

Bespoke. Concierge

NEW YORK EDITION



2017 Media Kit

PROVIDING AFFLUENT AND CULTURED TRAVELERS WITH THE MOST
UP-TO-DATE INSIDER KNOWLEDGE AND RESOURCES.

bespokemagazineonline.com



580 BROADWAY STREET #301 | LAGUNA BEACH, CA 92651 | TEL 949.715.4100 FAX 949.715.4106

Bespoke Concierge

EDITORIAL

“The Authoritative LOCAL Guide”

Bespoke Concierge utilizes our participating concierge teams from the finest luxury hotels as our main expert sources for the best of everything in the city.

From curated calendars and itineraries to shopping and dining by neighborhood, we help our readers discover what only the most well-informed city experts know.



Each issue includes recommendations, resources and infotainment in an easy-to-read, highly engaging format.

Calendar

A curated selection of the top events, exhibits, shows and high-profile local festivals and activities.

Radar

A snapshot of what's hot in the city features tips on the newest restaurants, lounges/bars, shops, museums, galleries and attractions.

Spotlight

Offering a zoomed-in look at a singular neighborhood, featuring top recommendations on where to dine, drink, shop and play.

Shop

These shops and boutiques will carry the latest trends in categories that include watches, jewelry, apparel and more.

Savor

A look at what's new on the culinary landscape highlighting specific restaurants that are must-visit dining destinations.

Itinerary

Morning-to-night itineraries featuring curated days dedicated to a different type of vacation, from romance to family fun.

Bespoke Concierge is the most reputable luxury guide to the city, focusing on:

- › SHOPPING
- › CULTURE
- › DINING
- › VIP ACCESS
- › STYLE

Regional Features

Each issue of *Bespoke Concierge* will include in-depth, local coverage that offers additional insight into the featured region. These features take readers into the heart of the city to experience the neighborhoods, arts, culture, dining and shopping in a new, vibrant way.

Global Interest/ Travel

Bespoke Concierge will also include a set of general interest features that cater to the broader pursuits and global worldviews of the affluent traveler, including emerging destinations, first-class travel experiences and more.



Bespoke Concierge

Bespoke Concierge is a destination-travel guide geared to the most affluent travelers. Partnering with concierge teams at the top luxury hotels, *Bespoke Concierge* is the most reputable source for local recommendations on the best of everything in the city, from upscale dining and shopping to culture and nightlife.

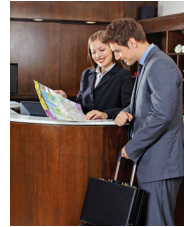
MEANINGFUL EXPERIENCES

It has never been more important to deliver deeper experiences to travelers by focus on inspiration, personalization and local experiences.

—British Hospitality Association, 09/15

DEMOGRAPHICS

Average Household Income	\$250,000+
Average Age	32+ years old
College Graduate	80%+
Male/Female	60%/40%
Second Homeowner	42%



READERSHIP & DISTRIBUTION

Delivering Affluence

Bespoke Concierge offers its partners access to one of the world's top audiences: the savvy, cultured traveler staying in the finest luxury hotels in the city.

NEW YORK CITY

The Peninsula New York, The Chatwal, The Carlyle, The Towers of the Waldorf Astoria New York, The Pierre - A Taj Hotel, Jet Luxury at the Trump Soho, Dream Downtown, and many more.

READERSHIP

The majority of copies are distributed to our select lists of the finest luxury hotels in each city. See distribution list for details.

All advertising partners and businesses mentioned in *Bespoke Concierge* are provided copies to distribute as needed. Other distribution includes:

- Luxury Retailers • Restaurants • Museums • Art Galleries • Luxury Shopping Centers

Bespoke Concierge is also distributed to our exclusive mailing lists and at promotional events.

Readership:

40,000 per market, per issue



PRINT DEADLINES

Fall 2017

AD CLOSE: JULY 21, 2017
MATERIALS DUE: JULY 31, 2017
PUBLISHED: AUGUST 11, 2017

Winter 2017

AD CLOSE: OCTOBER 20, 2017
MATERIALS DUE: OCTOBER 31, 2017
PUBLISHED: NOVEMBER 15, 2017

2017 NET RATES

Size	1x	2x (per issue)
Full Page	\$3,000	\$2,500
Inside Front Cover Spread	\$8,500	\$7,650
Pre TOC Spread	\$6,000	\$5,500
Spread	\$5,500	\$5,000
Inside Back Cover	\$4,500	
Back Cover	\$5,000	
Half Page	\$1,750	\$1,500

CUSTOM PRODUCED EDITORIAL PACKAGES

Increase your impact in Bespoke Concierge with custom content about your business produced by our award-winning editorial team.

OPTION 1: 1 PAGE

Get a page of editorial (up to 400 words + images) custom produced on your business. Includes 100 copies of the magazine.

\$2,300

OPTION 2: 2 PAGES

Get a page of editorial (up to 400 words + images) to run opposite your full-page advertisement OR get a two-page editorial feature (up to 800 words + images) custom produced on your business. Includes 150 copies of the magazine.

\$3,900

OPTION 3: 3 PAGES

Get a two-page editorial feature (up to 800 words + images) custom produced on your business plus a full page display ad. Includes 200 copies of the magazine.

\$5,100

Bespoke Concierge

CUSTOMIZED FOR YOUR HOTEL

Bespoke Concierge Magazine can be customized for your hotel. In addition to the relevant luxury and regional content found in every issue, Bespoke Concierge Magazine can be expertly tailored to connect with your guests.

OPTION #1

- Custom cover featuring your hotel
- Welcome letter from your General Manager
- Full digital version of publication
- Full page display ad
- 1,000 copies
- \$3,500 per issue

OPTION #2: EXPANDED CUSTOM CONTENT

- Customized Cover
- Welcome letter from your General Manager
- Concierge Feature (allows your hotel's concierge team to be the local experts)
- Property-specific feature stories (produced by our award-winning editorial team, this feature will highlight the best things currently happening at your property)
- Full digital version of publication
- Full page display ad
- 1,000 copies
- \$6,500 per issue

ADDED VALUE FOR YOUR GUESTS PLUS A WORLD-CLASS MARKETING TOOL

Other Bespoke Concierge Magazine partners have used their publications for:

- Direct mail to select guests and partners
- Group sales and wedding sales
- Residents and potential residents
- Special VIP events
- Public relations and marketing
- Distribution in spa lounge, at concierge desks, in-car services, etc.



Recognized as one of the top in-room luxury publishers nationwide, Firebrand Media is a full-service media company specializing in niche media. We create publications and marketing solutions that build a community for readers and a direct, more personal link to customers for leading luxury brands.

Our portfolio of in-room hotel publications has included:

The St. Regis Hotels & Resorts
Sea Island Resort
The Montage Hotels & Resorts
Preferred Hotel Group
Loews Hotels & Resorts
Omni Hotels & Resorts



ADVERTISING SPECIFICATIONS 2017

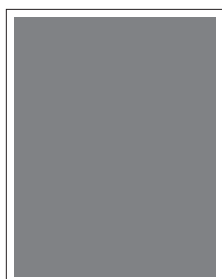
THIS PUBLICATION PRINTS COMPUTER-TO-PLATE.

PRINTING Web offset

BINDING Perfect bound

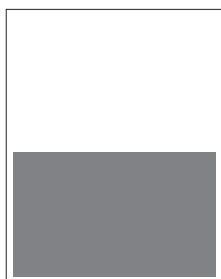
TRIM SIZE 7" width x 9" depth

LINE SCREEN / DENSITY 150 line / 300% maximum density



FULL PAGE

TRIM:
7" X 9"
BLEED:
7.25" X 9.25"
LIVE AREA:
6" X 8"



1/2 PAGE

TRIM:
6" X 4"



SPREAD

TRIM:
14" X 9"
BLEED:
14.25" X 9.25"
LIVE AREA:
13" X 8"

AD DIMENSIONS: All live matter must be at least 0.25" (1/4) from the trim and a minimum of 0.125" (1/8) bleed added to all sides.

NOTE: All live matter must be at least 1/4" from the TRIM of the magazine. The bleed size listed above is the page trim size with 1/8" minimum bleed added to all sides. It is not the trim size. Make sure that copy does not run into the gutter on two-page spread ads.

PREPRESS GUIDELINES: Bespoke Concierge Magazine is a Macintosh format Computer to Plate (CTP) environment, Adobe

InDesign is the primary page layout program used. PDF/X1-a and Macintosh formatted InDesign documents are the preferred material formats. Your files will pass through a preflight operation to confirm all elements are present and correct. If there are problems, we will contact you and work to resolve them (with applicable charges). To minimize problems, please read and follow the guidelines below.

DIGITAL FILE REQUIREMENTS: We accept the following native file formats: Adobe InDesign (preferred) *Adobe Photoshop and *Adobe Illustrator. You must package or collect all support files including fonts. Do not apply style attributes to fonts. Use only standard Adobe fonts in PC-created documents. Convert all PMS spot colors used in any application to CMYK.

IMAGES: All images must be submitted (grayscale or CMYK) as native Photoshop PSD, EPS or TIF at 300 dpi. (Images supplied at

lower resolution will result in an inferior print quality that will not be the publisher's responsibility.) Any images supplied as RGB, index, lab or containing color profiles will be converted to CMYK, which may result in an undesirable color shift. We can't be responsible for files supplied in formats other than CMYK. Scaling, rotating or other image manipulation must be done prior to placement in the page layout program.

PDFS: PDF x1a files are acceptable only if they meet size, color and resolution requirements as detailed in the Images section above.

PROOFS: For color-sensitive materials, a proof created to SWOP specifications is required. Ink jet and laser prints are acceptable for content only. We will not be responsible for color shifts on press if no approved color proof has been supplied.

FTP SITE INFORMATION EMAIL OR CALL:

tina@firebrandmediainc.com, 949-715-4100

AD SUBMISSION: Please send or email materials and direct questions to the following:

Bespoke Concierge Magazine c/o Firebrand Media, LLC
Attn: Tina Leydecker
385 Second Street, Laguna Beach, CA 92651
Phone: 949-715-4100 Fax: 949-715-4106
tina@firebrandmediainc.com

Bespoke Concierge

FAQs

What is Bespoke Concierge Magazine?

Bespoke Concierge is a luxury lifestyle publication serving the most discriminating travelers staying in the top hotels in the country.

What is the content of the publication?

Bespoke Concierge is filled with interactive and engaging content relevant to the affluent, educated and active travelers who have a taste for substance and a passion for the finer things in life. There is a heavy focus on dining, shopping, nightlife and culture.

Is Bespoke Concierge customized for our area?

Yes. Each regional version of Bespoke Concierge is unique and captures the essence and culture of each destination city where it is published.

How is it customized for our hotel?

Bespoke Concierge is expertly tailored to connect with your guests. Our experienced editorial team will produce content to customize your Bespoke Concierge Magazine for your hotel.

Your Bespoke Magazine includes:

- ▶ Welcome letter from the General Manager
- ▶ Concierge Feature (allows your hotel's concierge team to be the local experts)
- ▶ Property-specific feature stories (produced by our award-winning editorial team, these features will highlight the best things currently happening at your property)
- ▶ Full digital version of complete publication
- ▶ Full-page display ad

Do we have to write the stories for our Bespoke Concierge?

No. Our editorial team produces all the content.

How are we involved and how much of our time will it take?

You are only involved with the content directly associated with your hotel. We work directly with the marketing person/team at each property. We ask that you help facilitate interviews where necessary and work with us regarding photography needs.

Will we get a chance to approve our stories?

Yes. We will send you designed pdfs of all the content related to your hotel for approval.

What if we want a branded customized magazine for our hotel or group of hotels?

Firebrand Media is a leader in branded luxury hotel publications. Bespoke Concierge is an easy, affordable way to have a customized version of an in-room luxury publication. However, our specialty is in producing branded publications (for brands such as Montage Hotels & Resorts, St. Regis, Omni Hotels & Resorts, Loews Hotels, and more, etc.). If you are interested in a proposal on a branded publication for your hotel or hotel group, please contact us.





DIGITAL ADVERTISING SPECIFICATIONS 2017

WWW.BESPOKEMAGAZINEONLINE.COM

AD UNIT IMAGE SIZES ~ PLACEMENTS & PRICING

LEADERBOARDS (728 width x 90 depth in pixels)

Placement: Global header \$1000 net or Global footer \$800 net per month



FEATURED ADVERTORIAL SPOTLIGHT ADS (1100 width x 510 depth in pixels)

Placement: Home Page plus one destination city linked, to your advertorial \$1000 net per month

Destination City Only - \$600 net per month



BOX ADS (300 width x 250 depth in pixels)

Placements: Global Top Right \$750 net, Middle Right \$500 net, Bottom Right \$350 net per month

Destination City Only - Top Right \$500 net, Middle Right \$350 net, Bottom Right \$250 net per month



• Destination Cities available: Aspen, Chicago, Los Angeles, Miami, New York and San Fran

• Rotation: Featured Spotlight Advertorial do not exceed 5 featured posts. Box Ads: Do not rotate.

Images should be max 50Kb gif or jpeg

Provide us with your destination URL / web address.

Ad materials are due the 25th the month prior to the ad run date.

Digital ad materials go to scott@firebrandmediainc.com



FIREBRAND PORTFOLIO



FIREBRAND MEDIA PUBLISHES A WIDE PORTFOLIO OF PRODUCTS, INCLUDING:

- **Montage Magazine:** The international in-room print publication and digital magazine for Montage Hotels & Resorts
- **Sea Island Life Magazine:** In-room print magazine publishers for the iconic Sea Island Resort
- **Salamander Magazine:** The in-room publication for Southeast luxury destinations of The Salamander Hotels & Resorts
- **Bespoke Concierge Magazine:** Regional luxury travel publication in top hotel rooms and concierge desks in major US cities
- **Pacific Coast Magazine:** 100,000+ circulation regional publication celebrating the iconic California lifestyle and culture
- **Newport Beach Country Club Magazine:** The NBCC magazine captures Newport Beach club life like never before. And Newport Beach Country Club Magazine is the only way to reach this exclusive, affluent audience.
- **Laguna Beach & Newport Magazines:** Award-winning city publications for Laguna Beach, CA and Newport Beach, CA
- **OCinSite.com:** A coastal Orange County lifestyle portal
- **Laguna Beach & Newport Beach Independents:** The weekly newspapers of choice for Laguna Beach & Newport Beach
- **Coastal Real Estate Guide:** Weekly guide reaching more than 180,000 affluent readers in select Orange County coastal neighborhoods

For more information, contact your Firebrand Media representative or Steve Zepezauer, CEO & Editorial Director (steve@firebrandmediainc.com) Visit us online at firebrandmediainc.com

