

# 2020 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	1/2	1/14	March-May
March Digital	2/1	2/15	3/1-3/31
April Digital	3/1	3/15	4/1-4/30
May Digital	4/2	4/18	5/1-5/31
Summer Print	4/1	4/14	June-August
June Digital	5/1	5/15	6/1-6/30
July Digital	6/4	6/18	7/1-7/31
August Digital	7/3	7/17	8/1-8/31
Fall Print	7/7	7/21	September-November
September Digital	8/2	8/16	9/1-9/30
October Digital	9/4	9/18	10/1-10/31
November Digital	10/3	10/17	11/1-11/30
Winter Print	10/6	10/20	December-February
December Digital	11/5	11/19	12/1-12/31
January Digital	11/22	12/6	1/1-1/31
February Digital	12/31	1/15	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