

# Bespoke. Concierge

A LUXURY LIFESTYLE PUBLICATION SERVING THE MOST DISCRIMINATING TRAVELERS.



## 2016 Media Kit

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



250 BROADWAY STREET LAGUNA BEACH, CA 92651 TEL 949.715.4100 FAX 949.715.4106

# 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.

## 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.

ASPEN • CHICAGO • LOS ANGELES • MIAMI • NEW YORK CITY • SAN FRANCISCO

## DEMOGRAPHICS

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

## 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:*** 210,000\*

\* Includes all regions: ASPEN • CHICAGO • LOS ANGELES • MIAMI • NEW YORK CITY • SAN FRANCISCO

***57% of affluent travelers rely on on-site staff (concierges)  
to decide on activities once on their trip.***

Source: Ipsos MediaCT, Google Travel Study, May to June 2013



# 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, women's apparel and more.

#### ***Savor***

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

#### ***Itinerary***

Three 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

## PRINT DEADLINES

### *Spring/Summer 2016*

AD CLOSE: March 4, 2016  
MATERIALS DUE: March 11, 2016  
PUBLISHED: April 1, 2016

### *Fall/Winter 2016*

AD CLOSE: SEPTEMBER 5, 2016  
MATERIALS DUE: SEPTEMBER 12, 2016  
PUBLISHED: OCTOBER 3, 2016

## ADDED VALUE FOR FULL PAGE ADVERTISERS



All full page advertisers will receive free promotional content both in print and online.

Promotional content will be written by a member of the *Bespoke Concierge* editorial staff and includes one image.



After you book your full-page ad, your sales representative will send you a form for your promotional content. Send us a hi-res image and an outline of what you'd like us to promote (keep in mind that the word count will be around 100 words). Clients will have the opportunity to approve the editorial.

[www.bespokemagazineonline.com](http://www.bespokemagazineonline.com)

## MARKETS AVAILABLE

ASPEN • CHICAGO • LOS ANGELES • MIAMI • NEW YORK CITY • SAN FRANCISCO

### 2016 NET RATE PER MARKET

Size	1x	2x (per issue)
Full Page	\$3,900	\$3,510
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	\$2,500	\$2,250

### MULTI-MARKET DISCOUNTS\*

2 Markets....10% Discount  
3 Markets....15% Discount  
4 Markets....25% Discount  
5 Markets....30% Discount  
6 Markets....35% Discount

\* Excludes Premium Positions



250 BROADWAY STREET LAGUNA BEACH, CA 92651 TEL 949.715.4100 FAX 949.715.4106

## ADVERTISING SPECIFICATIONS 2016

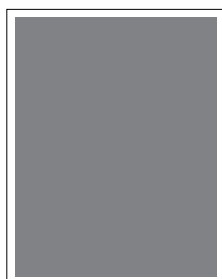
THIS PUBLICATION PRINTS COMPUTER-TO-PLATE.

**PRINTING** Web offset

**BINDING** Perfect bound

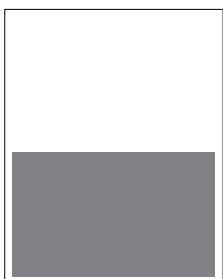
**TRIM SIZE** 7" width x 9" depth

**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  
250 Broadway St., Laguna Beach, CA 92651  
Phone: 949-715-4100 Fax: 949-715-4106  
tina@firebrandmediainc.com



# Bespoke Concierge

IN ADDITION TO BESPOKE CONCIERGE MAGAZINE, FIREBRAND MEDIA PUBLISHES A WIDE PORTFOLIO OF PRINT AND DIGITAL MEDIA, INCLUDING:

- » **Bespoke Concierge Magazine:** A regional luxury travel publication distributed at the top hotel concierge desks in major cities
- » **Sea Island Life Magazine:** The official publication for Sea Island Resort and residences
- » **Loews Magazine:** The in-room publication for Loews Hotels & Resorts
- » **Laguna Beach Magazine:** An award-winning city publication for Laguna Beach, California
- » **Newport Beach Magazine:** An award-winning city publication for Newport Beach, California
- » **OCinSite.com:** A coastal Orange County lifestyle portal
- » **Laguna Beach Independent:** The weekly newspaper of choice for Laguna Beach
- » **Newport Beach Independent:** The weekly newspaper of choice for Newport Beach
- » **Coastal Real Estate Guide:** Reaches more than 80,000 affluent readers in Laguna and Newport

## REGIONAL LIFESTYLE PUBLICATIONS



## LUXURY HOTEL PUBLICATIONS



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



250 BROADWAY STREET LAGUNA BEACH, CA 92651 TEL 949.715.4100 FAX 949.715.4106