

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