

# DUJOUR

WHERE LUXURY LIVES





## CONTENTS

---

- 2** AWARDS & ACCOLADES
- 3** *DUJOUR* DEFINED
- 4** QUALIFIED CONSUMERS
- 5** PRINT WEALTH CIRCUIT
- 6** QUARTERLY ENGAGEMENT
- 7** MONTHLY DIGITAL DISTRIBUTION
- 8** CONTENT
- 9** DEDICATED EMAIL & SPONSORED NEWSLETTERS
- 10** INTEGRATED PLATFORMS
- 11** RATES & CALENDAR
- 12** WORLD-CLASS COMPANY

# DUJOUR

## THE LAP OF LUXURY

CONNECT WITH  
THE MOST AFFLUENT  
AND INFLUENTIAL  
CONNOISSEURS.

### AWARDS & ACCOLADES

#### › FORBES

Jason Binn's business model was profiled in *Forbes Magazine's* "Forbes 400" for its ability to access and connect with the most affluent and powerful people. Said *Forbes*, "If you're rich and powerful, Jason Binn will track you down and send you his magazine."

#### › ADWEEK

*DuJour* was awarded *Adweek's* Readers' Choice Poll for Hottest Magazine ahead of *Reader's Digest*, *WSJ*, and *Martha Stewart Living*.

#### › ADVERTISING HALL OF ACHIEVEMENT

Binn was the sole inductee within the media industry to be acknowledged for outstanding advertising leadership and recognized for making a significant impact on the industry.

#### › THE WEBBY AWARDS

Considered the Oscars of the internet, with more than 14K applicants from over 50 states and 60 countries. *DuJour* won Best Homepage for its website, beating out competitors including Squarespace, Condé Nast, *Interview*, and Google.

#### › WEBBY WINNER

Best Homepage Website

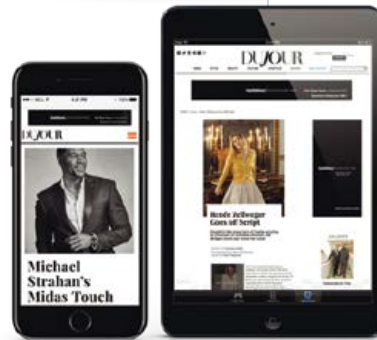
#### › WEBBY HONOREE

Best Editorial; Best Magazine Website; Best Culture & Lifestyle Website; Best Lifestyle Magazine App; Best Navigation; Best Culture & Lifestyle Social Content



Forbes





# DUJOUR DEFINED

DuJour is a luxury lifestyle media company focused on our community's passions and interests, including fashion, art, culture, beauty, home, entertainment, design, travel, business, nightlife, and wine and spirits. This content resonates with the most affluent and influential consumers in the country.

## DUJOUR IS EVERYWHERE

### PRINT

DuJour is a quarterly oversized glossy magazine mailed directly to the homes of the 100K most affluent and influential individuals who reside in the top 10 markets in the country and are responsible for 50% of the nation's wealth and luxury spending.

### DIGITAL

DuJour.com and the DuJour app are monthly interactive extensions of DuJour accessing over 400k consumers who account for 70% of the nation's affluence and influence. All digital advertisements are optimized and enhanced with web-enabled links, audio, and video. DuJour also maintains a dedicated, active presence across all social media outlets, including Facebook, Instagram, Twitter, Tumblr, Pinterest, and LinkedIn.

# QUALIFIED CONSUMERS

DuJour's handpicked audience targets the highest wealth qualifiers. Our exclusive and affluent print and digital community of 400k consumers spends more than \$15 billion annually and puts DuJour in a league of its own.

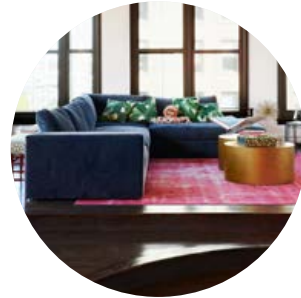
## LUXURY CONSUMPTION



**FASHION & ACCESSORIES**  
\$3.2B



**HEALTH & BEAUTY**  
\$1.4B



**HOME & DESIGN**  
\$2.1B



**ENTERTAINMENT**  
\$3.1B



**PHILANTHROPY**  
\$3B



**TRAVEL**  
\$2.2B

## DUJOUR'S AUDIENCE

<b>AVERAGE HHI:</b> \$250K+	<b>AVERAGE HOME VALUE:</b> \$1M+	<b>AVERAGE NET WORTH:</b> \$5M+
<b>COLLEGE GRADUATE:</b> 85%	<b>AVERAGE AGE:</b> 41	<b>65% FEMALE</b> <b>35% MALE</b>

DuJour sources the leaders in the data-mining industry, including Wealth Engine and Wealth Window. The companies monitor the top 3% of the wealthiest individuals in the U.S.—people who collectively control over 70% of the nation's luxury purchasing power and wealth. DuJour's print opt-in audience is verified for income, home value, and net worth. DuJour has access to these recipients' physical and digital addresses.

# PRINT WEALTH CIRCUIT

Each quarter, *DuJour Magazine* is mailed directly to the homes of the most affluent and influential individuals in the country. This elite audience lives, works, and plays in *DuJour's* "Cities," and has an average HHI of \$250K+, a \$1M+ home, and a \$5M+ net worth. Printed on the highest quality paper, *DuJour* is committed to excellence, ensuring our three-month shelf life and strong pass-along rate.

PRIMARY MARKET	SECONDARY MARKET	RESORT DISTRIBUTION
<ul style="list-style-type: none"><li>• CHICAGO</li><li>• LOS ANGELES</li><li>• MIAMI</li><li>• NEW YORK</li></ul>	<ul style="list-style-type: none"><li>• DALLAS</li><li>• HOUSTON</li><li>• LAS VEGAS</li><li>• ORANGE COUNTY</li><li>• SAN FRANCISCO</li></ul>	<ul style="list-style-type: none"><li>• ASPEN (SUMMER/WINTER)</li><li>• HAMPTONS (SUMMER)</li><li>• MALIBU (SUMMER)</li><li>• MARTHA'S VINEYARD (SUMMER)</li><li>• NANTUCKET (SUMMER)</li><li>• PALM BEACH (WINTER)</li></ul>
UP TO 15K	UP TO 12K	UP TO 10K

## HYPER-TARGETED LUXURY REACH

ASPEN CHICAGO DALLAS HAMPTONS HOUSTON LAS VEGAS LOS ANGELES MIAMI NEW YORK CITY ORANGE COUNTY SAN FRANCISCO




# QUARTERLY ENGAGEMENT

DuJour reaches its audience through quarterly print and monthly digital advertising, branded content, dedicated emails, sponsored newsletters, social media, tastemaker events, and cover parties. Through this dynamic 360-degree business model, DuJour gives its clients the unique ability to connect with our exclusive community across every platform.



# MONTHLY DIGITAL DISTRIBUTION

Each month, a digital version is sent to the 400K consumers in DuJour's targeted database in addition to the quarterly printed issue.



**LUXURY IN YOUR INBOX**  
Sign up for DuJour's weekly newsletter to receive the latest in *celebrity, news and style*



**THE LATEST**

**Drink DuJour: Lady Bird**  
Named for the Greta Gerwig-directed film up for five Oscar nominations [MORE](#)

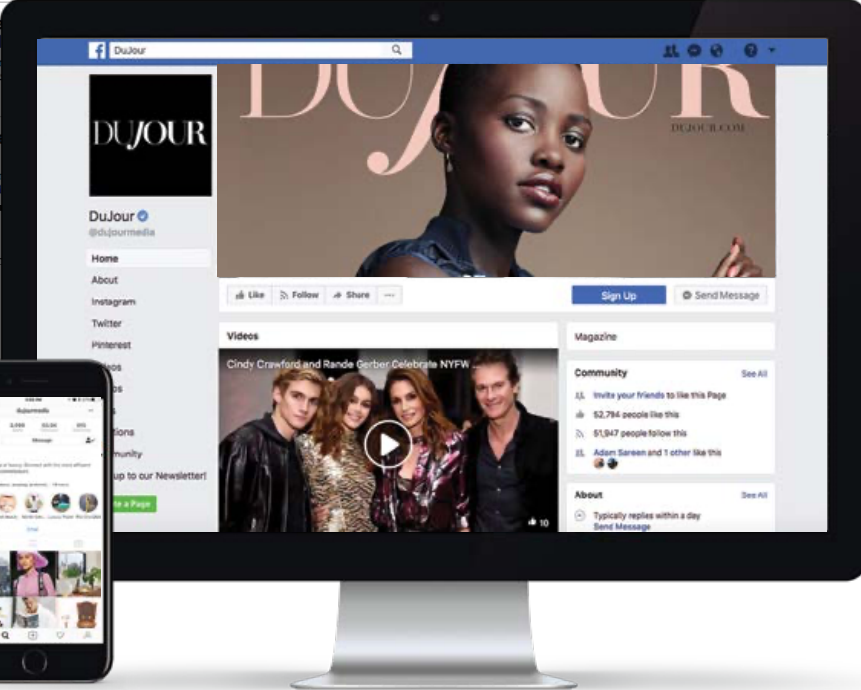
**See the Menu from the First Oscars Ceremony**  
The not-so-A-list offerings reflect the state of American cuisine in 1929 and recall the era's financial woes [MORE](#)

**Album Premiere: Katie Herzig's *Moment of Bliss***  
The poetic lyricist connects her personal and public lives with the release of her new album [MORE](#)

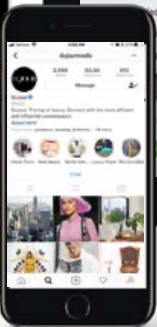
**The Weekender: Los Angeles**  
With the Oscars this Sunday, here's how to live like an A-lister in the city of stars [MORE](#)



**DUJOUR**  
MARCH 2018  
SPRING'S MOST WANTED BAGS AND SHOES  
PETWORKING IS THE GOLF PARK THE NEW GOLF COURSE?  
LEGEND ON THE LAKE: GUATEMALA'S BEST ALPY SECRET  
**JANE FONDA**  
NOW MORE THAN EVER  
SPITSVILLE: UNUSUALY YOUR PRENUP  
THE REINVENTION OF THE AMERICAN SOCIALITE



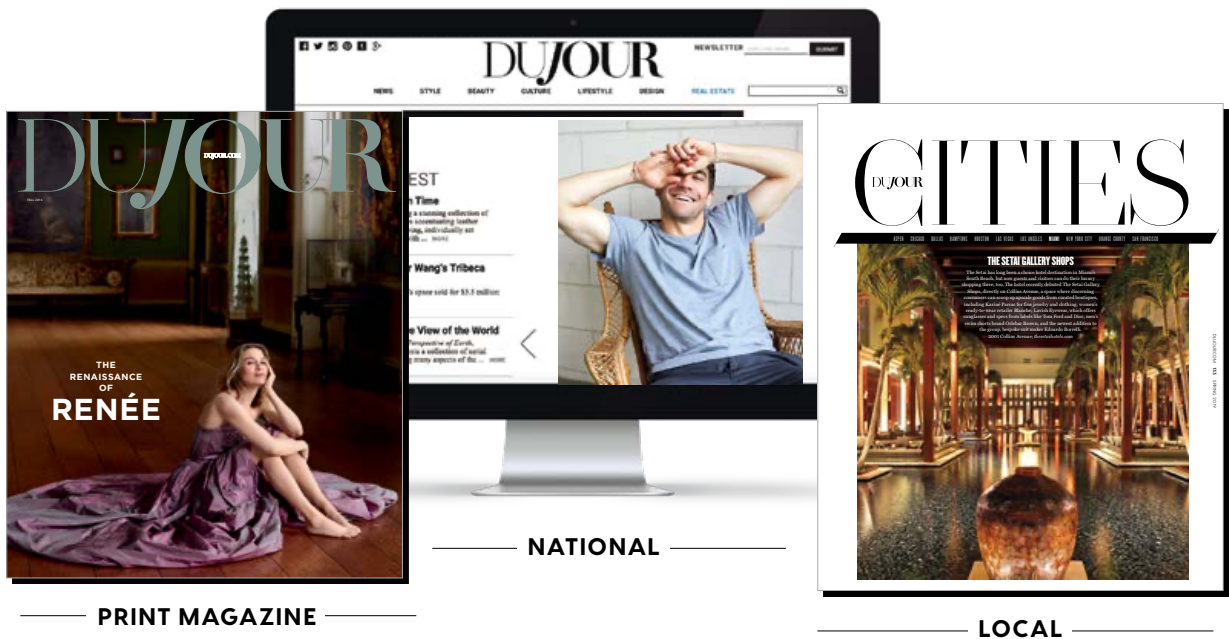
**DUJOUR**  
@dujourmedia  
Home  
About  
Instagram  
Twitter  
Pinterest  
Videos  
Cindy Crawford and Rande Gerber Celebrate NYFW  
Magazine  
Community  
Invite your friends to like this Page  
52,794 people like this  
51,947 people follow this  
Adam Sorensen and 1 other like this  
About  
Typically replies within a day  
Send Message





# CONTENT

DuJour creates unique content curated for our passionate audience, whose interests include fashion, culture, beauty, home, entertainment, travel, watches, jewelry, design, wine, and spirits. DuJour focuses on the core cities responsible for fueling the most prestigious and prominent businesses in the country. Our editorial resonates with affluent and influential consumers through our exclusive controlled national and local distribution model.



## CONTENT

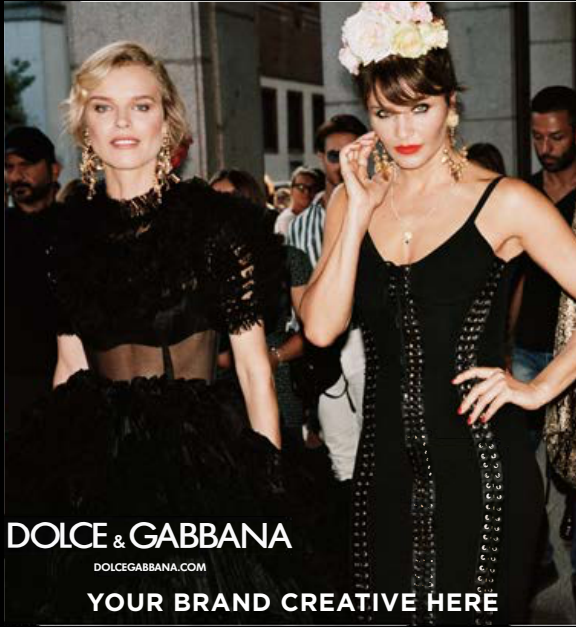
Cate Blanchett wearing Giorgio Armani, Chloé, and IWC. Photographed by Peter Lindbergh.



Nicole Kidman wearing La Perla, Max Mara, and Cartier. Photographed by Patrick Demarchelier.

# DEDICATED EMAIL

DuJour offers its strategic partners the opportunity to send a dedicated email to our 100K opt-in engaged print and digital subscribers, who are responsible for the majority of the nation's luxury purchases and wealth.



**DUJOUR**

**DOLCE & GABBANA**  
DOLCEGABBANA.COM

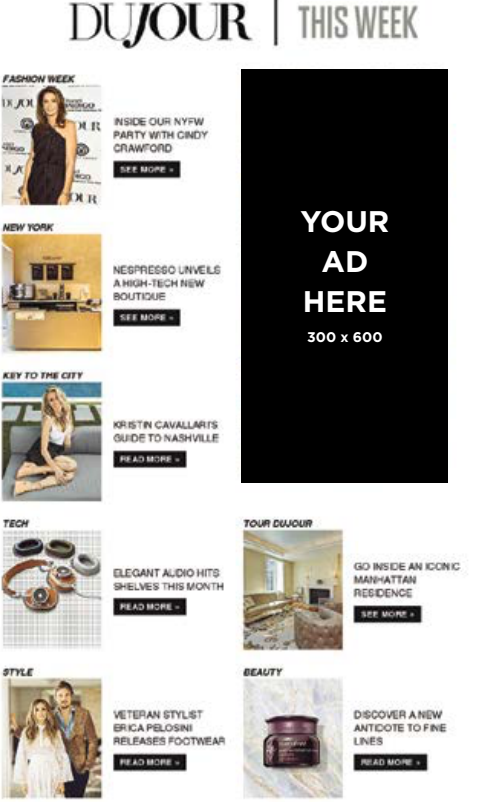
**YOUR BRAND CREATIVE HERE**

**YOUR AD HERE**

**DEDICATED PLACEMENT**  
Communicate your brand message through our dedicated email, supported by rich text, media, and video capabilities.

# SPONSORED NEWSLETTERS

DuJour produces sponsored newsletters targeting our 100K self-selected, opt-in subscribers.



**DUJOUR | THIS WEEK**

**FASHION WEEK**  
INSIDE OUR NYFW PARTY WITH GINDY CRAWFORD  
[SEE MORE >](#)

**NEW YORK**  
NESPRESSO UNVEILS A HIGH-TECH NEW BOUTIQUE  
[SEE MORE >](#)

**KEY TO THE CITY**  
KRISTIN CAVALLARIS GUIDE TO NASHVILLE  
[READ MORE >](#)

**TECH**  
ELEGANT AUDIO HITS SHELVES THIS MONTH  
[READ MORE >](#)

**TOUR DUJOUR**  
GO INSIDE AN ICONIC MANHATTAN RESIDENCE  
[SEE MORE >](#)

**STYLE**  
VETERAN STYLIST SPICA PELOSINI RELEASES FOOTWEAR  
[READ MORE >](#)

**BEAUTY**  
DISCOVER A NEW ANTI-COTE TO FINE LINES  
[READ MORE >](#)

**YOUR AD HERE**  
300 x 600

**YOUR AD HERE**

**DEDICATED PLACEMENT**  
Communicate your brand message through our dedicated email, supported by rich text, media, and video capabilities.

DEMOGRAPHICS AND STATISTICS	<b>65%</b>	<b>35%</b>	<b>75%</b>	<b>70%</b>
	FEMALE	MALE	AGES 25-54	HHI \$150K+

# INTEGRATED PLATFORMS

All of *DuJour*'s platforms are designed to complement each other, working together in unison to amplify your brand's message through digital content, social media, events, and cover parties.

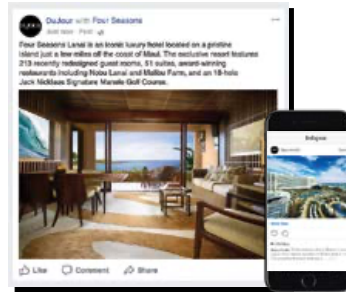


## DIGITAL

Each month, receive run of site units (ROS) across *DuJour.com*, garnering more than 1.2M page views per quarter.

**400K**  
MONTHLY  
PAGE VIEWS

**1.2M**  
QUARTERLY  
PAGE VIEWS



## SOCIAL

Engage with our 170K+ followers, who inspire trends and conversations by sharing images, specific handles, hashtags, and other key words.



## EVENTS

*DuJour* produces cover parties for each issue. *DuJour*'s activations are fueled through *DuJour* and *DuJour.com*.



# 2021 RATES & CALENDAR

## PRINT

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, a \$5M+ net worth and are responsible for more than 50% of the nation's luxury spending.

1x \$45,000

2x \$40,000

3x \$37,000

4x \$36,000

+20% Premium Positioning

## DIGITAL

Each month, a digital magazine is sent to 400K of the most affluent and influential consumers in the country.

3x \$34,000

6x \$28,000

9x \$25,000

12x \$22,000

## INTEGRATED

Print and digital distributions are combined and access over 400K individuals responsible for more than 70% of luxury purchasing power in the country.

1x \$65,000

2x \$61,000

3x \$55,000

4x \$45,000

ISSUE	RESERVATION	MATERIALS	AVAILABILITY
Spring Print	1/8	1/15	March-May
March Digital	2/5	2/12	3/1-3/31
April Digital	3/5	3/19	4/1-4/30
May Digital	4/2	4/16	5/1-5/31
Summer Print	4/9	4/16	June-August
June Digital	5/7	5/14	6/1-6/30
July Digital	6/4	6/18	7/1-7/31
August Digital	7/2	7/16	8/1-8/31
Fall Print	7/16	7/23	September-November
September Digital	8/6	8/20	9/1-9/30
October Digital	9/3	9/17	10/1-10/31
November Digital	10/1	10/15	11/1-11/30
Winter Print	10/15	10/22	December-February
December Digital	11/5	11/19	12/1-12/31
January Digital	11/26	12/10	1/1-1/31
February Digital	1/7	1/21	2/1-2/28

## DYNAMIC PLATFORMS

OFFERINGS	REACH	FREQUENCY	RATE
Content	100K	1x	\$100K
Dedicated Email	25K	1x	\$30K per send
Sponsored Newsletter	25K	1x	\$10K per send
Monthly ROS	400K	1x	\$10K per month
Social	170K	1x	\$3K per post
Event Coverage	100K	1x	\$6K per story
Cover Party	Varies	1x	\$70K

# ADVERTISING SPECIFICATIONS

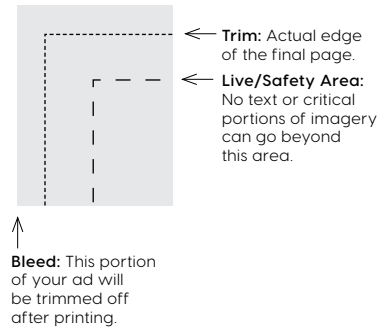
## PRINT

### Full Page:

<b>Trim</b>	10 x 12"
<b>Bleed</b>	10.25 x 12.25"
<b>Live</b>	9.50 x 11.50"

### 2-page Spread

<b>Trim</b>	20 x 12"
<b>Bleed</b>	20.25 x 12.25"
<b>Live</b>	19.50 x 11.50"



### PDF specifications:

High Quality [press-ready] files generated to the PDF/X-1a:2003 standard is the preferred format for all advertising creative, including relevant trim and bleed markings. Please assure all files submitted use a CMYK color profile with no spot colors embedded.

### Additional Notes:

File conversion and /or creative adjustments will be billed at a rate of \$195 / hour. Clients waive DuJour's accountability for any color inaccuracies when a printed color proof is not provided.

### Upload via AdPortal:

[dujour.sendmyad.com](http://dujour.sendmyad.com)

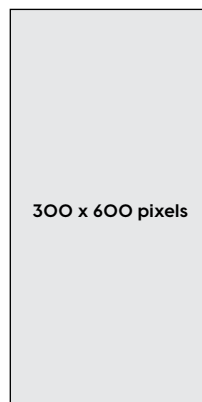
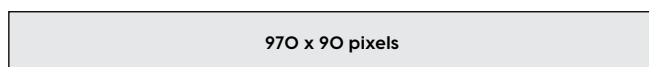
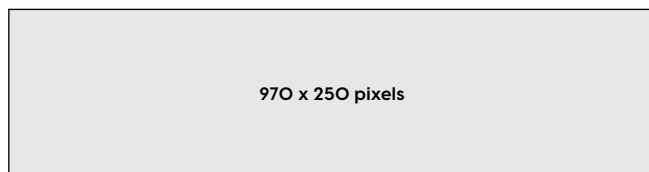
### Color Proofs:

DuJour Media  
ATTN: Production  
530 Seventh Avenue, Fl. M1  
New York, NY 10018

## DIGITAL

### Specifications and file upload:

Advertisements appearing on DuJour.com can appear in a range of banner sizes—see below. All digital creative should be submitted to [NAME@dujour.com](mailto:NAME@dujour.com)



# WORLD-CLASS COMPANY

## BEAUTY, FASHION & RETAIL



## JEWELRY & WATCHES



## WINE & SPIRITS



## LIFESTYLE

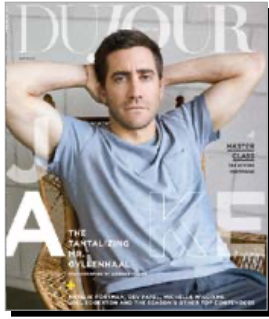


## AUTO & TRANSPORT



## TRAVEL





# DUJOUR MEDIA

530 SEVENTH AVENUE, FLOOR M1, NEW YORK, NEW YORK 10018

DUJOUR.COM 646-710-4494 INFO@DUJOUR.COM

@DuJourMedia @DuJourMedia