

# SEA ISLAND LIFE

MAGAZINE

THE OFFICIAL MAGAZINE FOR SEA ISLAND



## 2020 Media Kit



# SEA ISLAND LIFE

MAGAZINE



## OVERVIEW

Sea Island Life magazine is a lifestyle publication that celebrates people, places and activities in the Sea Island spirit. This oversized luxury magazine reflects the passions and activities of the Sea Island member and guest: travel, cuisine, design, fashion, the sporting life and more. Supported by stunning photography, Sea Island Life engages and delights the reader while celebrating this very special destination.

## CIRCULATION AND DISTRIBUTION

Published twice annually, Sea Island Life reaches every guest and member of Sea Island as well as The Broadmoor, Sea Island's sister property. Distribution includes all guest rooms and suites at the two award-winning properties: The Cloister at Sea Island and The Lodge at Sea Island. In addition, issues of Sea Island Life are mailed to all members of the exclusive Sea Island Club, and are also distributed in all cottages on Sea Island and The Inn at Sea Island.

- » The Cloister at Sea Island (265 rooms and suites)
- » The Lodge at Sea Island Golf Club (58 guests rooms with guest cottages and new King Cottage)
- » The Inn at Sea Island (85 guest rooms)
- » Sea Island Cottages (135 cottages)
- » All Sea Island members (approx. 1,800)
- » Exposure to at least 226,000 guests annually
- » High-visibility locations throughout Sea Island
- » Distributed at The Broadmoor, Sea Island's sister property: 335,000 guests annually, 784 guest rooms, suites, cottages, brownstones, and Estate House.
- » Distributed to our partner company, Windstar Cruises, known as the world's best small ship cruise line (1,200 per issue)



**18,000 copies – more than  
100,000 readers per issue**







## THE ADVERTISING OPPORTUNITY

Sea Island Life offers advertisers a unique way to reach a valuable and exclusive audience. No other media can reach this affluent and sophisticated readership more completely or effectively.

## READER DEMOGRAPHICS

- » Average net worth: \$2 million and \$250k HHI
- » Discerning, active individuals and families
- » Sea Island members and guests have:
  - High levels of education and discretionary income
  - Include numerous high-level political and business leaders
  - Majority of members are married with families (35 - 50 years old); some empty nesters

## KEY FACTS ABOUT SEA ISLAND

- » Sea Island honors and accolades:
  - The only resort in the world to achieve four Forbes Five-Stars eleven years in a row.
  - The Gold List, *Conde Nast Traveler*
  - Andrew Harper's Hideaway (#1 Family Resort; #5 Golf Resort; #4 Spa Resort; #1 Beach Resort)
  - AAA Five-Diamond - The Lodge (2001-2015) and The Cloister (2015)
  - *Travel + Leisure*, World's Best Awards 2013-2015, 2018
  - #1 spot in America for a second home, Barron's 2014
  - Sea Island boasts more than 87,000 square feet of meeting and gathering space and hosts between 350-400 groups a year.
  - Only resort in the U.S. to host a G8 Summit
- » Current list prices of Sea Island residences: \$1.5 million to \$10 million
- » Median price of Sea Island cottage: \$2.5 million
- » Top feeder markets: Atlanta, New York, Chicago, Dallas, Houston, Philadelphia, Boston, Washington D.C., Florida
- » Sea Island has welcomed six U.S. presidents and more than 20 heads of state

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## Sea Island Life Pricing

SIZE	1X	2X
FULL PAGE 4/C	\$5,000	\$4,000
HALF PAGE 4/C	\$2,500	\$2,000
COVER 4 (BACK)	\$7,500	\$6,500
OPENING SPREAD	\$7,500	\$6,500
PRE-TOC SPREADS	\$6,500	\$6,000
COVER 3	\$5,500	\$4,500



**CLOSING DATES:** Sea Island Life is published twice per year:

### SPRING/SUMMER 2020

Space closing and  
ad materials deadline

**MARCH 6**

In Room

**MARCH 27**

### FALL/WINTER 2020

Space closing and  
ad materials deadline

**SEPTEMBER 4**

In Room

**SEPTEMBER 25**

Publication dates may change throughout the year due to unforeseen circumstances. Contact your representative for the latest deadlines and on sale dates.

SEA ISLAND LIFE MAGAZINE IS PUBLISHED BY FIREBRAND MEDIA LLC,  
IN PARTNERSHIP WITH SEA ISLAND ACQUISITION LLC.



## ADVERTISING SPECIFICATIONS

THIS PUBLICATION PRINTS COMPUTER-TO-PLATE.

**PRINTING** Web offset

**BINDING** Perfect bound

**TRIM SIZE** 10width 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 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:

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**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
- **Omni Escapes Magazine:** The in-room print publication and digital blogging for 60+ Omni Hotels & Resorts nationwide
- **Newport Beach Country Club Magazine:** Official NBCC magazine for members and guests.
- **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
- **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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