

# BY SALAMANDER

MAGAZINE

## PARADISE FOUND

Rediscover the legacy of hospitality at Half Moon

**HOW BAUHAUS CAME TO ASPEN**  
A look at Herbert Bayer & Aspen Meadows

**THE FAMILY REUNION**  
A Culinary celebration of diversity & hospitality

**A LIVING NATIONAL TREASURE**  
Inside the American Ballet Theater

THE EXCLUSIVE IN-ROOM PUBLICATION FOR SALAMANDER HOTELS & RESORTS

OFFERING ADVERTISERS A UNIQUE OPPORTUNITY TO REACH A SPECIAL GROUP OF AFFLUENT TRAVELERS



## ABOUT SALAMANDER HOTELS & RESORTS

Salamander Hotels & Resorts is an independent, luxury brand that creates exceptional and authentic experiences. Salamander's inclusive, welcoming style has become a defining approach to hospitality and the company features a unique collection of iconic properties in storied destinations, including Middleburg, VA, Washington, DC, Charleston, Aspen, Tampa Bay, Jamaica and Anguilla.

Sheila Johnson, founder and CEO of this growing portfolio, leads Salamander with an exacting vision of excellence rooted in her core values. A business trailblazer, before entering hospitality she co-founded Black Entertainment Television (BET) and is currently Vice Chairman of Monumental Sports & Entertainment, which owns the NBA's Washington Wizards, the NHL's Washington Capitals, and the WNBA's Washington Mystics. A committed philanthropist, she has also become a voice for the hospitality industry, serving on both the Executive Committee for the American Hotel & Lodging Association and the Forbes Travel Guide Strategy Committee.

Salamander Magazine advertisers also enjoy exclusive opportunities to partner in Salamander's special event series, which features the Middleburg Film Festival and The Family Reunion – a celebration of diversity within the hospitality community.

### THE SALAMANDER NAME

comes from the story of Bruce Sundlun, an American war hero, politician and previous owner of the property where the Salamander Resort & Spa now stands. As a bomber pilot in World War II, Sundlun's plane was shot down over Nazi-occupied Belgium. For months, he evaded capture and eventually worked with the French Resistance. They gave him the code name "Salamander" after the amphibian that can mythically walk through fire and come out alive.

When Ms. Johnson heard the meaning of "salamander" she fell in love with it and what it meant. In addition to finding Sundlun's story inspiring, Ms. Johnson discovered that for centuries the salamander has symbolized strength, courage and fortitude -- traits with which she has identified throughout her personal and business life. Sundlun granted permission for the name "Salamander Farm" to be restored to the estate and Ms. Johnson continues to expand the use of "Salamander" in her businesses.

## SALAMANDER DESTINATIONS



**SALAMANDER RESORT & SPA**  
MIDDLEBURG, VIRGINIA

- 168 luxurious rooms and suites set on 340 acres in the Blue Ridge Mountains foothills
- Forbes Five-Star and AAA Five Diamond rated
- Virginia Piedmont-inspired dining, dedicated cooking studio, and full-service equestrian center
- Forbes Five-Star Salamander Spa with 14 treatment rooms



**AURORA ANGUILLA**  
**RESORT & GOLF CLUB**  
RENDEZVOUS BAY, ANGUILLA

- 178-suites set on the idyllic white beaches of Rendezvous Bay in Anguilla
- 300-acre property featuring a collection of world-class amenities, including seven restaurants and lounges and a 27,000-square-foot spa
- Aurora International Golf Club with the stunning 18-hole Championship Golf Course and a new Avalon Links short course.



**HALF MOON**  
MONTEGO BAY, JAMAICA

- 210 elegantly appointed rooms and suites, and 27 villas along two miles of beachfront.
- The highest-rated resort in Jamaica, Forbes Four-Star Rating
- Half Moon Golf Course, named as Golf World's Top 100 Best Golf Resorts in the World
- Renowned Half Moon Golf Course and Fern Tree, a Salamander Spa, inspired by the island's lush and tropical gardens



**ASPEN MEADOWS RESORT**  
ASPEN, CO

- 98 spacious guest suites inspired by classic Bauhaus design and décor
- Secluded sanctuary set on 40 acres with picturesque mountain views
- Original home of the Aspen Institute, where guests have access to ongoing special programming



**HOTEL BENNETT**  
CHARLESTON, SOUTH CAROLINA

- 179 luxurious guestrooms and suites.
- Rooftop pool with cabanas and bar, a luxury spa, and a French patisserie.
- Gabrielle restaurant with stunning views of Charleston's famed park.
- Exclusive King's Club for guests who desire the most personalized Charleston experience.



**INNISBROOK RESORT**  
TAMPA BAY, FLORIDA

- 300 spacious guest rooms and suites
- Four championship golf courses, including the renowned Copperhead, and host to the annual PGA TOUR Valspar Championship
- 18,000 square-foot spa, salon and fitness center
- The resort includes 11 clay tennis courts, six swimming pools and 60 acres of lakes for fishing



**SALAMANDER WASHINGTON DC**  
WASHINGTON, D.C.

- 373 elegant rooms and suites located along the capital's vibrant Southwest waterfront and minutes from the nation's most cherished monuments
- Acclaimed Salamander Spa with stunning indoor pool and sun-lit fitness facility
- Recognized as the District's preeminent meeting and event location



### EDITORIAL OVERVIEW

Readers of Salamander Magazine expect the best. They stay at Salamander properties because they appreciate and want to create authentic, memorable experiences.

Salamander Magazine reflects the interests and passions of this highly affluent and sophisticated demographic with compelling content that supports the ideals of the Salamander brand image.

### IN EACH ISSUE

Each issue inspires travelers with an emphasis on authentic and unique experiences, fine dining and wine, exceptional golf, world-class spa, sophisticated style and shopping, family, and relevant information for both the leisure and business traveler, including:

- Profiles & Features
- Travel
- Food & Drink
- Arts & Culture
- Outdoor Lifestyle: Equestrian Sports / Golf / Tennis
- Nature / Health & Wellness / Spa
- Fashion & Style
- Luxury Goods

### CIRCULATION & DISTRIBUTION

Salamander Magazine is distributed in every suite and guest room at all Salamander properties — approximately 1,500 rooms.

**SALAMANDER RESORT & SPA:** MIDDLEBURG, VA

**SALAMANDER WASHINGTON, DC:** WASHINGTON, D.C

**HOTEL BENNETT:** CHARLESTON, SC

**HALF MOON:** MONTEGO BAY, JAMAICA

**AURORA ANGUILLA RESORT & GOLF CLUB:** RENDEZOUS BAY, ANGUILLA

**ASPEN MEADOWS RESORT:** ASPEN, CO

**INNISBROOK RESORT:** TAMPA BAY, FL

- 30,000 Printed Copies
- 135,000 Readers Per Issue

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

### ADDITIONAL DISTRIBUTION:

- Direct mail to top guests
- Hotel outlets (spas, golf club houses)
- Through corporate partners
- Select retail outlets & advertising partners



## OUR READERS

Salamander is America's largest Black-owned luxury hotel company and attracts an incredibly diverse guest base to its collection of properties.

The majority of Salamander guests and magazine readers are wealthy travelers who live and work in the largest urban centers in the U.S. These mid-30s to mid-50s households are highly educated—being 2.5x more likely to have completed graduate school—and appreciate fine homes and autos, destination travel, entertainment, and high-end leisure activities.

Whether it's the elite equestrian rider, the golf enthusiast or the spa retreat guest, our readers are those who enjoy Salamander's style of approachable luxury. Our readers have busy lives and are serious and savvy investors, buyers of luxury automobiles, gourmet food enthusiasts and wine aficionados.

- **AVG NET WORTH \$2MIL+**
- **AVG HOME VALUE \$500K+**

- **78% MARRIED**
- **68% COLLEGE GRADUATE**

### SHOPPING INTERESTS

- Trader Joe's
- Nordstrom
- Ann Taylor
- Crate & Barrel
- Independent Jewelry Stores

### MEDIA INTERESTS

- Bloomberg Television
- The New York Times
- Travel + Leisure
- Bon Appetit & Sunset
- Architectural Digest

### LEISURE INTERESTS

- Live Theater & Opera
- Art Galleries
- Business Clubs
- Charitable Organizations
- Golf & Outdoor Activities

“PRINT IS A NATURAL PLACE TO BELONG FOR LUXURY BRANDS – THEY SHARE SIMILAR VALUES. IN A WORLD OF FAKE NEWS AND SUPERFICIAL IMAGES, WHERE TIME IS LACKING, PRINT PUBLICATIONS STAND FOR SUBSTANCE AND MEANING.”

- VÉRONIQUE LOUISE, MOËT HENNESSY'S GLOBAL BRANDING AND MEDIA DIRECTOR

PRINT GETS BRANDS NOTICED: “THE MASS CONSUMPTION OF DIGITAL CONTENT HAS ELEVATED THE PRINTED MAGAZINE TO A COLLECTIBLE PREMIUM PRODUCT WHICH CUTS THROUGH THE DIGITAL.”

- RYAN BATTLES, CONTENT & BRAND DIRECTOR, DIALOGUE AGENCY



Source: Data provided from a third-party study conducted by Acxiom comparing PeronicX audience segments to Salamander's guest database.

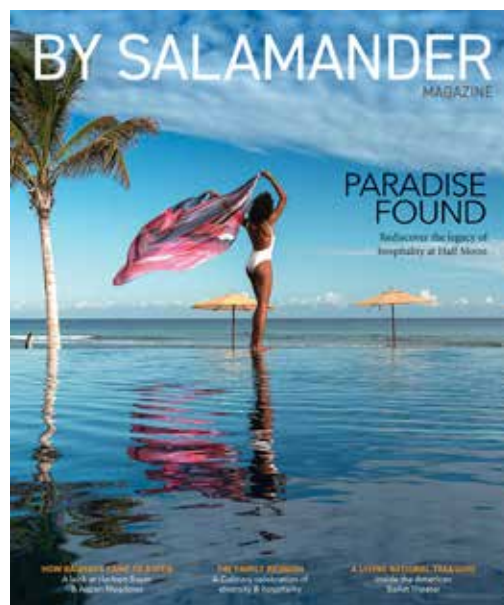


## RATES AND DEADLINES SALAMANDER MAGAZINE 2023 RATES

|                                     |         |
|-------------------------------------|---------|
| SIZE                                | 1X      |
| FULL PAGE                           | \$5,000 |
| OPENING SPREAD (2pgs)               | \$9,600 |
| PRE-TABLE OF CONTENTS SPREAD (2pgs) | \$8,000 |
| COVER 4 (BACK)*                     | \$5,000 |
| COVER 3 (INSIDE BACK)               | \$4,500 |

Add 10% premium for all pre-TOC positions. All rates are net rates per issue.

\* Back covers are sold per market



## PUBLICATION & CLOSING DATES: SALAMANDER MAGAZINE IS PUBLISHED ANNUALLY

| ISSUE | SPACE CLOSE      | MATERIALS CLOSE   | IN ROOM / IN MARKET |
|-------|------------------|-------------------|---------------------|
| 2023  | February 7, 2023 | February 14, 2023 | February 28, 2023   |

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.

For additional information, contact your Salamander Magazine representative or:

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## ADVERTISING SPECIFICATIONS

This publication prints computer-to-plate.

### Printing

Web offset

### Binding

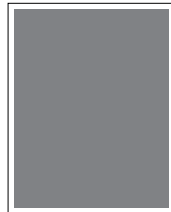
Perfect bound

### Trim Size

10" width x 12" depth

### Line Screen / Density

150 line / 300% maximum density



### FULL PAGE

TRIM:

8.875" X 10.875

BLEED:

9.375" X 11.375"

LIVE AREA:

7.875" X 9.875"



### SPREAD

TRIM:

17.75" X 10.875"

BLEED:

18.25" X 11.375"

LIVE AREA:

16.75" X 9.875"

**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:** Salamander Magazine is a Macintosh format Computer to Plate (CTP) environment, AdobeInDesign 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:**  
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**AD SUBMISSION:** Please send or email materials and direct questions to the following:

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