

RATES & CALENDAR

PRINT	DIGITAL	INTEGRATED
Each quarter, 100K magazines are mailed directly to the homes of our opt-in community, targeting the highest filter checks, including individuals with a \$250K+ HHI, a \$1M+ home, and a \$5M+ net worth.	Each month, a digital magazine is sent to 400K of the most affluent and influential consumers in the country.	Print and digital distributions are combined and access over 400K individuals responsible for more than 70% of luxury purchasing power in the country.
1x \$45,000 2x \$40,000 3x \$37,000 4x \$36,000	3x \$34,000 6x \$28,000 9x \$25,000 12x \$22,000	1x \$65,000 2x \$61,000 3x \$55,000 4x \$45,000

ISSUE	SPACE RESERVATION	MATERIAL DEADLINE	AVAILABILITY
Spring Print	12/21	1/15	March-May
March Digital		2/15	3/1-3/31
April Digital		3/15	4/1-4/30
May Digital		4/18	5/1-5/31
Summer Print	4/23	5/14	June-August
June Digital		5/15	6/1-6/30
July Digital		6/18	7/1-7/31
August Digital		7/17	8/1-8/31
Fall Print	7/9	7/30	September-November
September Digital		8/16	9/1-9/30
October Digital		9/18	10/1-10/31
November Digital		10/17	11/1-11/30
Winter Print	9/24	10/15	December-February
December Digital		11/19	12/1-12/31
January Digital		12/6	1/1-1/31
February Digital		1/15	2/1-2/28

DYNAMIC PLATFORMS			
OFFERINGS	REACH	FREQUENCY	RATE
Content	100K	1x	\$75K
Dedicated Email	25K	1x	\$30K per send
Sponsored Newsletter	50K	1x	\$10K per send
Monthly ROS	400K	1x	\$10K per month
Social	150K	1x	\$3K per post
Event Coverage	100K	1x	\$30K per event
Cover Party	N/A	1x	\$70K