



## ESCAPES MAGAZINE

# 2018 MEDIA KIT



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

OMNI HOTELS & RESORTS

# ESCAPES

NEVER STAY THE SAME

Travel changes you. The places we visit and the things we experience along the way shape how we view the world, inspire us and help us evolve. Omni's *Escapes* magazine is dedicated to the visitors and local aficionados of every unique destination in which Omni is located and strives to capture those moments in travel that are departures from the everyday.



## About Omni Hotels & Resorts

Omni Hotels & Resorts creates unique and authentic experiences for the close to 7 million guests that stay annually. Offering 60 distinct hotels and resorts (including 20 world-class golf courses) in leading business centers and leisure destinations across North America, Omni pairs thoughtful details with unparalleled service.

Each Omni location showcases the local flavor of the destination while featuring four-diamond services, signature restaurants, and award-winning spa and wellness options.

## Circulation & Distribution

Omni *Escapes* magazine is distributed quarterly in every guest room at all 60 Omni Hotels & Resorts in North America. Additional copies are mailed to 1,500 Omni Black Level guests as well as 1,000 top meeting planners.

This is an exceptional opportunity to reach and influence an exclusive, affluent audience, 365 days per year.

### Number of Hotels

**60**

in the United States,  
Canada and Mexico

### Number of Rooms

**21,000**

Approximately

### Guests per Year

**7,000,000**

Approximate number of guests  
who stay at Omni

### Readers per Issue

**920,000**

Approximately  
Based on # of rooms,  
occupancy rate, # of guests  
per room, and average number  
of nights stayed

**Firebrand**  
media, LLC

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## READER DEMOGRAPHICS & INTERESTS

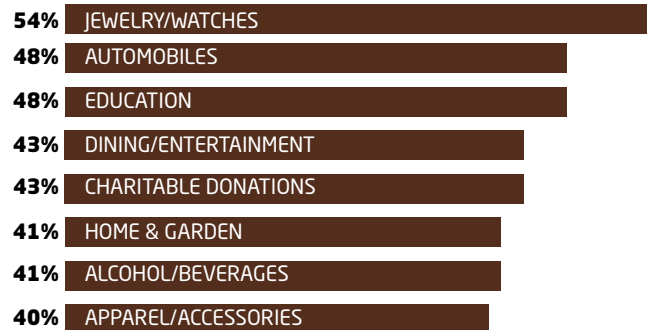
The typical Omni *Escapes* reader is affluent, well traveled and highly educated. With a thirst for luxury brands and a love for travel, this audience is active, adventurous and has an avid desire for knowledge and lifestyle trends.

### Our Omni *Escapes* magazine readers map most closely with the Power Elite,\* the largest portions of which:

- **Travel on 7-8 trips per year**; a combination of leisure, business and bleisure
- **66%** are seeking to immerse themselves in a destination and learn about surrounding culture through travel experiences
- **55%** of business guests took time for activities associated with leisure during the trip (e.g. golf, spa)
- **53%** of business guests extended a trip for pleasure or brought a spouse in the past year
- **57%** like to look at travel magazines and guidebooks to determine where they want to travel

Annual Household Income (HHI) ... **\$250,000+**  
 Estimated Home Value..... **\$750,000+**  
 Male..... **52%**  
 Female ..... **48%**  
 College Graduate ..... **73%**

### SPENDING INTEREST\* INCREASING THIS YEAR IN...



\*Sources: Using non-personally identifiable information (PII), more than 300,000 Omni guest and club membership records were mapped to more than 300 data attributes in the Experian Mosaic Consumer Lifestyle Segments. This data revealed the Omni guest to be primarily comprised of the Power Elite. Other portions of research provided by the Ipsos Affluent Survey.



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## EDITORIAL OVERVIEW

With award-winning writers and stunning photography, this oversized luxury magazine reflects the passions and activities of the Omni guest: modern-day, affluent travelers who stay and play at distinct hotels and resorts in iconic destinations because they seek authentic local experiences at the best locations in the city.

Omni *Escapes* magazine engages and delights this sophisticated demographic that is looking for intelligent, unpretentious and insider information that's useful and interesting.

### IN EACH ISSUE

Each issue inspires travelers and locals with an emphasis on authentic and unique experiences, fine dining and wine, entertainment, culture, wellness, shopping, outdoor experiences, regional travel, and relevant information for both the leisure and business traveler, including:

- Destination Travel & Trends
- Food & Drink
- Arts & Culture
- Outdoor Experiences
- Spa & Wellness
- Fashion & Style
- Shopping
- Home, Design & Architecture



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## ABOUT OMNI HOTELS & RESORTS

Omni Hotels & Resorts creates genuine, authentic experiences for the close to 7 million guests that stay annually at the 60 distinct luxury hotels and resorts in leading business gateways and leisure destinations across North America. Each Omni location showcases the local flavor of the destination while featuring four-diamond services, signature restaurants, and unique wellness options. Known for its award-winning, personalized service, Omni leaves a lasting impression with every customer interaction.

### Omni has properties in the following locations:

**ARIZONA**

Omni Tucson National Resort  
Omni Scottsdale Resort & Spa at Montelucia

**CALIFORNIA**

Omni Los Angeles Hotel at California Plaza  
Omni Rancho Las Palmas Resort & Spa  
Omni La Costa Resort & Spa  
Omni San Diego Hotel  
Omni San Francisco Hotel

**COLORADO**

Omni Interlocken Hotel

**CONNECTICUT**

Omni New Haven Hotel at Yale

**DISTRICT OF COLUMBIA**

Omni Shoreham Hotel

**FLORIDA**

Omni Amelia Island Plantation Resort  
Villas of the Amelia Island Plantation  
Omni Jacksonville Hotel  
Omni Orlando Resort at ChampionsGate

**COMING SOON**

Omni Frisco Hotel (Summer 2017)  
Omni Hotel at the Battery Atlanta (Winter 2017)  
Omni Louisville Hotel (Summer 2018)

**GEORGIA**

Omni Atlanta Hotel at CNN Center

**ILLINOIS**

Omni Chicago Hotel

**INDIANA**

Omni Severin Hotel

**LOUISIANA**

Omni Royal Crescent Hotel  
Omni Royal Orleans  
Omni Riverfront Hotel

**MASSACHUSETTS**

Omni Parker House

**NEW HAMPSHIRE**

Omni Mount Washington Resort  
Omni Bretton Arms Inn at Mount Washington

**NEW YORK**

Omni Berkshire Place

**NORTH CAROLINA**

The Omni Grove Park Inn  
Omni Charlotte Hotel

**PENNSYLVANIA**

Omni Bedford Springs Resort & Spa  
Omni William Penn Hotel

**RHODE ISLAND**

Omni Providence Hotel

**SOUTH CAROLINA**

Omni Hilton Head Oceanfront Resort

**TENNESSEE**

Omni Nashville Hotel

**TEXAS**

Omni Austin Hotel Downtown  
Omni Austin Hotel at Southpark  
Omni Barton Creek Resort & Spa  
Omni Corpus Christi Hotel  
Omni Dallas Hotel at Park West  
Omni Dallas Hotel  
Omni Mandalay Hotel at Las Colinas  
Omni Fort Worth Hotel  
Omni Houston Hotel  
Omni Houston Hotel at Westside  
Omni San Antonio Hotel at the Colonnade  
Omni La Mansión del Rio  
Mokara Hotel & Spa

**VIRGINIA**

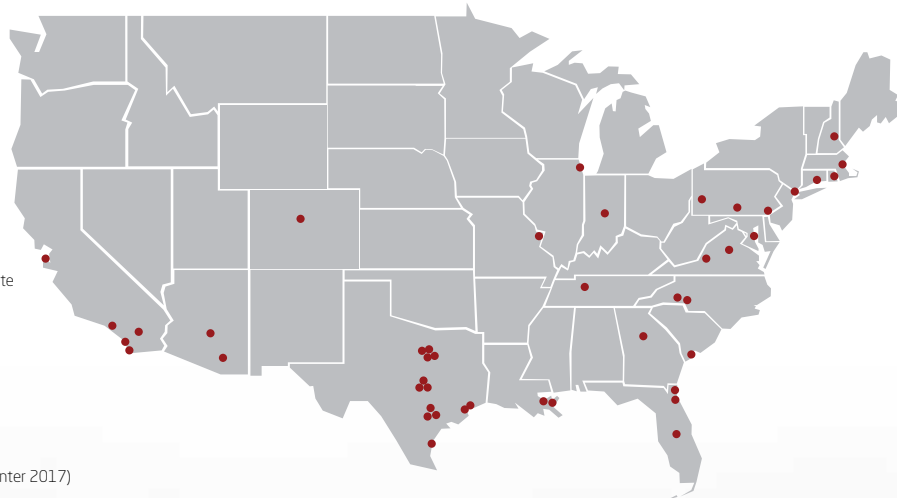
Omni Charlottesville Hotel  
The Omni Homestead Resort  
Omni Richmond Hotel

**CANADA**

Hôtel Omni Mont-Royal  
The Omni King Edward Hotel

**MEXICO**

Omni Cancun Hotel & Villas  
Omni Puerto Aventuras Beach Resort



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## ADVERTISING RATES

### 2017/2018 ADVERTISING RATES

	1x	2x	4x
Full Page	\$7,000	\$6,300	\$5,200
Half Page	\$4,500	\$4,000	\$3,400
Opening Spread	\$16,800		
Pre-TOC Spreads	\$15,500		
Inside Back Cover (per market)	\$4,000		
Back Cover (per market)	\$5,000		

\* 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)



## PUBLICATION & CLOSING DATES

### WINTER 2017/2018

Space Closing / Ad Materials Deadline: DECEMBER 15

Publishes: JANUARY 12

### SUMMER 2018

Space Closing / Ad Materials Deadline: JUNE 22

Publishes: JULY 13

### SPRING 2018

Space Closing / Ad Materials Deadline: MARCH 23

Publishes: APRIL 13

### FALL 2018

Space Closing / Ad Materials Deadline: SEPTEMBER 21

Publishes: OCTOBER 12

For additional information, contact your Firebrand/Omni Escapes Magazine representative or:

Steve Zepezauer, Publisher  
steve@firebrandmediainc.com



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## 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>HALF PAGE</b>	9.5 x 5.625		9.5 x 5.625
<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 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:

- \* 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:

**ESCAPES Magazine** c/o Firebrand Media, LLC  
Attn: Tina Leydecker  
**Firebrand Media, LLC**  
580 Broadway Street #301  
Laguna Beach, CA 92651

**Phone:** 949-715-4100  
**Fax:** 949-715-4106  
**email:** tina@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
- **Omni Escapes Magazine:** The in-room print publication and digital blogging for 50+ Omni Hotels & Resorts nationwide
- **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
- **Evans Hotel Magazine:** In-room print publishers for the Sand Diego based Evans Hotel Group
- **Newport Beach Country Club Magazine:** Official NBCC magazine for members and guests.
- **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
- **Laguna Beach & Newport Beach 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](mailto:steve@firebrandmediainc.com))

Visit us online at [firebrandmediainc.com](http://firebrandmediainc.com)