

# RATES & CALENDAR

## PRINT

Each quarter 100k magazines are mailed directly to the homes of our opt-in community; targeting the highest filter checks including individuals with a \$250k+ HHI, \$1M+ home, and a \$5M+ net worth.

1X	\$45,000
2X	\$40,000
3X	\$37,000
4X	\$36,000

## DIGITAL

Each month a digital magazine is sent to 400k of the most affluent and influential consumers in the country.

3x	\$34,000
6x	\$28,000
9x	\$25,000
12x	\$22,000

## INTEGRATED

Print and digital distributions are combined and access over 400k individuals responsible for more than 70% of luxury purchasing power in the country.

1x	\$65,000
2x	\$61,000
3x	\$55,000
4x	\$45,000

ISSUE	MATERIAL	AVAILABILITY
<b>Winter Print</b>	<b>11/1</b>	<b>December-February</b>
December Digital	11/19	12/1-12/31
January Digital	12/8	1/1-1/31
February Digital	1/15	2/1-2/28
<b>Spring Print</b>	<b>2/5</b>	<b>March-May</b>
March Digital	2/16	3/1-4/31
April Digital	3/16	4/1-4/30
May Digital	4/18	5/1-5/31
<b>Summer Print</b>	<b>5/1</b>	<b>June-August</b>
June Digital	5/15	6/1-6/30
July Digital	6/18	7/1-7/31
August Digital	7/17	8/1-8/30
<b>Fall Print</b>	<b>8/1</b>	<b>September-November</b>
September Digital	8/17	9/1-9/30
October Digital	9/18	10/1-10/31
November Digital	10/17	11/1-11/30

## DYNAMIC PLATFORMS

OFFERINGS	REACH	FREQUENCY	RATE
Dedicated Email	25k	1x	\$30k per send
Content	100k	1x	\$75k
Sponsored Newsletter	50k	1x	\$10k per send
ROS	400k	1x	\$10k per month
Social	150k	1x	\$3k per post
Event Coverage	100k	1x	\$6k per event
Cover Party	N/A	1x	\$70k