

# HAUTE LIVING

MEDIA KIT 2011

NEW YORK

MIAMI

LOS ANGELES

SAN FRANCISCO





## Mission Statement

HAUTE LIVING produces a leading network of luxury publications currently serving New York, Miami, Los Angeles, and San Francisco with plans to take its highly successful platform into multiple cities in both the U.S. and international markets. Through these distinguished regional publications, Haute Living uniquely reaches into the hearts and minds of the most influential and elusive consumers in our country's most affluent destinations.

Haute Living is a highly exclusive publication; if you do not fly private, stay in five star properties, or own homes valued in excess of \$3 million, you do not have access to our magazines. To ensure we reach the most elite audience, Haute Living utilizes a controlled distribution model which ensures our publications are placed directly in the hands of the world's most powerful and acquisitive consumers. With every issue in each of our four markets, roughly one-third

of our magazines are mailed to homes valued at \$3+ million, one-third are aboard private jet flights and in private airports, and one-third are directly distributed to five star hotels and high-traffic luxury locations in each market.

Eighty percent of the wealth in the United States is controlled by less than ten percent of the population. The vast majority of that elusive demographic resides in the four markets we currently serve. By reaching ultra affluent consumers in America's most elite markets, Haute Living offers luxury advertisers a highly efficient opportunity to target the most powerful consumers in the nation's most concentrated centers of wealth.

The collective goal of Haute Living Magazine and HauteLiving.com is to provide editorial content that is as sophisticated as our readers.



## Circulation

HAUTE LIVING'S calculated distribution model has a proven advantage over that of other publications, as our magazine is delivered to people who live by the mantra, "Price is no object."

We currently have four publications: Haute Living New York, Haute Living Miami, Haute Living Los Angeles, and Haute Living San Francisco. We offer media buys on a city level, regional level, or national level.

### MIAMI

**35,000 COPIES**

**LAUNCH DATE: 2005, 6X A YEAR**

**1. Haute Living Miami is distributed onboard private jet flights and in FBOs (Private Airports)**

- a) **Onboard Private Flights:** Aspen, Boston, Chicago, Dallas, Denver, Las Vegas, Los Angeles, Long Island (NY), New York, San Francisco, Phoenix, Seattle, Washington DC, West Palm Beach, Miami and London.
- b) **FBOs:** Aspen, Boston, Chicago, Connecticut, Dallas, Denver, Houston, Las Vegas, Los Angeles, Long Island (NY), Mexico City, Moscow, New York, Orange County, San Francisco, Phoenix, Seattle, Washington DC, West Palm Beach, Miami and London.

**2. Five Star Hotels: Haute Living Miami is distributed in the rooms of such hotels as:**

- a) **Palm Beach:** The Breakers, Ritz Carlton and Four Seasons.
- b) **Miami Beach:** Mandarin, Setai, Acqualina Resort & Spa, Trump International Resort, Canyon Ranch, Sagamore Hotel and The Ritz Carlton Key Biscayne, Coconut Grove and South Beach.

**3. Exclusive Mailing List:** We have a proprietary list that only has homes valued over \$3 million in specific areas of South Florida. Haute Living Miami targets Coral Gables, Miami Beach, Fisher Island, Bal Harbour, Sunny Isles, Palm Beach and beyond.

- a) Haute Living Miami has also built a powerful list that contains all major jet owners in South Florida, Forbes 400 National Members, South Florida VIP's and all Billionaires in Florida.

**4. Haute Living Miami** is distributed in high traffic locations on a bi-weekly basis: Lincoln Road, Bal Harbor Mall, Worth Avenue Palm Beach, Merrick Park in Coral Gables and The Design District.



## NEW YORK

**35,000 COPIES**

**LAUNCH DATE: 2007, 6X A YEAR**

**1. Haute Living New York is distributed onboard private jet flights and in FBOs (Private Airports)**

- a) Onboard Private Flights:** Aspen, Boston, Chicago, Dallas, Denver, Las Vegas, Los Angeles, Long Island (NY), New York, San Francisco, Phoenix, Seattle, Washington DC, West Palm Beach, Miami and London.
- b) FBOs:** Aspen, Boston, Chicago, Connecticut, Dallas, Denver, Houston, Las Vegas, Los Angeles, Long Island (NY) Mexico City, Moscow, NY, Orange County, San Francisco, Phoenix, Seattle, Washington DC, West Palm Beach, Miami and London.

**2. Five Star Hotels: Haute Living New York is distributed in the rooms of such hotels as:** Trump International, The Surrey, The Pierre, Ritz Carlton Battery and Central Park, Plaza Athanee and The Waldorf Towers.

**3. Exclusive Mailing List:** We have a proprietary list of homes valued over \$3 million in specific areas of New York. We mail to homes in NYC, Hamptons, and Greenwich, CT.

- a)** Haute Living New York has also built a powerful list that contains all major jet owners in New York/Connecticut, Forbes 400 National Members, New York VIP's and all Billionaires in New York/Connecticut.

**4. Haute Living New York** is distributed in high traffic locations in Soho, Madison Avenue, Fifth Avenue Buildings, and Hamptons (Summer) Palm Beach (Winter). We also distribute in over 100 high end buildings on Fifth Avenue, Park Avenue, Upper East Side, Central Park and Soho/Tribeca.



## LOS ANGELES

**35,000 COPIES**

**LAUNCH DATE: 2008, 6X A YEAR**

### **1. Haute Living Los Angeles is distributed onboard private jet flights and in FBOs (Private Airports)**

- a) **Onboard Private Flights:** Aspen, Boston, Chicago, Dallas, Denver, Las Vegas, Los Angeles, Long Island (NY), New York, San Francisco, Phoenix, Seattle, Washington DC, West Palm Beach, Miami and London.
- b) **FBOs:** Aspen, Boston, Chicago, Connecticut, Dallas, Denver, Houston, Las Vegas, Los Angeles, Long Island (NY) Mexico City, Moscow, New York, Orange County, San Francisco, Phoenix, Seattle, Washington DC, West Palm Beach, Miami and London.

### **2. Five Star Hotels: Haute Living Los Angeles is distributed in the rooms of such hotels as:**

- a) **Los Angeles:** The Peninsula Beverly Hills, Montage Beverly Hills, SLS Beverly Hills, The Ritz Carlton Marina del Rey, Malibu Inn and Terranea Resort in Palos Verdes

- b) **Orange County:** Laguna Beach Ritz Carlton and Montage Laguna Beach.

**3. Exclusive Mailing List:** We have a proprietary list of homes valued over \$3 million in specific areas of Los Angeles and Orange County. We mail to homes in Bel Air, Beverly Hills, Hollywood Hills, Malibu, Brentwood, Pacific Palisades, Laguna Beach and Newport Beach.

- a) **Haute Living Los Angeles** has also built a powerful list that contains all major jet owners in Los Angeles/ Orange County and Las Vegas, Forbes 400 National Members, LA VIP's and all Billionaires in Los Angeles/ Orange County and Las Vegas.

**4. Haute Living Los Angeles** is distributed in high traffic locations on Rodeo Drive, Melrose Avenue, South Coast Plaza and Pacific Coast Highway in Malibu.



## SAN FRANCISCO

**35,000 COPIES**

**LAUNCH DATE: 2009, 6X A YEAR**

**1. Haute Living San Francisco is distributed onboard private jet flights and in FBOs (Private Airports)**

- a) **Onboard Private Flights:** Aspen, Boston, Chicago, Dallas, Denver, Las Vegas, Los Angeles, Long Island (NY), New York, San Francisco, Phoenix, Seattle, Washington DC, West Palm Beach, Miami and London.
- b) **FBOs:** Aspen, Boston, Chicago, Connecticut, Dallas, Denver, Houston, Las Vegas, Los Angeles, Long Island (NY) Mexico City, Moscow, New York, Orange County, San Francisco, Phoenix, Seattle, Washington DC, West Palm Beach, Miami and London.

**2. Five Star Hotels: Haute Living San Francisco is distributed in the rooms of such hotels as:**

- a) **San Francisco:** St. Regis, Mandarin, The Ritz Carlton, Hotel Vitale, Fairmont Hotel, and The Ritz Carlton Residences.

- b) **Silicon Valley:** Four Seasons and Rosewood Sand Hill
- c) **Napa:** Meadowood, The Carneros Inn and Bardessono

**3. Exclusive Mailing List:** We have a proprietary list of homes valued over \$3 million in specific areas of Napa, San Francisco, Silicon Valley and Carmel.

- a) **Haute Living San Francisco** has also built a powerful list that contains all major jet owners in The Bay Area, Forbes 400 National Members, The Bay Area VIP's and all Billionaires in The Bay Area.

**4. Haute Living San Francisco** is distributed in high traffic locations in San Francisco Union Square and Palo Alto Stanford Shopping Center.



## Audience Demographics

HAUTE LIVING offers luxury advertisers a highly efficient opportunity to target the most powerful consumers in the nation's most concentrated centers of wealth.

### Haute Living attracts mature readers

- Average Age 50.3
- Median Age 49.1
- The sample is composed of 56% men and 44% women

### Many Haute Living readers own luxury vehicles

- Three out of four Haute Living readers who responded to the survey (75%) indicate ownership / leasing of a vehicle valued at \$100,000 or more.
- A majority of the Haute Living readers surveyed (55%) plan to purchase or lease a new car in the next 12 months.

### Haute Living readers own expensive homes

- Nearly all Haute Living readers own their primary residence (96%).
- Over three in five indicate that their primary residence is valued at \$10 million or more (63%), and one quarter (26%) have a primary residence valued at \$ 5 to \$ 9.9 million.
- Average Value \$10,400,400
- Median Value \$11, 200,000
- Many Haute Living readers own a second home (82%) and most of the second homes are worth at least \$1 million (74%).
- Average Value \$7,400,000
- Median Value \$7,600,000

### Haute Living readers own luxury watches

• A sizeable number of Haute Living readers own watches worth at least \$5000 and many have premium value watches.

- |                        |     |
|------------------------|-----|
| • \$5,000 to \$9,999   | 30% |
| • \$10,000 to \$19,999 | 26% |
| • \$20,000 to \$49,999 | 35% |
| • \$50,000 to \$99,999 | 51% |
| • \$100,000 and more   | 47% |

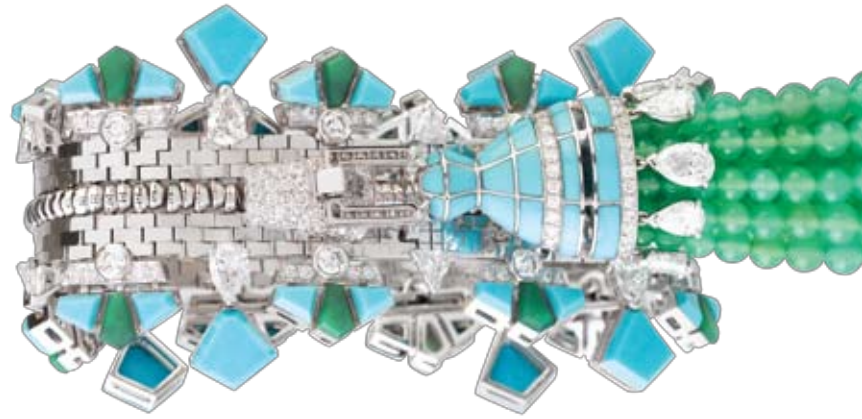
### Haute Living readers spend a significant amount of money on jewelry

• Close to two-thirds of the Haute Living readers surveyed (64%) report spending at least \$50,000 or more on jewelry for themselves and /or as gifts per year.

- Average \$84,700
- Median \$95,300

### Most Haute Living readers avail themselves with premium travel service

- Only 1% of the Haute Living readers who participated in the survey use coach class for air travel.
- In contrast , 45% fly on privately owned jets and 22% use rented private jets.
- Many others fly first class (35%) and/or business class (10%).



## 2011 Editorial Calendar

	NEW YORK	MIAMI	LOS ANGELES	SAN FRANCISCO
ISSUE EDITORIAL	<b>Dec 2010-Jan</b> HAUTE 100	<b>Dec 2010-Jan</b> TBD	<b>Jan-Feb</b> HOLLYWOOD / AWARDS SEASON	<b>Jan-Feb</b> HAUTE 100
SPACE CLOSING	December 1	December 1	January 3	January 3
MATERIAL CLOSING	December 8	December 8	January 10	January 10
DELIVERY	December 15	December 15	January 17	January 17
ISSUE EDITORIAL	<b>Feb-Mar</b> FOOD ISSUE	<b>Feb-Mar</b> WINE & FOOD	<b>Mar-Apr</b> LUXURY ISSUE	<b>Mar-Apr</b> TECH ISSUE / SILICON VALLEY
SPACE CLOSING	February 1	February 1	March 1	March 1
MATERIAL CLOSING	February 8	February 8	March 8	March 8
DELIVERY	February 15	February 15	March 15	March 15
ISSUE EDITORIAL	<b>Apr-May</b> CLUB KINGS	<b>Apr-May</b> HAUTE 100	<b>May-Jun</b> LAS VEGAS	<b>May-Jun</b> NAPA WINE COUNTRY / AUCTION NAPA VALLEY
SPACE CLOSING	April 1	April 1	May 2	May 2
MATERIAL CLOSING	April 8	April 8	May 9	May 9
DELIVERY	April 15	April 15	May 16	May 16
ISSUE EDITORIAL	<b>Jun-Jul</b> LUXURY TRAVEL / HAMPTONS	<b>Jun-Jul</b> HAMPTONS / TRAVEL	<b>Jul-Aug</b> PALM SPRINGS / SANTA BARBARA / MALIBU	<b>Jul-Aug</b> INTERNATIONAL / LUXURY TRAVEL
SPACE CLOSING	June 1	June 1	July 1	July 1
MATERIAL CLOSING	June 8	June 8	July 8	July 8
DELIVERY	June 15	June 15	July 15	July 15
ISSUE EDITORIAL	<b>Aug-Sep</b> FASHION WEEK	<b>Aug-Sep</b> PHIL FROST / 7-YEAR ANNIVERSARY	<b>Sept-Oct</b> FASHION / 4-YEAR ANNIVERSARY	<b>Sept-Oct</b> SYMPHONY & OPERA / FASHION
SPACE CLOSING	August 1	August 1	September 1	September 1
MATERIAL CLOSING	August 8	August 8	September 8	September 8
DELIVERY	August 15	August 15	September 15	September 15
ISSUE EDITORIAL	<b>Oct-Nov</b> WALL STREET	<b>Oct-Nov</b> ART BASEL	<b>Nov-Dec</b> HAUTE 100 / GIFT GUIDE	<b>Nov-Dec</b> FOOD ISSUE / GIFT GUIDE
SPACE CLOSING	October 3	October 3	November 1	November 1
MATERIAL CLOSING	October 10	October 10	November 8	November 8
DELIVERY	October 17	October 17	November 15	November 15

## Advertisers

### FASHION

ChristianDior



TINCATI  
MILANO

RALPH  
LAUREN  
*Collection*

### WATCH

ULYSSE NARDIN  
SINCE 1840 LE LOCLE - SUISSE



AP  
AUDEMARS PIGUET  
*Le maître de l'horlogerie depuis 1875*

ROLEX

### JEWELRY

*Cartier*



Van Cleef & Arpels

J&CO  
JACOB & CO

### REAL ESTATE

Sotheby's  
INTERNATIONAL REALTY



CHRISTIE'S  
GREAT ESTATES®

### DEVELOPERS



TRUMP SOHO™  
NEW YORK



### AUTO



### YACHT

FERRETTI  
YACHTS

RODRIGUEZ GROUP

### HOME FURNISHINGS

FENDI



### HOTELS

