who's who of the world of wine, and includes Hugh Johnson OBE, Andrew Jefford and Michel Bettane.



## SPEAR'S

The multi-award-winning wealth management and luxury lifestyle media brand whose flagship magazine has become a must-read for the ultra-high-net-worth community. Described as a cross between *Forbes* and *Vanity Fair*, with its own wit and outlook, it is also required reading for the affluent financial services community, including the bankers, lawyers and family offices who advise the wealthy. Since its launch in 2006, *Spear's* and its events have established itself as Europe's leading wealth management authorities.

## NEW STATESMAN MEDIA GROUP

New Statesman Media Group is home to some of the most influential, historic and engaging brands in the media world.

Through our cutting-edge series of B2B and B2C brands, we tell stories about how the world is changing for the people across the globe delivering that change. We care about the big themes which we cover with balance, patience and our proprietary datasets.

At New Statesman Media Group, we stand for gold standard editorial insight alongside the most comprehensive market data available. Through first-class journalism, innovative events and the latest martech, we tell stories about how the world is changing for the people delivering that change, with particular focus on the following.

Our goal is to help customers find solutions to the challenges they face now and predict the challenges they are likely to face in the future. Our approach is underpinned by next generation technology and data, helping us to understand the needs of our customer, and deliver the right solution to them every time.

For commercial enquiries, please contact:  
[enquiry@ns-mediagroup.com](mailto:enquiry@ns-mediagroup.com)



# TERMS & CONDITIONS

**1). Scope of Agreement:** These are the conditions of the contract between you, the Client (“You” and “your”) and Elite Luxury Publishing Inc (“Elite Luxury Publishing Inc”, “we”, “us” and “our”) governing your use of our services, including use of advertising space on our website or in the publication, as set out in your purchase order. This agreement constitutes the entire agreement between Elite Luxury Publishing Inc and you. All prior agreements understandings and negotiations and representations (save for fraudulent misrepresentation) whether oral or in writing are canceled in their entirety. The terms of any other electronic communications will not form part of this agreement.

**2). Content and Artwork Responsibility:** You are responsible for providing us with all text and illustrations by the copy date(s) set out in your purchase order. You will receive a proof of the advertisement for your approval, unless you have provided final artwork, and any changes must be sent to us in writing by the return date shown on the proof. Changes not communicated by the return date will cause us to assume proof approval. We reserve the right to repeat standing copy or obtain copy to be published should the copy deadline fail to be met. If the advertisement materials are provided in a different form to

to that specified then you will be responsible for any reasonable costs that may arise in preparing the material. Failure by you to supply the necessary copy for your placement in the form specified by the copy deadline indicated by us on the purchase order will not affect your payment obligations outlined in (5) below. We retain full editorial approval over the advertisement and positioning of this advertisement will be at our sole discretion. We reserve the right to withdraw/reject/amend the material supplied by you for the advertisement which will not affect your obligation to pay for the advertisement in full. Complaints regarding reproduction of Advertisements must be received in writing within one calendar month of the Publication date, of the Publication. In using our services and any advertising space on our website you agree to abide by all applicable laws, regulations and codes of conduct and you will not engage in any activities relating to our services or the website that are contrary to such laws, regulations and codes.

**3). Rights:** In consideration of us providing our services to you, you assign to us with full title guarantee, for use throughout the world, the copyright (whether vested, contingent or future) in the copy supplied by you and all rights of action in respect of that copy. The above will not operate as an

assignment of your trade marks, service marks and logos which will remain your property. However, you hereby grant to us a world-wide, non-exclusive, fully paid license to reproduce and display all trade marks, service marks and logos contained within the copy for the duration of the agreement.

**4). Free of Charge Service:** As part of our service commitment, we may at our sole discretion provide you with some free of charge services such as indexing, listings or any other material or additional media, which are over and above the advertisement. We cannot be responsible for any errors or omissions or claims for losses arising from these. We reserve the right, at our absolute discretion, to reject or amend text and information provided by you for any free of charge inclusions or media. This will not affect your obligation to pay for the advertisement itself as discussed above. If you do not provide the necessary text or information for any free of charge inclusions or media, by the due date, then this will also not affect your obligation to pay for the advertisement.

**5). Invoice & Settlement:** We will invoice you, plus Sales Tax if applicable, for the total cost of your booking following completion and return of the purchase order. Unless expressly agreed, otherwise in writing, payment will be due

30 days from the date of invoice. Should your account fall overdue then interest will be charged at a rate of 1.5% per month and the maximum permitted by law together with reasonable attorney and collection fees. Interest will be calculated daily from the due date to the payment date. In addition, we reserve the right in certain circumstances to modify our payment Terms to require full payment in advance and / or require you to provide such other assurances as we may require to secure your payment obligations

i. If you have been granted a discount (for example for a series booking) but do not pay us, we reserve the right to revoke the discount so that you are liable for the full price of the advertisement.

ii. All payments sent to us must be accompanied by a remittance advice or documentation quoting the account and/or invoice number to which the payment relates. Where payment is received without any identification or is deemed a duplicate/overpayment, said funds will be held on account for a period of 12 months only.

**6). Cancellation:** This purchase order represents a legally binding contract between you and us. A cancellation may only be made at our sole discretion and with our written consent. If we agree to a cancellation prior to invoicing then a fee of 50% (plus Sales Tax if applicable) of the purchase order

value will be charged payable 14 days following the date of our written permission to cancel. If we agree to a cancellation after invoicing then a fee of 100% (plus Sales Tax if applicable) of the purchase order value will be charged payable 14 days following the date of our written permission to cancel.

**7). Warranty & Indemnity:** You warrant and represent to us that: (i) you have all necessary rights to grant the rights and licences set out in your contract with us; (ii) neither the copy material provided by you nor any material which you may be linked to through your advertisement will contain anything that is defamatory, obscene, false or misleading or which otherwise violates any intellectual property rights or rights of any person; (iii) use of the copy material provided by you will not violate any applicable law or regulation. You agree that there have been no guarantees made by us for this advertisement and that no employee of Elite Luxury Publishing Inc has made a promise or commitment that does not appear here. You agree to indemnify and hold Elite Luxury Publishing Inc and any of our officers, employees and agents harmless from and against all and any claims, liabilities, expenses, losses, costs or damages incurred or suffered and any claims or legal proceedings which are brought or

# TERMS & CONDITIONS

threatened, in each case arising from any violation or infringement of third party rights, or any breach of any of these terms and conditions.

**8). Liability:** To the furthest extent permitted by law, we do not accept liability for any claims, liabilities, expenses, losses, costs or damages (including without limitation, damages for any consequential loss or loss of business opportunities and/or profits) however arising from this advertisement booking and the use of or inability to use the website, or any of its contents, or from action or omission taken as a result of using the website or any such contents. Our liability in contract, tort or otherwise arising out of or in connection with the Agreement shall not exceed the total Charges received by us from you for the Advertisement/s. Every care is taken to avoid mistakes but we cannot accept liability for any errors due to you, your third parties, sub-contractors or inaccurate copy instructions from any of the foregoing. Any agent who shall place an Advertisement with us shall be deemed jointly and severally liable with the Advertiser to us in respect of all matters including charges relating to the Advertisement and conditions therein contained.

**9). Force Majeure:** We will not be liable for any delay or failure

to perform any obligation under this Agreement due to any event beyond our reasonable control, including but not limited to, earthquake, fire, flood or any other natural disaster, labor dispute, riot, revolution, terrorism, acts of restraint of government or regulatory authorities, failure of computer equipment and failure or delay of services and platforms used to operate our electronic media.

**10). General:** You may not resell, assign or transfer any of your rights under this contract without our written consent. Any attempt to resell, assign or transfer rights without our consent will entitle us to cancel the contract without liability to you. A person who is not party to this contract has no right to rely upon or enforce any terms of this agreement.

