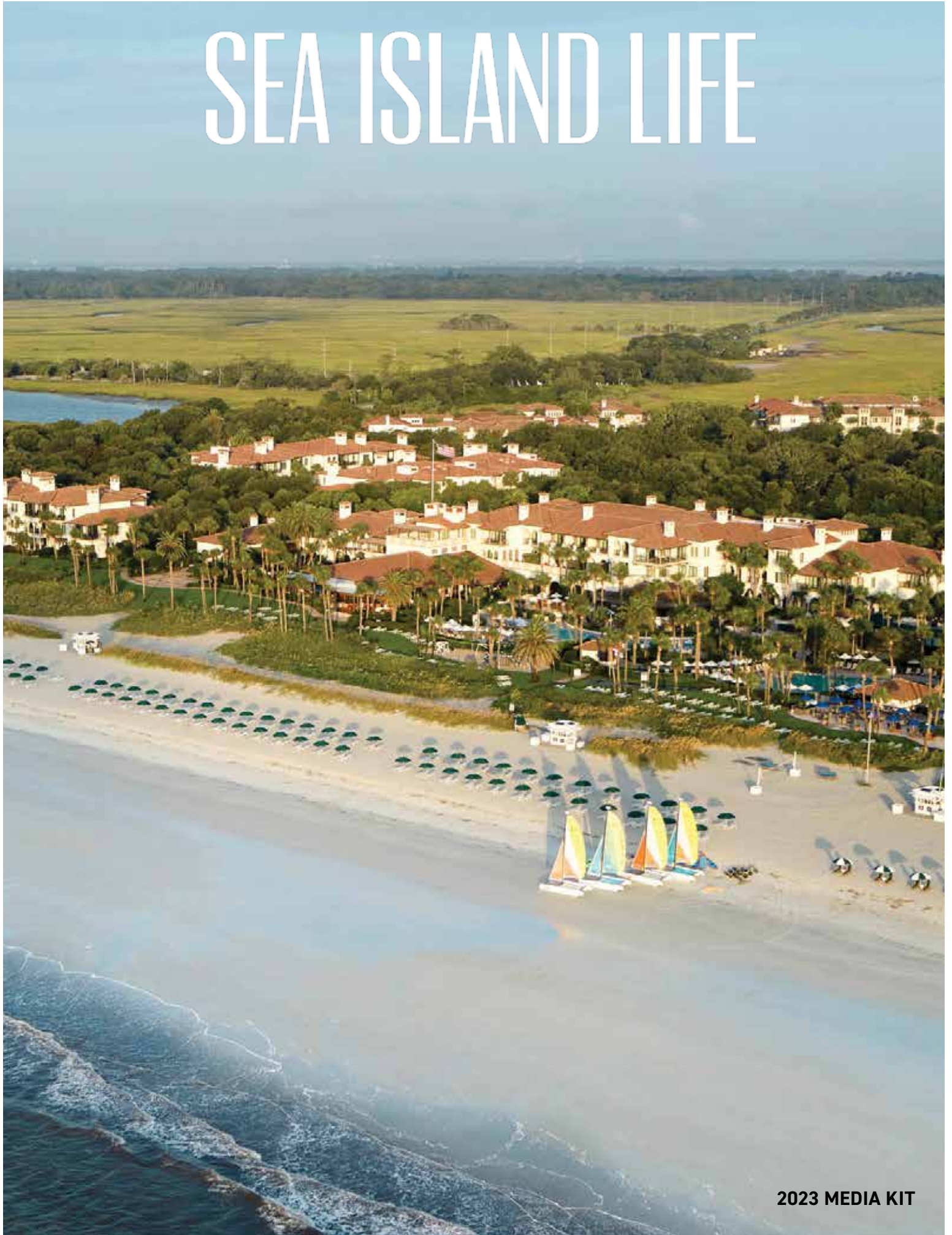


SEA ISLAND LIFE



OVERVIEW

Sea Island Life is a publication that celebrates current lifestyle trends in the Sea Island spirit. First published in 2013, this oversized luxury magazine reflects the people, places and activities of a Sea Island guest and member. Topics include travel, culinary, design, fashion, outdoor adventure and more. Supported by stunning photography and storytelling, Sea Island Life engages and delights the reader while celebrating this very special destination.

CIRCULATION + DISTRIBUTION

Published twice annually, Sea Island Life reaches every guest and member of Sea Island, as well as guests of The Broadmoor, a Sea Island sister property, and guests of Windstar Cruises.

Distribution includes all guest rooms and suites at three Forbes Five-Star award-winning properties: The Cloister at Sea Island, The Lodge at Sea Island, and The Broadmoor in Colorado Springs, Colorado. Issues are also distributed in The Inn at Sea Island. In addition, issues of Sea Island Life are also mailed to all members of the exclusive Sea Island Club.

163,000
ADULT RESORT
GUESTS IN 2022



PLACEMENT

10,000 magazines are printed, per issue, with a readership of roughly 80,000. Printed issues are distributed in the following locations:

THE CLOISTER at Sea Island
(265 guestrooms and suites)

THE LODGE at Sea Island
(58 guestrooms and cottages)

THE INN at Sea Island
(85 guestrooms)

DIRECT MAILED to Sea Island Club Membership
(approx. 1,800 homes)

THE BROADMOOR
(784 guestrooms and suites)

WINDSTAR CRUISES
(Six yachts carry up to 300 guests at ports throughout Europe, the South Pacific, the Caribbean, and Central America)

AUDIENCE

AVERAGE
NET WORTH **\$2MM**

AVERAGE
HHI **\$250K**

AVERAGE
AGE **35-50**



MALE
43%



FEMALE
57%

- Discerning, active individuals and families
- Audience includes overwhelming majority of individuals with higher education and ample discretionary income
- Audience includes several high-level political leaders, c-suite business leaders, and levels of celebrity.

KEY FACTS

- ★ Sea Island is the only resort in the world to receive four Forbes Five-Star awards for 15 years in a row.
- ★ Only resort in the U.S. to host a G8 Summit
- ★ 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
- ★ Current list prices of Sea Island residences: \$1.5MM to \$30MM
- ★ Median price of Sea Island residence: \$5.2MM
- ★ Top feeder markets: Atlanta, New York, Chicago, Dallas, Houston, Philadelphia, Boston, Washington D.C., Florida
- ★ Sea Island has welcomed 7 U.S. presidents and more than 20 heads of state

DIGITAL METRICS

SEAISLAND.COM UVS:
2.1MM

EMAIL DATABASE:
130K

SOCIAL MEDIA AUDIENCE:
154K TOTAL



RATES

Sea Island Life is proud to be published by Firebrand Media LLC, in partnership with Sea Island Company. Circulation includes the print and digital editions of the magazine. Qualified full-run advertisements will run in both editions. Magazine editorial content is promoted through Sea Island social channels, website, e-newsletter campaigns and digital paid media.

SIZE	1X	2X	CLOSING DATES	SPRING/ SUMMER	FALL/ WINTER
OPENING SPREAD	\$10,000	\$9,000	SPACE CLOSING	MARCH 1	AUG 7
PRE-TOC SPREAD	\$9,000	\$8,000	AD MATERIALS DEADLINE	MARCH 6	AUG 11
PREMIUM FULL PAGE	\$6,000	\$5,000	IN-ROOM	APRIL 2	SEPT 2
FULL PAGE 4/C	\$5,000	\$4,000			
COVER 3	\$6,000	\$5,000			



AD DIMENSIONS

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



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