

BEVERLY HILLS | DEER VALLEY® | KAPALUA BAY | LAGUNA BEACH | PALMETTO BLUFF

# Montage

## MAGAZINE

Montage Magazine is the exclusive lifestyle publication for the transcendent Montage Hotels and Resorts brand. Dedicated to the guests, aficionados, and residential owners of each Montage destination, the pages of the magazine reflect the comfortable elegance and grace of Montage and the lifestyle it embodies.



Montage has established itself as one of the world's leading luxury hotel groups. With iconic mountain, city, and beach resort locations, Montage is ideally positioned to serve the most discriminating travelers. And now, these guests have a magazine worthy of their refined sensibility and adventurous travel spirit. Montage Magazine reflects and speaks to the upscale aesthetic of its readers, providing an insider's look at Beverly Hills, Deer Valley, Kapalua, Laguna Beach and Palmetto Bluff, as well as other destinations around the globe. With stunning photography, design, and exceptional writing, every issue of Montage Magazine captures the

essence of the people, lifestyle, and destinations relevant to the Montage guest and owner.

Montage Magazine offers advertisers an exceptional environment and opportunity to reach an extraordinary audience. With an annual income in excess of \$1 million, the Montage guest and residential owner is the target customer for luxury goods, travel, and other products and services. No other media reaches this demographic more completely and efficiently than Montage Magazine.

## 2016 Media Kit





## MONTAGE BEVERLY HILLS

- 201 well-appointed guestrooms, including 55 suites, located steps from Rodeo Drive
- Two restaurants including celebrity chef Scott Conant's Scarpetta Los Angeles, offering soulful Italian cuisine and The Rooftop Grill, serving fresh California fare with striking views of the Hollywood Hills
- Luxurious, sophisticated, and innovative Spa Montage and flagship Kim Vō Salon
- Parq Bar, with live evening entertainment and £10, an exclusive lounge featuring handcrafted cocktails by The Macallan
- 13 miles from Los Angeles Intl. Airport (LAX), 13 miles from Bob Hope Airport (BUR)



## MONTAGE DEER VALLEY

- 220 spacious guestrooms and suites located minutes from charming Old Town Park City
- Five dining options including Daly's Pub & Rec. featuring classic comfort food; Apex, a celebration of classic continental cuisine and Burgers & Bourbon offering gourmet burgers and handspun shakes
- Alpine inspired Spa Montage with an indoor lap pool
- Ski-in/ski-out access to one of America's finest ski resorts
- 36 miles from Salt Lake City Intl. Airport (SLC)



## MONTAGE KAPALUA BAY

- 50 ocean view all-suite accommodations ranging from one to four bedrooms
- Two restaurants and a lounge, featuring island inspired cuisine and cocktails Tropical Spa Montage and salon offering treatments infused with indigenous Hawaiian ingredients
- Set across 24 acres on legendary Kapalua Bay, one of the finest beaches in Maui
- 4 miles from Kapalua Airport (JHM) and 33 miles from Maui's Kahului Airport (OGG)



## THE INN AT PALMETTO BLUFF, A MONTAGE RESORT

- 50 individual cottages located in the heart of South Carolina's Lowcountry
- Distinctive restaurants offering innovative cuisine inspired by the region's unique heritage and culture
- The Spa at Palmetto Bluff, a sanctuary of relaxation and wellness
- Renowned Jack Nicklaus signature May River Golf Course surrounded by a sweeping nature preserve
- 23 miles from Savannah/Hilton Head International Airport (SAV)



## MONTAGE LAGUNA BEACH

- 248 ocean view guestrooms, including 60 suites, located in a vibrant artist colony
- Three restaurants offering modern French cuisine with California influences at Studio, creative American bistro dishes at The Loft, and beach fare at Mosaic Bar & Grille
- Ocean and nature inspired Spa Montage and Kim Vō Salon in a resplendent retreat setting
- Steps from premiere beaches and moments away from enchanting downtown Laguna Beach
- 18 miles from Orange County's John Wayne Intl. Airport (SNA), 37 miles from Long Beach Airport (LGB), 55 miles from Los Angeles Intl. Airport (LAX)



## READER DEMOGRAPHICS\*

### *The Montage guest & Montage magazine reader*

Average annual household income .....	\$1,138,000
Assets.....	\$11,100,000
Median net worth .....	\$5,300,000
Value of real estate holdings.....	\$2,900,000
Travel domestically .....	91%
Travel internationally.....	73%
Vacationed at a resort in the last year .....	55%
Amount spent on average on vacation travel per year .....	\$11,000
Use a wealth advisor .....	25%
Bought a luxury car in the last 2 years .....	59%
Purchased jewelry in the last 2 years .....	46%
Feel that private jets are practical business tools.....	52%
Have purchased a vacation/second home in the last 3 years.....	22%
Have purchased a primary home in the last 3 years .....	19%

\* Based on portfolios and surveys of frequent Montage guests



## 2016 Advertising Rates

SIZE	1-TIME RATE	4-TIME RATE
FULL PAGE	\$5,000	\$4,300
COVER 3 (PER MARKET)	\$5,000	\$4,300
COVER 4 (PER MARKET)	\$6,000	\$5,000
COVER 2 + PAGE 1 (OPENING SPREAD)	\$12,000	\$10,000
PRE TOC SPREADS	\$11,000	\$9,000

- \* All rates are net
- \* Advertisers contracted in multiple  
Firebrand magazines are entitled to a 10% discount
- \* 10% surcharge for additional premium positions  
(first 25% of book)

## OUR READERS

125,000 Readers Per Issue

Montage Magazine is distributed in every suite, guest room, and residence at all five Montage properties: Beverly Hills, Deer Valley, Kapalua, Laguna Beach and Palmetto Bluff. This is an exceptional opportunity to reach and influence an exclusive, affluent audience, 365 days per year.

884 total suites and rooms, plus 129 permanent residences.

More than 125,000 guests and owners read each issue of Montage Magazine.

## DISTRIBUTION

### IN-ROOM & SPA

Montage Magazine is placed in every suite and guest room at all Montage properties. Copies are also available at the spa at all five properties, offering additional exposure for advertisers.

### RESIDENTIAL & SALES

Montage Magazine is delivered to every Montage residential owner. Also, copies of the magazine are sent to well-qualified prospective owners.

### DIRECT MAIL & PARTNER DISTRIBUTION

Copies are mailed to selected Montage VIP guests, and through selected Montage marketing partners.

### EVENT DISTRIBUTION

Copies are distributed at selected VIP events at the hotels throughout the year.



## 2016 PUBLICATION & CLOSING DATES

### SPRING

Space closing and ad materials deadline **FEBRUARY 10**

Publishes **MARCH 1**

### SUMMER ISSUE

Space closing and ad materials deadline **MAY 9**

Publishes **JUNE 1**

### FALL ISSUE

Space closing and ad materials deadline **AUGUST 8**

Publishes **SEPTEMBER 1**

### WINTER ISSUE

Space closing and ad materials deadline **NOVEMBER 7**

Publishes **DECEMBER 1**

For additional information, contact your Firebrand/Montage Magazine representative or: Steve Zepezauer, Founder and Publisher [steve@firebrandmediainc.com](mailto:steve@firebrandmediainc.com)

## ADVERTISING SPECIFICATIONS

THIS PUBLICATION PRINTS COMPUTER-TO-PLATE.

**PRINTING** Web offset

**BINDING** Perfect bound

**TRIM SIZE** 10 width x 12 depth

**LINE SCREEN / DENSITY** 150 line / 300% maximum density

### AD DIMENSIONS

	TRIM	BLEED	LIVE AREA
<b>FULL PAGE</b>	10 x 12	10.25 x 12.25	9.5 x 11.5
<b>SPREAD</b>	20 x 12	20.25 x 12.25	19.5 x 11.5

**NOTE:** All live matter must be at least 1/4" from the TRIM and a minimum of 1/8" bleed added to all sides. Make sure that copy does not run into the gutter on two-page spread ads. If you are supplying gatefold materials, please call your sales representative for the correct ad dimensions.

**PREPRESS GUIDELINES:** Firebrand is a Macintosh format Computer to Plate (CTP) environment, and Adobe InDesign is the primary page layout programs 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:

- \* PDF/X1-a (preferred)
- \* Adobe InDesign
- \* Adobe Photoshop
- \* Adobe Illustrator

You must package or collect all support files including fonts. True type and .dfonts are not acceptable and will be substituted with the closest equivalent. 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 TIFF 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 cannot 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 Image 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

### FOR CREATIVE SERVICES EMAIL OR CALL:

sonia@firebrandmediainc.com, 949-715-4100

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

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# Montage

## MAGAZINE

IN ADDITION TO MONTAGE 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, C.E.O. & Editorial Director  
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