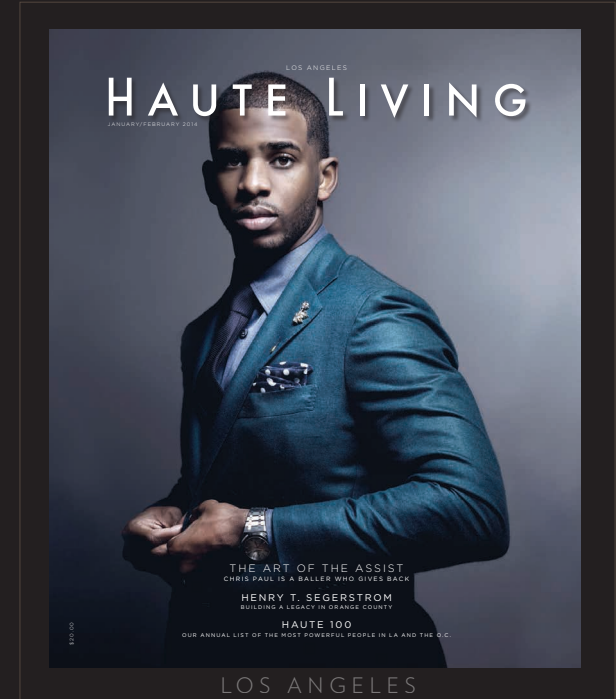
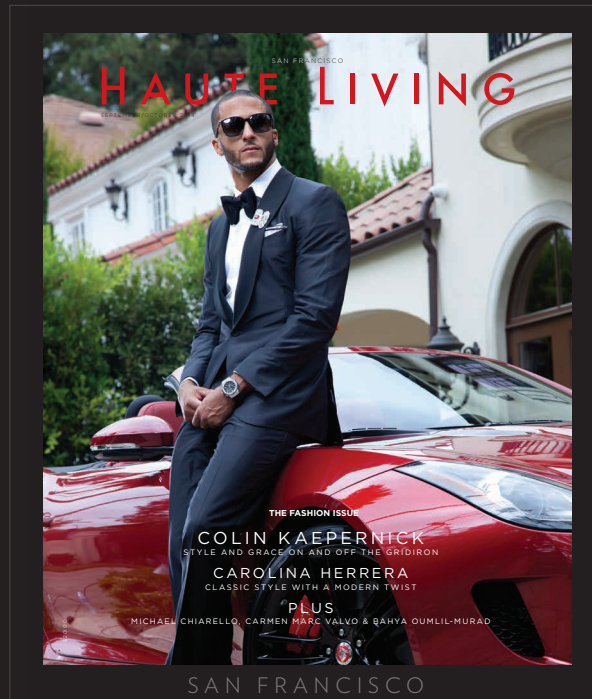
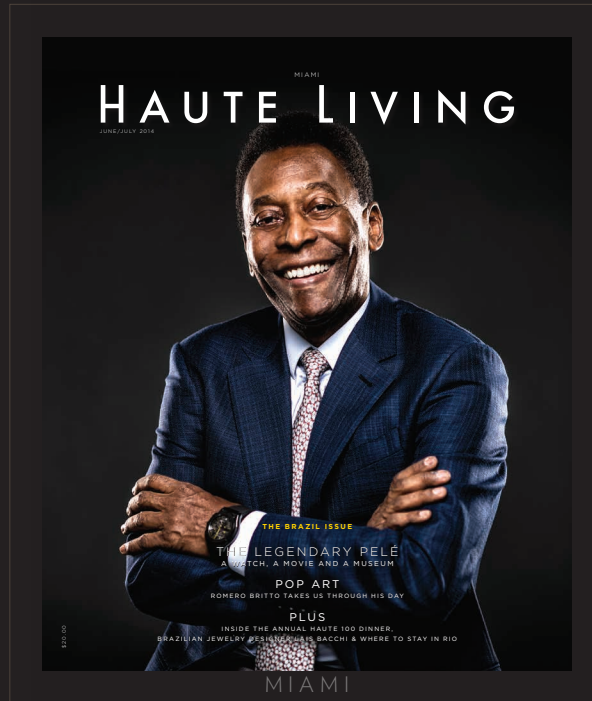


HAUTE LIVING

2015 PRINT MEDIA KIT



Haute Regions

HAUTE MEDIA GROUP'S distribution model has a clear advantage over other publications, as its magazines are delivered to people who live by the mantra, "Price is no object." Offering media buys on a city, regional, and national level, the luxury media publication produces four editions: Haute Living New York, Haute Living Miami, Haute Living Los Angeles, and Haute Living San Francisco.

MIAMI



NEW YORK



SAN FRANCISCO



LOS ANGELES



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 multi-platform editions into cities in the U.S. and abroad. Through these distinguished regional publications, Haute Living reaches into the hearts and minds of the most influential consumers in the 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 Haute Living's magazines.

To ensure it reaches the most elite audience, Haute Living utilizes a controlled-distribution model, which ensures each of the editions are placed directly in the hands of the world's most powerful and acquisitive consumers. With every issue in each of its four markets, roughly one-third of Haute Living magazines are mailed to homes valued at over \$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 Haute Living serves. By reaching ultra-affluent consumers in America's most elite markets, the magazine 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 its readers.



Miami

35,000 COPIES
LAUNCH DATE: 2005, 6X A YEAR

Haute Living Miami has built a powerful list of subscribers that contains every major jet owner and billionaire residing in the state of Florida; members of the Forbes 400; and other South Florida VIPs

1. Haute Living Miami is distributed:

- a) **Onboard Private Flights:** Aspen, Boston, Chicago, Dallas, Denver, Las Vegas, Los Angeles, New York, Phoenix, San Francisco, Seattle, Washington D.C., West Palm Beach, Miami, and London
- b) **In FBOs (private airports):** Aspen, Boston, Chicago, Connecticut, Dallas, Denver, Houston, Las Vegas, Los Angeles, New York, Mexico City, Moscow, Orange County, San Francisco, Phoenix, Seattle, Washington D.C., West Palm Beach, Miami, and London
- c) **In Five-Star Hotels:** The Breakers, Ritz-Carlton and Four Seasons in Palm Beach; Mandarin Oriental, The Setai, Acqualina Resort & Spa, Trump International Resort, Canyon Ranch, and the Sagamore Hotel in Miami Beach; and the Ritz-Carlton Key Biscayne, Ritz-Carlton Coconut Grove, and Ritz-Carlton South Beach
- d) **In high-traffic locations** such as along Lincoln Road, Bal Harbor Mall, Worth Avenue Palm Beach, Merrick Park in Coral Gables, and the Design District

- 2. Exclusive Mailing List:** Haute Living offers a proprietary list of homes valued at over \$3 million in specific areas in South Florida, mailed to homes in Coral Gables, Miami Beach, Fisher Island, Bal Harbour, Sunny Isles, and Palm Beach



New York

35,000 COPIES
LAUNCH DATE: 2007, 6X A YEAR

Haute Living New York has built a powerful list of subscribers that contains every major jet owner and billionaire residing in New York and Connecticut; members of the Forbes 400; and other New York VIPs

1. Haute Living New York is distributed:

- a) Onboard Private Flights: Aspen, Boston, Chicago, Dallas, Denver, Las Vegas, Los Angeles, New York, San Francisco, Phoenix, Seattle, Washington D.C., West Palm Beach, Miami and London
- b) In FBOs (private airports): Aspen, Boston, Chicago, Connecticut, Dallas, Denver, Houston, Las Vegas, Los Angeles, Mexico City, Moscow, New York, Orange County, Phoenix, San Francisco, Seattle, Washington D.C., West Palm Beach, Miami, and London
- c) In Five-Star Hotels: Trump International, The Surrey, The Pierre, Ritz-Carlton Battery and Central Park, Hôtel Plaza Athénée, and The Waldorf Towers
- d) In over 100 high-end buildings along Fifth Avenue, Park Avenue, Madison Avenue, and Central Park, and in Soho, Tribeca, and the Upper East Side

2. **Exclusive Mailing List:** Haute Living offers a proprietary list of homes valued at over \$3 million in specific areas in New York, mailed to homes in New York City, the Hamptons, Palm Beach, and Greenwich, CT



Los Angeles

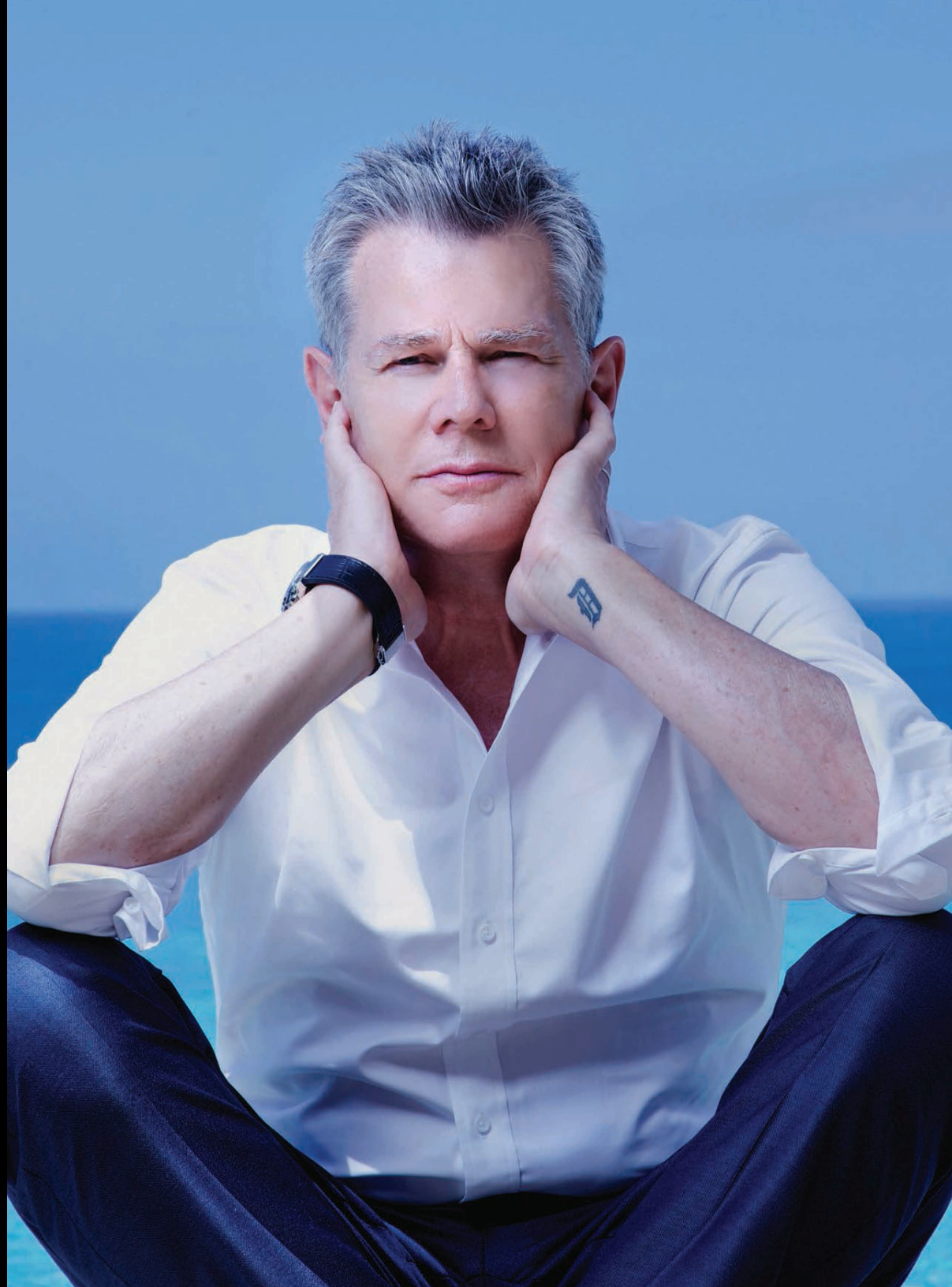
35,000 COPIES
LAUNCH DATE: 2008, 6X A YEAR

Haute Living Los Angeles has built a powerful list of subscribers that contains every major jet owner and billionaire residing in Los Angeles, Orange County, and Las Vegas; members of the Forbes 400; and other Los Angeles VIPs

1. Haute Living Los Angeles is distributed:

- a) **Onboard Private Flights:** Aspen, Boston, Chicago, Dallas, Denver, Las Vegas, Los Angeles, New York, San Francisco, Phoenix, Seattle, Washington D.C., West Palm Beach, Miami, and London
- b) **In FBOs (private airports):** Aspen, Boston, Chicago, Connecticut, Dallas, Denver, Houston, Las Vegas, Los Angeles, Mexico City, Moscow, New York, Orange County, Phoenix, San Francisco, Seattle, Washington D.C., West Palm Beach, Miami, and London
- c) **In Five-Star Hotels:** The Peninsula Beverly Hills, Montage Beverly Hills, SLS Beverly Hills, Ritz-Carlton Marina del Rey, the Malibu Inn, the Terranea Resort, Laguna Beach Ritz Carlton, and Montage Laguna Beach
- d) **In high-traffic locations** such as Rodeo Drive, Melrose Avenue, South Coast Plaza, and the Pacific Coast Highway in Malibu

- 2. Exclusive Mailing List:** Haute Living offers a proprietary list of homes valued at over \$3 million in specific areas in Los Angeles and Orange County, mailed to homes in Bel Air, Beverly Hills, Hollywood Hills, Malibu, Brentwood, Pacific Palisades, Laguna Beach, and Newport Beach



San Francisco

35,000 COPIES

LAUNCH DATE: 2009, 6X A YEAR

Haute Living San Francisco has built a powerful list of subscribers that contains every major jet owner and billionaire residing in the Bay Area; members of the Forbes 400; and other San Francisco VIPs

1. Haute Living San Francisco is distributed:

- 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) **In FBOs (private airports):** Aspen, Boston, Chicago, Connecticut, Dallas, Denver, Houston, Las Vegas, Los Angeles, Mexico City, Moscow, New York, Orange County, Phoenix, San Francisco, Seattle, Washington D.C., West Palm Beach, Miami, and London
- c) **In Five-Star Hotels:** The St. Regis, Mandarin Oriental, The Ritz-Carlton, Hotel Vitale, The Fairmont, and The Ritz-Carlton Residences in San Francisco; The Four Seasons and Rosewood Sand Hill in Silicon Valley; and Meadowood, The Carneros Inn, and Bardessono in Napa Valley
- d) **In high-traffic locations** in San Francisco such as Union Square and the Palo Alto Stanford Shopping Center

2. **Exclusive Mailing List:** Haute Living offers a proprietary list of homes valued at over \$3 million in specific areas in Napa, San Francisco, Silicon Valley, and Carmel, mailed to homes in the Bay Area





2015 Editorial Calendar

PRIORITY INFO	NEW YORK	MIAMI	LOS ANGELES	SAN FRANCISCO
Issue	Dec-Jan	Dec-Jan	Jan-Feb	Jan-Feb
Editorial	Wall Street	Art Basel Edition	HAUTE 100	HAUTE 100
Space Closing	November 12	November 12	December 8	December 8
Material Closing	November 18	November 18	December 15	December 15
Delivery	November 30	November 30	December 29	December 29
Issue	Feb-Mar	Feb-Mar	Mar-Apr	Mar-Apr
Editorial	Philanthropy	Cuvee & Cuisine	Hollywood/Entertainment	Green Issue
Space Closing	January 12	January 12	February 12	February 12
Material Closing	January 18	January 18	February 18	February 18
Delivery	January 30	January 30	March 1	March 1
Issue	Apr-May	Apr-May	May-Jun	May-Jun
Editorial	Real Est/Design	HAUTE 100	Malibu	Napa Wine Auction
Space Closing	March 12	March 12	April 10	April 10
Material Closing	March 18	March 18	April 16	April 16
Delivery	March 30	March 30	April 30	April 30
Issue	Jun-Jul	Jun-Jul	Jul-Aug	Jul-Aug
Editorial	Hamptons	Hamptons	Las Vegas	Las Vegas
Space Closing	May 12	May 12	June 12	June 12
Material Closing	May 18	May 18	June 18	June 18
Delivery	May 30	May 30	June 30	June 30
Issue	Aug-Sep	Aug-Sep	Sept-Oct	Sept-Oct
Editorial	Fall Fashion	Fall Fashion	Fashion/Interior Design	Fashion/Interior Design
Space Closing	July 18	July 18	August 21	August 21
Material Closing	July 28	July 28	August 28	August 28
Delivery	August 13	August 13	September 11	September 11
Issue	Oct-Nov	Oct-Nov	Nov-Dec	Nov-Dec
Editorial	HAUTE 100	Philanthropy	Philanthropy	Tech
Space Closing	September 12	September 12	October 16	October 16
Material Closing	September 18	September 18	October 23	October 23
Delivery	September 30	September 30	November 6	November 6



2015 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 million to \$ 9.9 million
- Average Value: \$10,400,400
- Median Value \$11,200,000
- Most Haute Living readers own a second home (82%), the majority of which 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 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%)

2015 MAGAZINE AD SPECS

IMPORTANT NOTES

Haute Living magazine only accepts InDesign, Photoshop, Illustrator, and PDF files. Quark files are not accepted. Illustrator files should be saved as EPS files, with all images embedded and all fonts converted to outline. InDesign files should be packaged with all links and fonts included. All PSD, Tiff, JPG, and EPS files should be flattened and saved at their highest resolutions.

All images used in ads should be CMYK and at a resolution of 300 dpi. Those in RGB, Pantone or PMS color format are not accepted. A 3/16" safety area of no live text from the trim and 1/2" from the spine is recommended, as it prevents text from getting trimmed or disappearing into the spine during the final cutting and binding process.

PDF FILES

PDFs may be provided as PDF/X1A file format. When placing images in Haute Living's layout program, make sure documents are flattened before creating a PDF. This applies to layered graphics such as Photoshop PSD files or layered Illustrator files. Transparency can also cause a problem. Flattening layouts will reveal any problems that may arise later.

IN-HOUSE AD CREATION

All imagery and copy must be provided when requesting an in-house ad design. Provided image files must be no less than 300 dpi at 100% of placement size. All material files must be labeled and may be e-mailed to Haute Living's Art Department at artwork@hauteliving.com, or uploaded to its FTP site.

DELIVERY OF MATERIALS

PLEASE LABEL ALL MATERIALS SUBMITTED WITH THE FOLLOWING:

- ADVERTISER NAME
- PUBLICATION LOCATION
- ISSUE DATE

MAIL

Haute Living Magazine
Production Department
2 NE 40th Street, Suite 403 Miami, FL 33137

EMAIL

If the ad is under 7MB it can be e-mailed to: artwork@hauteliving.com

PRODUCTION CONTACT

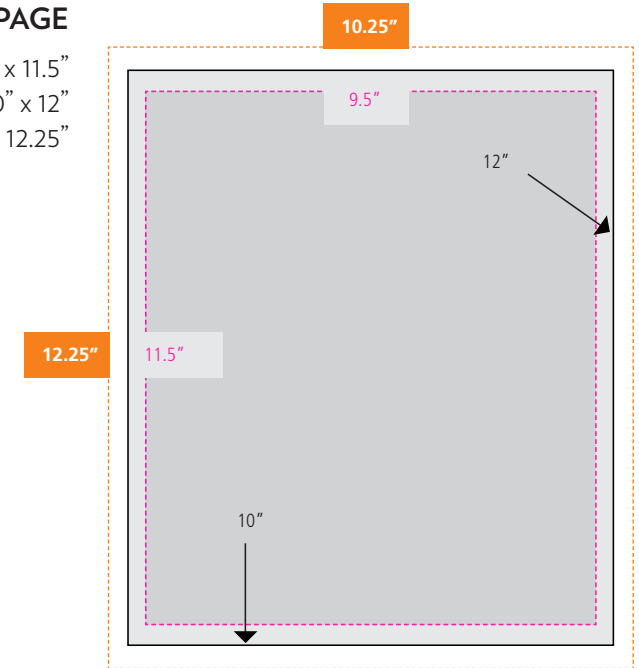
artwork@hauteliving.com / Angel Hernandez

FULL PAGE

Live Area: 9.5" x 11.5"

Trim: 10" x 12"

Bleed: 10.25" x 12.25"

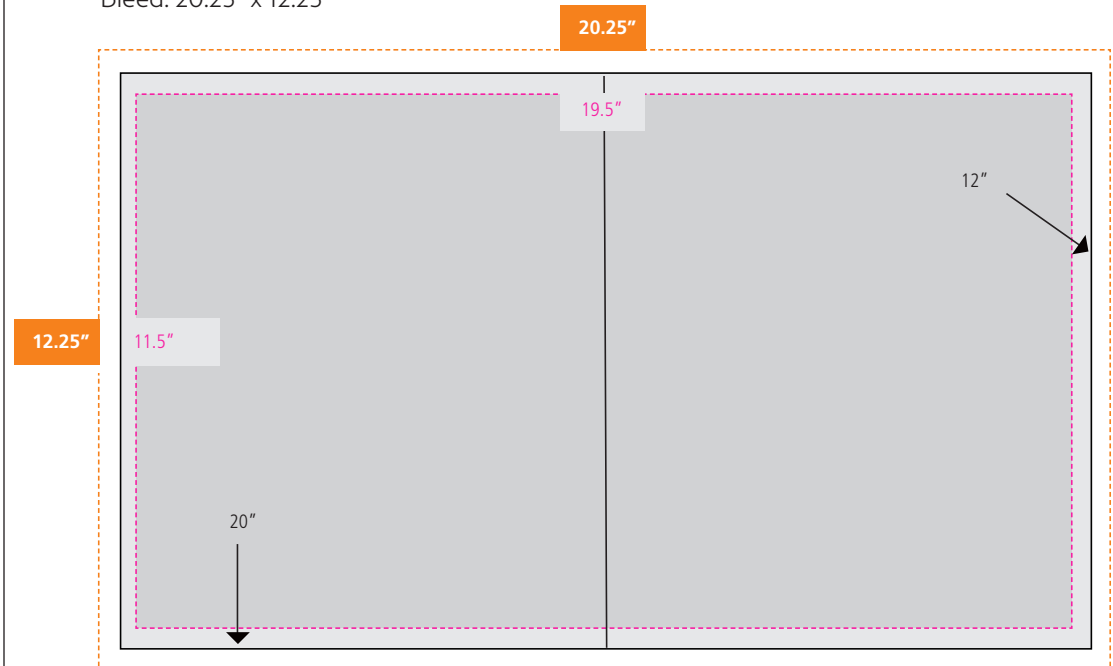


SPREAD

Live Area: 19.5" x 11.5"

Trim: 20" x 12"

Bleed: 20.25" x 12.25"



2015 Rate Card

City

35,000 COPIES • ONE MARKET

OFFERS	1X	3X	6X
Full Page	\$6,900	\$6,325	\$5,750
Double Page Spread	\$11,500	\$9,775	\$8,625
Inside Front Cover Spread	\$18,400	\$17,250	\$16,100
Inside Back Cover	\$8,050	\$7,475	\$6,900
Back Cover	\$13,800	\$11,500	N/A

Regional

70,000 COPIES • TWO MARKETS: EAST OR WEST COAST

OFFERS	1X	3X	6X
Full Page	\$11,500	\$10,925	\$10,350
Double Page Spread	\$18,400	\$17,825	\$16,100
Inside Front Cover Spread	\$20,700	\$18,400	\$17,250
Inside Back Cover	\$13,800	\$13,225	\$12,075
Back Cover	\$19,550	\$17,250	N/A

National

140,000 COPIES • ALL FOUR MARKETS

OFFERS	1X	3X	6X
Full Page	\$23,100	\$21,850	\$20,700
Double Page Spread	\$36,800	\$34,500	\$32,200
Inside Front Cover Spread	\$41,400	\$36,800	\$34,500
Inside Back Cover	\$27,600	\$25,300	\$24,150
Back Cover	\$39,100	\$34,500	N/A





HAUTE LIVING

2015 PRINT MEDIA KIT