Montage
MAGAZINE

Montage
LIFE, WELL LIVED

LOS CABOS
LUXE
ON THE SHORES OF
ICONIC SANTA MARIA BAY

RIDE & DRIVE
ALL-WHEEL DRIVE CADILLACS ARE NOW
AVAILABLE TO MONTAGE GUESTS
SWEET 15
ONE-OF-A-KIND EXPERIENCES
CELEBRATE MONTAGE'S 15TH ANNIVERSARY
SURF'S UP
RIDING WAVES AT SOME OF THE
WORLD'S PRIME SURF SPOTS

Montage
LIFE, WELL LIVED

**A SUSTAINABLE
RENOVATION**
MONTAGE LAGUNA BEACH DEBUTS
A NEW, REFRESHED LOOK

Montage
LIFE, WELL LIVED

**THE GREAT
OUTDOORS**
EXPLORING MONTAGE DEER VALLEY'S
ADVENTURE-FILLED BACKYARD

2020 MEDIA KIT

Firebrand
media LLC

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, Los Cabos 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.

MONTAGE DEER VALLEY

- 220 guest rooms, suites and residences 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 BEVERLY HILLS

- 201 well-appointed guestrooms, including 55 suites, located steps from Rodeo Drive
- Two restaurants including Georgie, helmed by renowned chef and restaurateur Geoffrey Zakarian, offering Modern American 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
- The Garden Bar, a bustling, dynamic lounge also developed by Chef Zakarian, 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)

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MONTAGE KAPALUA BAY

- 50 ocean view residential-style accommodations and six grand residential-style accommodations
- 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)

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)

MONTAGE LOS CABOS

- 122 ocean view guestrooms and suites, steps from the azure waters of Santa Maria Bay
- Two restaurants featuring abundant seafood and innovative use of fresh, local ingredients
- 40,000-square-foot Spa Montage, Fitness Center and Movement Studio
- Access to The Fred Couples Signature Golf Course
- 24 miles from Los Cabos International Airport (SJD)

MONTAGE PALMETTO BLUFF

- 150 cottages, cottage suites and village homes located in the heart of South Carolina's Lowcountry
- Distinctive restaurants offering innovative cuisine inspired by the region's unique heritage and culture
- Spa Montage, a sanctuary of relaxation and wellness
- Renowned Jack Nicklaus Signature Golf Course surrounded by a sweeping nature preserve
- 23 miles from Savannah/Hilton Head International Airport (SAV)

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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

2020 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 six Montage properties: Beverly Hills, Deer Valley, Kapalua, Laguna Beach, Los Cabos and Palmetto Bluff. In addition, Montage Magazine is distributed in every suite and guest room at Pendry San Diego and Sagamore Pendry Baltimore. This is an exceptional opportunity to reach and influence an exclusive, affluent audience, 365 days per year.

1,436 total suites and rooms, plus 181 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 six 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.

Montage

LIFE, WELL LIVED   SPRING 2018

DAY TRIP:
THE ROAD TO HANA
A ONE-DAY, OFF-THE-GRID
EXPERIENCE NEAR
MONTAGE KAPALUA BAY

2020 PUBLICATION & CLOSING DATES

SPRING ISSUE 2020

Space closing and ad materials deadline	**FEBRUARY 28**
Publishes	**MARCH 13**

SUMMER ISSUE 2020

Space closing and ad materials deadline	**MAY 29**
Publishes	**JUNE 12**

FALL ISSUE 2020

Space closing and ad materials deadline	**AUGUST 28**
Publishes	**SEPTEMBER 11**

WINTER ISSUE 2020

Space closing and ad materials deadline	**NOVEMBER 23**
Publishes	**DECEMBER 11**

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

On sale dates may change throughout the year due to unforeseen circumstances, your representative will keep you posted of the latest deadlines and on sale dates.

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ADVERTISING SPECIFICATIONS

This publication prints computer-to-plate.

PRINTING Web offset
BINDING Perfect bound
TRIM SIZE 10 width × 12 depth
LINE SCREEN / DENSITY 150 line / 300% maximum density

AD DIMENSIONS

	TRIM	BLEED	LIVE AREA
FULL PAGE	10 × 12	10.25 × 12.25	9.5 × 11.5
SPREAD	20 × 12	20.25 × 12.25	19.5 × 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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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

- **MONARCH BEACH RESORT MOMENTS MAGAZINE:** The in-room publication for Monarch Beach Resort

- **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

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