



MODERN **LUXURY**
NATIONAL MEDIA 2016
KIT



*At Modern Luxury, we know that
community, more than ever, defines who we are.*

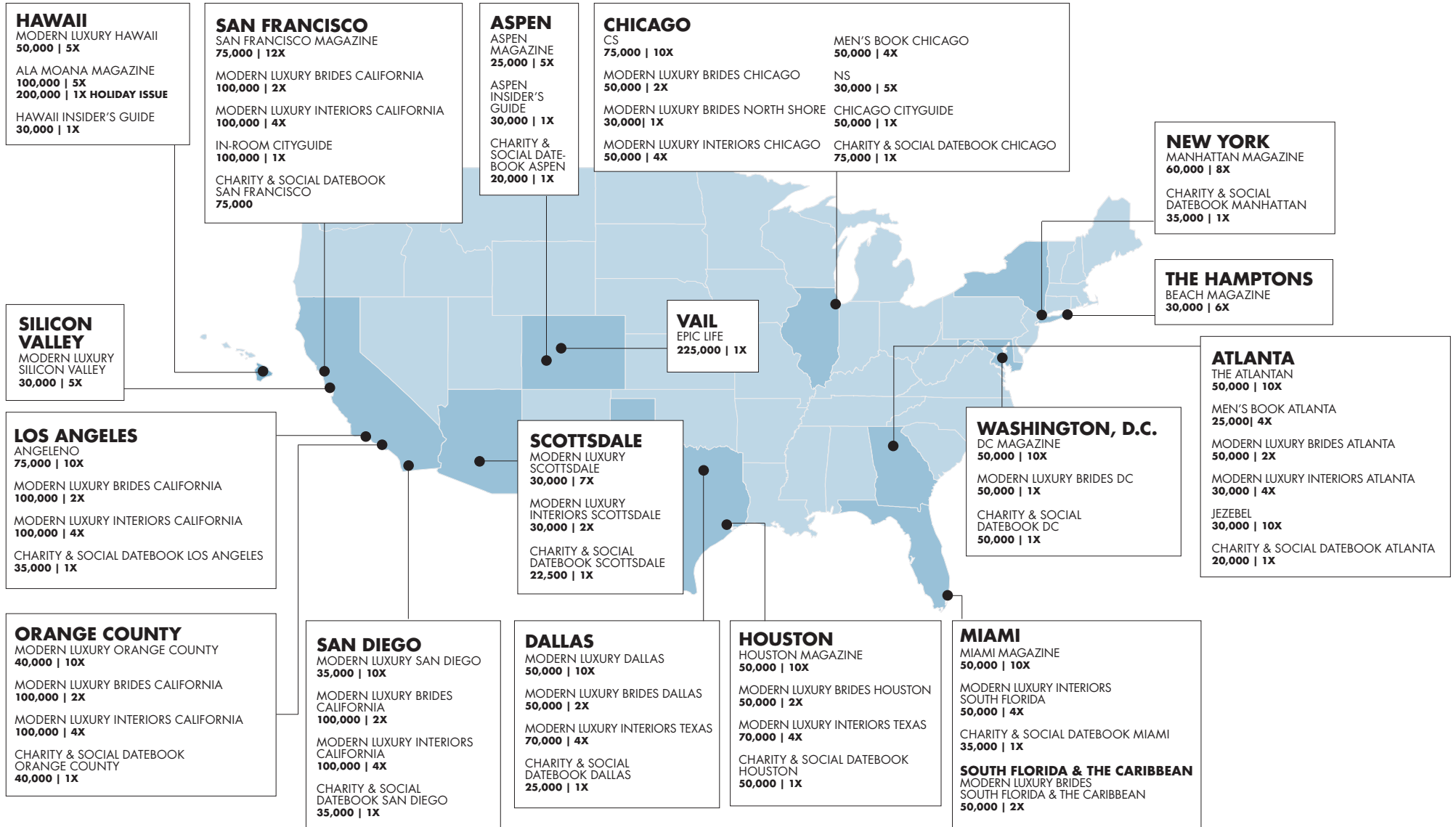
**AND CITY BY CITY, WE MAKE
LIVING WELL AN ART FORM.**

*We are the LARGEST LOCAL LUXURY
MEDIA COMPANY, delivering the most affluent
audiences in the most prominent cities in the U.S.*

**WE BRING LUXURY CLOSER TO HOME,
BECAUSE WE LIVE THERE TOO.**

MODERN LUXURY

MODERN LUXURY / 67 TITLES / 19 MARKETS



THE LARGEST LOCAL LUXURY MEDIA COMPANY DELIVERING THE MOST AFFLUENT AUDIENCES IN THE MOST PROMINENT CITIES IN THE U.S.

OUR COMMUNITY / WHO WE ARE

READER PROFILE

41% / 59%

MALE/FEMALE

47

AVERAGE AGE

72%

MARRIED/PARTNERED

AFFLUENT

\$389,540

AVERAGE HHI

\$2,213,920

AVERAGE HH NET WORTH

\$1,102,810

AVERAGE VALUE OF
PRINCIPAL RESIDENCE

84%

OWN PRINCIPAL RESIDENCE



OUR COMMUNITY / WHO WE ARE



EDUCATED & INFLUENTIAL

90%
COLLEGE GRADUATE

37%
POST-GRADUATE DEGREE

89%
PROFESSIONAL/MANAGERIAL

78%
ATTENDED CHARITY EVENT
IN PAST 12 MONTHS

54%
TOOK AN ACTIVE ROLE IN
CIVIC, SOCIAL OR POLITICAL
ISSUE IN PAST 12 MONTHS

HIGHLY ENGAGED

3.7
READERS PER COPY

57 minutes
AVERAGE TIME SPENT WITH ISSUE

72%
READ 3+ OUT OF 4 ISSUES

93%
TOOK ANY ACTION*

80%
PURCHASED FROM/VISITED/
CONTACTED ADVERTISER*

53%
VISITED AN ADVERTISER'S WEBSITE/
LOOKED FOR MORE INFORMATION/
SAVED ADVERTISEMENT*

*As a result of reading issues in last 12 months

OUR COMMUNITY / WHERE WE ARE

**DOOR TO DOOR DELIVERY,
TO ALL THE RIGHT DOORS.**

Our targeted circulation is **limited to exclusive distribution points.** An efficient model that eliminates any waste.

NATIONAL RATE BASE:

775,000

TOTAL NATIONAL AUDIENCE:

2,725,500

8.8% Circulation delivered above Rate Base
(1H 2015 AAM)



43%

DIRECT RESIDENTIAL MAIL
Homes \$1.5 million+

19%

LUXURY HOTELS
4 and 5-star hotels in room and at concierge



31%

TARGETED COMMERCIAL

High-end salons and spas, private clubs, select boutiques, private jet terminals and premier locations

6%

SELECT EVENTS

Private events and via select charity partners across the country



1%

SELECT NEWSSTAND

Targeted airports, Barnes & Noble and boutique newsstands

MODERN LUXURY NATIONAL EDITORIAL CALENDAR / 2016



JAN/FEB BEST OF THE CITY

The ultimate guide to what's new, where to go and what to do in each city.

ON-SALE 12.30.15
**AD CLOSE/
MATERIALS DUE** 12.1.15



MARCH SPRING FASHION & BEAUTY

The most inspired fashion and beauty looks of the season.

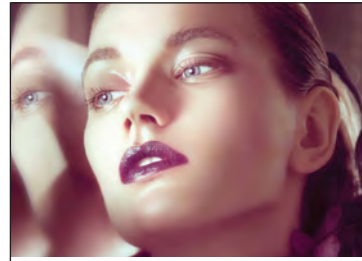
ON-SALE 3.1.16
**AD CLOSE/
MATERIALS DUE** 2.1.16



APRIL MEN OF STYLE

Our annual celebration of the sartorial standouts within each city.

ON-SALE 4.1.16
**AD CLOSE/
MATERIALS DUE** 3.1.16



MAY THE BEAUTY ISSUE SUMMER TRAVEL

All things beautiful, including our 2016 Salon & Stylist Awards. Plus, destinations near and far to make for an unforgettable summer.

ON-SALE 5.1.16
**AD CLOSE/
MATERIALS DUE** 4.1.16



JUNE THE YOUNG INNOVATORS

The "Under-40" Entrepreneurs who are taking the city by storm, changing their future and ours.

ON-SALE 6.1.16
**AD CLOSE/
MATERIALS DUE** 5.2.16



JUL/AUG THE RESTAURANT ISSUE

This annual collector's edition serves up each cities' hottest restaurants, best dishes, top chefs and influential culinary personalities.

ON-SALE 7.1.16
**AD CLOSE/
MATERIALS DUE** 6.1.16



SEPTEMBER FALL FASHION & BEAUTY WOMEN OF STYLE

Our favorite luxurious looks from the fall collections, plus our annual celebration of remarkable women of style within each city.

ON-SALE 9.1.16
**AD CLOSE/
MATERIALS DUE** 8.1.16



OCTOBER MEN'S FASHION WINTER TRAVEL

Layered looks for the well-suited gentleman. Our annual ski report, plus, exotic destinations and weekend winter getaways.

ON-SALE 10.1.16
**AD CLOSE/
MATERIALS DUE** 9.1.16



NOVEMBER THE PHILANTHROPY ISSUE HOLIDAY GIFTING

The individuals dedicated to helping others and the charitable movements within each city. The best gifts to give and get this holiday season.

ON-SALE 11.1.16
**AD CLOSE/
MATERIALS DUE** 10.3.16



DECEMBER ARTS & POWER

From top-notch curators and patrons to exciting new talents, a look at who holds the cultural currency within each city.

ON-SALE 12.1.16
**AD CLOSE/
MATERIALS DUE** 11.1.16

ANGELENO | ASPEN MAGAZINE | THE ATLANTAN | BEACH | CS | DC MAGAZINE | HOUSTON MAGAZINE | JEZEBEL | MANHATTAN MAGAZINE | MIAMI MAGAZINE | MODERN LUXURY DALLAS
MODERN LUXURY HAWAII | MODERN LUXURY ORANGE COUNTY | MODERN LUXURY SAN DIEGO | MODERN LUXURY SILICON VALLEY | MODERN LUXURY SCOTTSDALE | SAN FRANCISCO MAGAZINE

Modern Luxury City Titles publish 10x in 2016 with the following exceptions: San Francisco magazine 12x; Manhattan magazine 8x; Modern Luxury Scottsdale 7x; Modern Luxury Silicon Valley 5x. Note: Miami magazine will print in February with a double issue in May/June. Modern Luxury Resort Titles publish as follows: Beach 6x; Modern Luxury Hawaii 5x; Aspen magazine 4x

MODERN LUXURY IN EVERY ISSUE / EDITORIAL

GET THE LOOK

Fashion, beauty and style notes inspired by our cover subject

CLICK

Intimate moments captured by a local lens

NOW IN

What you need to know now

SOCIAL CIRCLES

The monthly social scene

STYLE

Must-haves and trends from our national editors

DESIGN

Design news and spotlights, from interiors to architecture and real estate

ART & CULTURE

Must see performances and exhibits city by city

TRAVEL & RECREATION

Inspired destinations near and far

FOOD & DRINK

A guide to the best and brightest on the culinary scene

LOOK WHO'S TALKING

A quick take with a local notable



MODERN LUXURY

OUR COMMUNITY / ON THE GO

Connection to our
community requires access.
We're everywhere they are.
On every platform.

500,000+
ENGAGED
NEWSLETTER
SUBSCRIBERS
ACROSS THE COUNTRY

20% OPEN RATE

546,000+
FOLLOWERS
ON SOCIAL CHANNELS
ACROSS THE COUNTRY



MODERN LUXURY

EVENTS DIVISION / 19 MARKETS

MODERN LUXURY
EVENTS DIVISION
*is a full-service experiential
programming and event
department.*

*Our events division is
incomparable. With
marketing specialists based
in each and every city we are
your local liaisons, conversant
in the culture within.*



WE PROVIDE:

- Consultative services and insights, from venue sourcing to consumer research and behavioral insights specific to each market
- Immersive brand ambassador programming, inclusive of casting, to align with your brand DNA
- Full-service event concept development and execution



50+
MARKETERS

19
CITIES



75,000
RATE BASE
DELIVERED 6.7% ABOVE
RATE BASE*

262,500
TOTAL AUDIENCE

10X
FREQUENCY

Angeleno

READER PROFILE

MALE/FEMALE..... **43/57%**
AVERAGE AGE..... **49**
MARRIED/PARTNERED..... **67%**

AFFLUENT (AVG)

HOUSEHOLD INCOME **\$604,860**
HOUSEHOLD NET WORTH... **\$2,324,400**
VALUE/PRINCIPAL RESIDENCE... **\$1,582,390**
OWN PRINCIPAL RESIDENCE **81%**

EDUCATED & INFLUENTIAL

COLLEGE GRADUATE **91%**
POST-GRADUATE DEGREE **48%**
PROFESSIONAL/MANAGERIAL..... **92%**
ATTENDED CHARITY EVENT (PAST 12 MOS) .. **76%**
TOOK ACTIVE ROLE IN CIVIC, SOCIAL
OR POLITICAL ISSUE (PAST 12 MOS)..... **59%**

HIGHLY ENGAGED

READERS PER COPY **3.5**
AVG. TIME SPENT WITH ISSUE ... **52 MIN.**
READ 3+ OUT OF 4 ISSUES **59%**

DISTRIBUTION

DIRECT RESIDENTIAL MAIL..... **38%**
CONTROLLED COMMERCIAL..... **35%**
LUXURY HOTELS..... **23%**
NEWSSTAND SALES **1%**
EVENTS **3%**



25,000
RATE BASE
DELIVERED 14.4% ABOVE
RATE BASE*

55,000
TOTAL AUDIENCE

4X
FREQUENCY

Aspen Magazine

READER PROFILE

MALE/FEMALE..... **47%/53%**
AVERAGE AGE..... **47**
MARRIED/PARTNERED..... **72%**

AFFLUENT (AVG)

HOUSEHOLD INCOME **\$450,690**
HOUSEHOLD NET WORTH... **\$2,638,390**

EDUCATED & INFLUENTIAL

COLLEGE GRADUATE **92%**
POST-GRADUATE DEGREE **47%**
PROFESSIONAL/MANAGERIAL..... **91%**
ATTENDED CHARITY EVENT (PAST 12 MOS) .. **89%**
TOOK ACTIVE ROLE IN CIVIC, SOCIAL
OR POLITICAL ISSUE (PAST 12 MOS)..... **58%**

HIGHLY ENGAGED

READERS PER COPY **2.2**
AVG. TIME SPENT WITH ISSUE ... **57 MIN.**
READ 3+ OUT OF 4 ISSUES **75%**

DISTRIBUTION

DIRECT RESIDENTIAL MAIL..... **36%**
CONTROLLED COMMERCIAL..... **31%**
LUXURY HOTELS..... **20%**
NEWSSTAND SALES **4%**
EVENTS **10%**



50,000
RATE BASE
DELIVERED 8.2% ABOVE
RATE BASE*

165,000
TOTAL AUDIENCE

10X
FREQUENCY

The Atlantan

READER PROFILE

MALE/FEMALE..... **41%/59%**
AVERAGE AGE..... **47**
MARRIED/PARTNERED..... **72%**

AFFLUENT (AVG)

HOUSEHOLD INCOME **\$389,540**
HOUSEHOLD NET WORTH... **\$2,213,920**
VALUE/PRINCIPAL RESIDENCE... **\$1,102,810**
OWN PRINCIPAL RESIDENCE **84%**

EDUCATED & INFLUENTIAL

COLLEGE GRADUATE **90%**
POST-GRADUATE DEGREE **37%**
PROFESSIONAL/MANAGERIAL..... **89%**
ATTENDED CHARITY EVENT (PAST 12 MOS) .. **86%**
TOOK ACTIVE ROLE IN CIVIC, SOCIAL
OR POLITICAL ISSUE (PAST 12 MOS)..... **55%**

HIGHLY ENGAGED

READERS PER COPY **3.3**
AVG. TIME SPENT WITH ISSUE ... **55 MIN.**
READ 3+ OUT OF 4 ISSUES **77%**

DISTRIBUTION

DIRECT RESIDENTIAL MAIL..... **44%**
CONTROLLED COMMERCIAL..... **33%**
LUXURY HOTELS..... **18%**
NEWSSTAND SALES **<1%**
EVENTS **4%**

MODERN LUXURY

OUR COMMUNITY / CITY BY CITY



30,000
RATE BASE
DELIVERED 11.5% ABOVE
RATE BASE*

108,000
TOTAL AUDIENCE

6X
FREQUENCY

Beach (THE HAMPTONS)

READER PROFILE

MALE/FEMALE..... **40/60%**
AVERAGE AGE..... **48**
MARRIED/PARTNERED..... **63%**

AFFLUENT (AVG)

HOUSEHOLD INCOME..... **\$519,960**
HOUSEHOLD NET WORTH.... **\$2,531,910**
VALUE/PRINCIPAL RESIDENCE..... **\$1,321,020**
OWN PRINCIPAL RESIDENCE..... **77%**

EDUCATED & INFLUENTIAL

COLLEGE GRADUATE..... **93%**
POST-GRADUATE DEGREE..... **51%**
PROFESSIONAL/MANAGERIAL..... **91%**
ATTENDED CHARITY EVENT (PAST 12 MOS)..... **88%**
TOOK ACTIVE ROLE IN CIVIC, SOCIAL
OR POLITICAL ISSUE (PAST 12 MOS)..... **54%**

HIGHLY ENGAGED

READERS PER COPY..... **3.6**
AVG. TIME SPENT WITH ISSUE... **50 MIN.**
READ 3+ OUT OF 4 ISSUES..... **63%**

DISTRIBUTION

DIRECT RESIDENTIAL MAIL..... **41%**
CONTROLLED COMMERCIAL..... **50%**
LUXURY HOTELS..... **3%**
NEWSSTAND SALES..... **1%**
EVENTS..... **4%**



75,000
RATE BASE
DELIVERED 8.1% ABOVE
RATE BASE*

270,000
TOTAL AUDIENCE

10X
FREQUENCY

CS

READER PROFILE

MALE/FEMALE..... **41/59%**
AVERAGE AGE..... **45**
MARRIED/PARTNERED..... **76%**

AFFLUENT (AVG)

HOUSEHOLD INCOME..... **\$367,280**
HOUSEHOLD NET WORTH... **\$1,664,350**
VALUE/PRINCIPAL RESIDENCE..... **\$791,670**
OWN PRINCIPAL RESIDENCE..... **88%**

EDUCATED & INFLUENTIAL

COLLEGE GRADUATE..... **93%**
POST-GRADUATE DEGREE..... **37%**
PROFESSIONAL/MANAGERIAL..... **81%**
ATTENDED CHARITY EVENT (PAST 12 MOS)..... **82%**
TOOK ACTIVE ROLE IN CIVIC, SOCIAL
OR POLITICAL ISSUE (PAST 12 MOS)..... **62%**

HIGHLY ENGAGED

READERS PER COPY..... **3.6**
AVG. TIME SPENT WITH ISSUE... **65 MIN.**
READ 3+ OUT OF 4 ISSUES..... **78%**

DISTRIBUTION

DIRECT RESIDENTIAL MAIL..... **29%**
CONTROLLED COMMERCIAL..... **46%**
LUXURY HOTELS..... **21%**
NEWSSTAND SALES..... **<1%**
EVENTS..... **3%**



50,000
RATE BASE
DELIVERED 9.9% ABOVE
RATE BASE*

210,000
TOTAL AUDIENCE

10X
FREQUENCY

DC Magazine

READER PROFILE

MALE/FEMALE..... **41/59%**
AVERAGE AGE..... **42**
MARRIED/PARTNERED..... **75%**

AFFLUENT (AVG)

HOUSEHOLD INCOME..... **\$289,040**
HOUSEHOLD NET WORTH.... **\$1,752,160**
VALUE/PRINCIPAL RESIDENCE..... **\$853,170**
OWN PRINCIPAL RESIDENCE..... **86%**

EDUCATED & INFLUENTIAL

COLLEGE GRADUATE..... **90%**
POST-GRADUATE DEGREE..... **47%**
PROFESSIONAL/MANAGERIAL..... **92%**
ATTENDED CHARITY EVENT (PAST 12 MOS)..... **77%**
TOOK ACTIVE ROLE IN CIVIC, SOCIAL
OR POLITICAL ISSUE (PAST 12 MOS)..... **56%**

HIGHLY ENGAGED

READERS PER COPY..... **4.2**
AVG. TIME SPENT WITH ISSUE... **48 MIN.**
READ 3+ OUT OF 4 ISSUES..... **63%**

DISTRIBUTION

DIRECT RESIDENTIAL MAIL..... **41%**
CONTROLLED COMMERCIAL..... **35%**
LUXURY HOTELS..... **19%**
NEWSSTAND SALES..... **<1%**
EVENTS..... **5%**



50,000
RATE BASE
DELIVERED 6.0% ABOVE
RATE BASE*

160,000
TOTAL AUDIENCE

10X
FREQUENCY

Houston Magazine

READER PROFILE

MALE/FEMALE.....**41/59%**
AVERAGE AGE.....**47**
MARRIED/PARTNERED.....**72%**

AFFLUENT (AVG)

HOUSEHOLD INCOME**\$389,540**
HOUSEHOLD NET WORTH....**\$2,213,920**
VALUE/PRINCIPAL RESIDENCE....**\$1,102,810**
OWN PRINCIPAL RESIDENCE**84%**

EDUCATED & INFLUENTIAL

COLLEGE GRADUATE**90%**
POST-GRADUATE DEGREE**37%**
PROFESSIONAL/MANAGERIAL.....**89%**
ATTENDED CHARITY EVENT (PAST 12 MOS).**85%**
TOOK ACTIVE ROLE IN CIVIC, SOCIAL
OR POLITICAL ISSUE (PAST 12 MOS)**70%**

HIGHLY ENGAGED

READERS PER COPY.....**3.2**
AVG. TIME SPENT WITH ISSUE... **51 MIN.**
READ 3+ OUT OF 4 ISSUES**82%**

DISTRIBUTION

DIRECT RESIDENTIAL MAIL.....**42%**
CONTROLLED COMMERCIAL.....**43%**
LUXURY HOTELS.....**10%**
NEWSSTAND SALES**<1%**
EVENTS**5%**



30,000
RATE BASE
DELIVERED 32.7% ABOVE
RATE BASE*

111,000
TOTAL AUDIENCE

10X
FREQUENCY

Jezebel (ATLANTA)

READER PROFILE

MALE/FEMALE.....**31/69%**
AVERAGE AGE.....**29**
MARRIED/PARTNERED.....**15%**

AFFLUENT (AVG)

PERSONAL INCOME**\$105,525**
VALUE/PRINCIPAL RESIDENCE.....**\$401,685**

ACTIVE

EXERCISE/HEALTH CLUB/
YOGA.....**5X/WEEK**
DINE OUT.....**3X/WEEK**
SHOP BOUTIQUE/MALL.....**3X/WEEK**
VISIT BAR/NIGHTCLUB**2X/WEEK**
ATTEND CHARITY EVENTS.....**2X/MONTH**

HIGHLY ENGAGED

READERS PER COPY.....**3.7**
AVG. TIME SPENT WITH ISSUE... **51 MIN.**

DISTRIBUTION

DIRECT RESIDENTIAL MAIL.....**15%**
CONTROLLED COMMERCIAL.....**52%**
LUXURY HOTELS.....**26%**
NEWSSTAND SALES**1%**
EVENTS**5%**



60,000
RATE BASE
DELIVERED 6.7% ABOVE
RATE BASE*

216,000
TOTAL AUDIENCE

8X
FREQUENCY

Manhattan Magazine

READER PROFILE

MALE/FEMALE.....**43%/57%**
AVERAGE AGE.....**46**
MARRIED/PARTNERED.....**61%**

AFFLUENT (AVG)

HOUSEHOLD INCOME**\$589,770**
HOUSEHOLD NET WORTH...**\$2,336,540**
VALUE/PRINCIPAL RESIDENCE....**\$1,217,740**
OWN PRINCIPAL RESIDENCE**70%**

EDUCATED & INFLUENTIAL

COLLEGE GRADUATE**93%**
POST-GRADUATE DEGREE**50%**
PROFESSIONAL/MANAGERIAL.....**89%**
ATTENDED CHARITY EVENT (PAST 12 MOS)..**86%**
TOOK ACTIVE ROLE IN CIVIC, SOCIAL
OR POLITICAL ISSUE (PAST 12 MOS)**52%**

HIGHLY ENGAGED

READERS PER COPY.....**3.6**
AVG. TIME SPENT WITH ISSUE... **52 MIN.**
READ 3+ OUT OF 4 ISSUES**64%**

DISTRIBUTION

DIRECT RESIDENTIAL MAIL.....**50%**
CONTROLLED COMMERCIAL.....**23%**
LUXURY HOTELS.....**22%**
NEWSSTAND SALES**1%**
EVENTS**4%**



50,000
RATE BASE
DELIVERED 10.0% ABOVE
RATE BASE*

210,000
TOTAL AUDIENCE

10X
FREQUENCY

Miami Magazine

READER PROFILE

MALE/FEMALE..... **50/50%**
AVERAGE AGE..... **46**
MARRIED/PARTNERED..... **71%**

AFFLUENT (AVG)

HOUSEHOLD INCOME **\$303,650**
HOUSEHOLD NET WORTH.... **\$1,574,320**
VALUE/PRINCIPAL RESIDENCE..... **\$789,770**
OWN PRINCIPAL RESIDENCE **92%**

EDUCATED & INFLUENTIAL

COLLEGE GRADUATE **85%**
POST-GRADUATE DEGREE **29%**
PROFESSIONAL/MANAGERIAL..... **87%**
ATTENDED CHARITY EVENT (PAST 12 MOS)..... **65%**
TOOK ACTIVE ROLE IN CIVIC, SOCIAL
OR POLITICAL ISSUE (PAST 12 MOS) **46%**

HIGHLY ENGAGED

READERS PER COPY..... **4.2**
AVG. TIME SPENT WITH ISSUE... **66 MIN.**
READ 3+ OUT OF 4 ISSUES **67%**

DISTRIBUTION

DIRECT RESIDENTIAL MAIL..... **45%**
CONTROLLED COMMERCIAL..... **23%**
LUXURY HOTELS..... **22%**
NEWSSTAND SALES **<1%**
EVENTS **10%**



50,000
RATE BASE
DELIVERED 4.6% ABOVE
RATE BASE*

195,000
TOTAL AUDIENCE

10X
FREQUENCY

Modern Luxury Dallas

READER PROFILE

MALE/FEMALE..... **41/59%**
AVERAGE AGE..... **48**
MARRIED/PARTNERED..... **86%**

AFFLUENT (AVG)

HOUSEHOLD INCOME **\$471,220**
HOUSEHOLD NET WORTH... **\$2,540,440**
VALUE/PRINCIPAL RESIDENCE..... **\$859,760**
OWN PRINCIPAL RESIDENCE **95%**

EDUCATED & INFLUENTIAL

COLLEGE GRADUATE **84%**
POST-GRADUATE DEGREE **23%**
PROFESSIONAL/MANAGERIAL..... **86%**
ATTENDED CHARITY EVENT (PAST 12 MOS)..... **81%**
TOOK ACTIVE ROLE IN CIVIC, SOCIAL
OR POLITICAL ISSUE (PAST 12 MOS) **51%**

HIGHLY ENGAGED

READERS PER COPY..... **3.9**
AVG. TIME SPENT WITH ISSUE... **54 MIN.**
READ 3+ OUT OF 4 ISSUES **67%**

DISTRIBUTION

DIRECT RESIDENTIAL MAIL..... **47%**
CONTROLLED COMMERCIAL..... **27%**
LUXURY HOTELS..... **17%**
NEWSSTAND SALES **<1%**
EVENTS **9%**



50,000
RATE BASE
DELIVERED 9.5% ABOVE
RATE BASE*

165,000
TOTAL AUDIENCE

5X
FREQUENCY

Modern Luxury Hawaii

READER PROFILE

MALE/FEMALE..... **41/59%**
AVERAGE AGE..... **49**
MARRIED/PARTNERED..... **75%**

AFFLUENT (AVG)

HOUSEHOLD INCOME **\$431,250**
HOUSEHOLD NET WORTH.... **\$2,398,150**
VALUE/PRINCIPAL RESIDENCE.... **\$1,190,000**
OWN PRINCIPAL RESIDENCE **78%**

EDUCATED & INFLUENTIAL

COLLEGE GRADUATE **84%**
POST-GRADUATE DEGREE **22%**
PROFESSIONAL/MANAGERIAL..... **93%**
ATTENDED CHARITY EVENT (PAST 12 MOS)..... **84%**
TOOK ACTIVE ROLE IN CIVIC, SOCIAL
OR POLITICAL ISSUE (PAST 12 MOS) **41%**

HIGHLY ENGAGED

READERS PER COPY..... **3.3**
AVG. TIME SPENT WITH ISSUE... **58 MIN.**
READ 3+ OUT OF 4 ISSUES **72%**

DISTRIBUTION

DIRECT RESIDENTIAL MAIL..... **50%**
CONTROLLED COMMERCIAL..... **10%**
LUXURY HOTELS..... **37%**
NEWSSTAND SALES **<1%**
EVENTS **3%**

MODERN LUXURY

OUR COMMUNITY / CITY BY CITY



40,000
RATE BASE
DELIVERED 9.9% ABOVE
RATE BASE*

144,000
TOTAL AUDIENCE

10X
FREQUENCY

Modern Luxury
Orange County

READER PROFILE

MALE/FEMALE.....**41/59%**
AVERAGE AGE.....**48**
MARRIED/PARTNERED.....**71%**

AFFLUENT (AVG)

HOUSEHOLD INCOME.....**\$590,440**
HOUSEHOLD NET WORTH....**\$3,461,960**
VALUE/PRINCIPAL RESIDENCE....**\$1,399,040**
OWN PRINCIPAL RESIDENCE.....**76%**

EDUCATED & INFLUENTIAL

COLLEGE GRADUATE.....**94%**
POST-GRADUATE DEGREE.....**24%**
PROFESSIONAL/MANAGERIAL.....**92%**
ATTENDED CHARITY EVENT (PAST 12 MOS).**85%**
TOOK ACTIVE ROLE IN CIVIC, SOCIAL
OR POLITICAL ISSUE (PAST 12 MOS).....**41%**

HIGHLY ENGAGED

READERS PER COPY.....**3.6**
AVG. TIME SPENT WITH ISSUE...**53 MIN.**
READ 3+ OUT OF 4 ISSUES.....**76%**

DISTRIBUTION

DIRECT RESIDENTIAL MAIL.....**53%**
CONTROLLED COMMERCIAL.....**22%**
LUXURY HOTELS.....**18%**
NEWSSTAND SALES.....**<1%**
EVENTS.....**6%**



35,000
RATE BASE
DELIVERED 10.1% ABOVE
RATE BASE*

154,000
TOTAL AUDIENCE

10X
FREQUENCY

Modern Luxury
San Diego

READER PROFILE

MALE/FEMALE.....**41/59%**
AVERAGE AGE.....**47**
MARRIED/PARTNERED.....**72%**

AFFLUENT (AVG)

HOUSEHOLD INCOME.....**\$389,540**
HOUSEHOLD NET WORTH....**\$2,213,920**
VALUE/PRINCIPAL RESIDENCE....**\$1,102,810**
OWN PRINCIPAL RESIDENCE.....**84%**

EDUCATED & INFLUENTIAL

COLLEGE GRADUATE.....**90%**
POST-GRADUATE DEGREE.....**37%**
PROFESSIONAL/MANAGERIAL.....**89%**
ATTENDED CHARITY EVENT (PAST 12 MOS).**78%**
TOOK ACTIVE ROLE IN CIVIC, SOCIAL
OR POLITICAL ISSUE (PAST 12 MOS).....**51%**

HIGHLY ENGAGED

READERS PER COPY.....**4.4**
AVG. TIME SPENT WITH ISSUE...**49 MIN.**
READ 3+ OUT OF 4 ISSUES.....**84%**

DISTRIBUTION

DIRECT RESIDENTIAL MAIL.....**62%**
CONTROLLED COMMERCIAL.....**10%**
LUXURY HOTELS.....**16%**
NEWSSTAND SALES.....**<1%**
EVENTS.....**11%**



30,000
RATE BASE
DELIVERED 18.5% ABOVE
RATE BASE*

111,000
TOTAL AUDIENCE

7X
FREQUENCY

Modern Luxury
Scottsdale

READER PROFILE

MALE/FEMALE.....**41/59%**
AVERAGE AGE.....**46**
MARRIED/PARTNERED.....**75%**

AFFLUENT (AVG)

HOUSEHOLD INCOME.....**\$488,130**
HOUSEHOLD NET WORTH....**\$2,025,000**
VALUE/PRINCIPAL RESIDENCE....**\$1,154,410**
OWN PRINCIPAL RESIDENCE.....**85%**

EDUCATED & INFLUENTIAL

COLLEGE GRADUATE.....**95%**
POST-GRADUATE DEGREE.....**35%**
PROFESSIONAL/MANAGERIAL.....**89%**
ATTENDED CHARITY EVENT (PAST 12 MOS).**75%**
TOOK ACTIVE ROLE IN CIVIC, SOCIAL
OR POLITICAL ISSUE (PAST 12 MOS).....**65%**

HIGHLY ENGAGED

READERS PER COPY.....**3.7**
AVG. TIME SPENT WITH ISSUE...**56 MIN.**
READ 3+ OUT OF 4 ISSUES.....**80%**

DISTRIBUTION

DIRECT RESIDENTIAL MAIL.....**47%**
CONTROLLED COMMERCIAL.....**26%**
LUXURY HOTELS.....**20%**
NEWSSTAND SALES.....**<1%**
EVENTS.....**7%**

OUR COMMUNITY / CITY BY CITY



30,000
RATE BASE

108,000
TOTAL AUDIENCE

5X
FREQUENCY

Modern Luxury
Silicon Valley

READER PROFILE

MALE/FEMALE..... **46/54%**
 AVERAGE AGE..... **47**
 MARRIED/PARTNERED..... **74%**

AFFLUENT (AVG)

HOUSEHOLD INCOME **\$313,820**
 HOUSEHOLD NET WORTH.... **\$2,470,150**
 VALUE/PRINCIPAL RESIDENCE.... **\$1,408,910**
 OWN PRINCIPAL RESIDENCE..... **76%**

EDUCATED & INFLUENTIAL

COLLEGE GRADUATE **88%**
 POST-GRADUATE DEGREE **35%**
 PROFESSIONAL/MANAGERIAL..... **90%**
 ATTENDED CHARITY EVENT (PAST 12 MOS) .. **68%**
 TOOK ACTIVE ROLE IN CIVIC, SOCIAL
 OR POLITICAL ISSUE (PAST 12 MOS) **54%**

HIGHLY ENGAGED

READERS PER COPY..... **3.6**

DISTRIBUTION

DIRECT RESIDENTIAL MAIL..... **35%**
 CONTROLLED COMMERCIAL..... **35%**
 LUXURY HOTELS..... **20%**
 NEWSSTAND SALES **5%**
 EVENTS **5%**



30,000
RATE BASE
DELIVERED 17.0% ABOVE
RATE BASE*

108,000
TOTAL AUDIENCE

5X
FREQUENCY

NS

READER PROFILE

MALE/FEMALE..... **37/63%**
 AVERAGE AGE..... **45**
 MARRIED/PARTNERED..... **76%**

AFFLUENT (AVG)

HOUSEHOLD INCOME **\$347,030**
 HOUSEHOLD NET WORTH.... **\$1,590,730**
 VALUE/PRINCIPAL RESIDENCE..... **\$809,860**
 OWN PRINCIPAL RESIDENCE..... **89%**

EDUCATED & INFLUENTIAL

COLLEGE GRADUATE **93%**
 POST-GRADUATE DEGREE **38%**
 PROFESSIONAL/MANAGERIAL..... **84%**
 ATTENDED CHARITY EVENT (PAST 12 MOS) .. **85%**
 TOOK ACTIVE ROLE IN CIVIC, SOCIAL
 OR POLITICAL ISSUE (PAST 12 MOS) **61%**

HIGHLY ENGAGED

READERS PER COPY..... **3.6**
 AVG. TIME SPENT WITH ISSUE... **64 MIN.**
 READ 3+ OUT OF 4 ISSUES **80%**

DISTRIBUTION

DIRECT RESIDENTIAL MAIL..... **61%**
 CONTROLLED COMMERCIAL..... **32%**
 LUXURY HOTELS..... **1%**
 NEWSSTAND SALES **<1%**
 EVENTS **6%**



75,000
RATE BASE
DELIVERED 8.6% ABOVE
RATE BASE*

300,000
TOTAL AUDIENCE

12X
FREQUENCY

San Francisco Magazine

READER PROFILE

MALE/FEMALE..... **46/54%**
 AVERAGE AGE..... **49**
 MARRIED/PARTNERED..... **74%**

AFFLUENT (AVG)

HOUSEHOLD INCOME **\$313,820**
 HOUSEHOLD NET WORTH.... **\$2,470,150**
 VALUE/PRINCIPAL RESIDENCE.... **\$1,408,910**
 OWN PRINCIPAL RESIDENCE..... **76%**

EDUCATED & INFLUENTIAL

COLLEGE GRADUATE **88%**
 POST-GRADUATE DEGREE **35%**
 PROFESSIONAL/MANAGERIAL..... **90%**
 ATTENDED CHARITY EVENT (PAST 12 MOS) .. **68%**
 TOOK ACTIVE ROLE IN CIVIC, SOCIAL
 OR POLITICAL ISSUE (PAST 12 MOS) **54%**

HIGHLY ENGAGED

READERS PER COPY..... **4.0**
 AVG. TIME SPENT WITH ISSUE... **65 MIN.**
 READ 3+ OUT OF 4 ISSUES **77%**

DISTRIBUTION

DIRECT RESIDENTIAL MAIL..... **34%**
 CONTROLLED COMMERCIAL..... **34%**
 LUXURY HOTELS..... **17%**
 NEWSSTAND SALES **5%**
 EVENTS **10%**



25,000
RATE BASE
DELIVERED 8.9% ABOVE
RATE BASE*

82,500
TOTAL AUDIENCE

4X
FREQUENCY

Men's Book Atlanta

DISTRIBUTION

DIRECT RESIDENTIAL MAIL..... **59%**
CONTROLLED COMMERCIAL..... **21%**
EVENTS **20%**

READER PROFILE

MALE/FEMALE..... **92/8%**
AVERAGE AGE..... **49**
MARRIED/PARTNERED..... **72%**

AFFLUENT (AVG)

HOUSEHOLD INCOME **\$342,500**
HOUSEHOLD NET WORTH..... **\$1,618,750**
VALUE/PRINCIPAL RESIDENCE..... **\$638,590**
OWN PRINCIPAL RESIDENCE **92%**

SOURCE: 2015 IPSOS MODERN LUXURY READER STUDY
BASE: HH \$100K+ / * AAM AUDIT 1H 2015 / ALL MODERN
LUXURY TITLES ARE AAM AUDITED OR AAM AUDIT/APPLIED



50,000
RATE BASE
DELIVERED 9.6% ABOVE
RATE BASE*

180,000
TOTAL AUDIENCE

4X
FREQUENCY

Men's Book Chicago

DISTRIBUTION

DIRECT RESIDENTIAL MAIL..... **32%**
CONTROLLED COMMERCIAL..... **58%**
EVENTS **10%**

EDUCATED & INFLUENTIAL

COLLEGE GRADUATE **88%**
POST-GRADUATE DEGREE **44%**
PROFESSIONAL/MANAGERIAL **95%**
ATTENDED CHARITY EVENT (PAST 12 MOS) .. **74%**
TOOK ACTIVE ROLE IN CIVIC, SOCIAL
OR POLITICAL ISSUE (PAST 12 MOS) **50%**

HIGHLY ENGAGED

READERS PER COPY **ATL 3.3 / CHI 3.6**
AVG. TIME SPENT WITH ISSUE **68MIN.**
READ 3+ OUT OF 4 ISSUES **72%**

MODERN LUXURY
BRIDES

*From “Yes” to Happily Ever After,
ModernLuxury Brides inspires the
TRUE LUXURY CONSUMER as she embarks
on the spending spree of her lifetime, with the best
each city has to offer for the big day and beyond.*

*With publications from coast to coast,
Modern Luxury Brides is the
ONLY COLLECTION OF LOCAL TITLES
THAT CATERS TO A LUXURY BRIDE.*





33

AVERAGE AGE

83%

BUY BASED ON QUALITY,
NOT PRICE

\$262,800

AVERAGE HHI

Spend 4X

THE NATIONAL AVERAGE
ON A WEDDING DRESS

89%

HAVE/WILL SIGN UP FOR
A BRIDAL REGISTRY

MORE THAN

1 in 3

PLAN TO WEAR

2+ dresses

AT THEIR
WEDDING/RECEPTION

TARGETED DISTRIBUTION

Wedding Venues / Event Planners / Bridal Salons
Registered Brides / Premium Bridal Events
Jewelers / High-End Retailers

MODERN LUXURY BRIDES / OUR BRIDES-TO-BE



50,000
RATE BASE
DELIVERED 11.6% ABOVE
RATE BASE*

175,000
TOTAL AUDIENCE

2X
FREQUENCY

Modern Luxury Brides Atlanta



100,000
RATE BASE
DELIVERED 7.2% ABOVE
RATE BASE*

360,000
TOTAL AUDIENCE

2X
FREQUENCY

Modern Luxury Brides California



50,000
RATE BASE
DELIVERED 7.9% ABOVE
RATE BASE*

175,000
TOTAL AUDIENCE

2X
FREQUENCY

Modern Luxury Brides Chicago



50,000
RATE BASE
DELIVERED 3.8% ABOVE
RATE BASE*

175,000
TOTAL AUDIENCE

2X
FREQUENCY

Modern Luxury Brides Dallas



50,000
RATE BASE
DELIVERED 10.9% ABOVE
RATE BASE*

175,000
TOTAL AUDIENCE

2X
FREQUENCY

Modern Luxury Brides Houston



50,000
RATE BASE
DELIVERED 2.4% ABOVE
RATE BASE*

240,000
TOTAL AUDIENCE

2X
FREQUENCY

Modern Luxury Brides South Florida & The Caribbean

/ LAUNCHING IN 2016 / *Modern Luxury Brides DC*

MODERN LUXURY

Interiors

Design-savvy homeowners and industry insiders look to Modern Luxury Interiors for national and local trends, chic local shopping tips and revealing peeks behind the doors of the most prestigious addresses in each city—all while connecting readers with the designers responsible for helping us to live well.



The Modern Luxury Interiors community includes over 1.1 Million readers in six markets



30,000
RATE BASE
DELIVERED 5.1% ABOVE
RATE BASE*

99,000
TOTAL AUDIENCE

4X
FREQUENCY

Modern Luxury Interiors Atlanta



100,000
RATE BASE
DELIVERED 8.5% ABOVE
RATE BASE*

340,000
TOTAL AUDIENCE

4X
FREQUENCY

Modern Luxury Interiors California



50,000
RATE BASE
DELIVERED 24.8% ABOVE
RATE BASE*

180,000
TOTAL AUDIENCE

4X
FREQUENCY

Modern Luxury Interiors Chicago



30,000
RATE BASE

111,000
PROJECTED TOTAL AUDIENCE

2X
FREQUENCY

Modern Luxury Interiors Scottsdale



50,000
RATE BASE
DELIVERED 1.7% ABOVE
RATE BASE*

185,000
TOTAL AUDIENCE

4X
FREQUENCY

Modern Luxury Interiors South Florida



70,000
RATE BASE
DELIVERED 5.0% ABOVE
RATE BASE*

248,500
TOTAL AUDIENCE

4X
FREQUENCY

Modern Luxury Interiors Texas

Interiors / WHERE LUXURY LIVES / WHO WE ARE

We are the magazine of choice for the influencers in our cities — appealing to sophisticated consumers and professional designers

92%

AGREE "MY HOME IS AN EXPRESSION OF MY PERSONAL STYLE"

89%

OF READERS AGREE "I AM ALWAYS LOOKING FOR NEW WAYS TO IMPROVE MY HOME"

87%

AGREE "I WILL BUY A PRODUCT FROM A BRAND I TRUST, EVEN IF IT COSTS MORE"

TAKING ACTION

84% OF READERS USED MODERN LUXURY INTERIORS AS A SOURCE FOR HOME IDEAS

AS A RESULT OF READING MODERN LUXURY INTERIORS...

TOOK ANY ACTION: 87%

PURCHASED FROM/VISITED/CONTACTED ADVERTISER: 73%

VISITED AN ADVERTISER'S WEBSITE/LOOKED FOR MORE INFORMATION/SAVED ADVERTISEMENT: 67%



Interiors / *WHERE LUXURY LIVES* / *WHO WE ARE*



READER PROFILE

39% / 61%
MALE / FEMALE

51
AVERAGE AGE

89%
COLLEGE GRADUATE

AFFLUENT HOMEOWNERS

\$409,460
AVERAGE HHI

\$2,445,190
AVERAGE HH
NET WORTH

\$882,690
AVERAGE VALUE OF
PRINCIPAL RESIDENCE

88%
OWN THEIR
PRINCIPAL RESIDENCE

46%
OWN 2+ RESIDENCES

INVESTING IN THEIR HOME

91%
PURCHASED HOME DÉCOR/
HOME FURNISHINGS
IN THE PAST 12 MONTHS

88%
PURCHASED HOME ELECTRONICS
IN THE PAST 12 MONTHS

59%
WILL REMODEL IN
NEXT 12 MONTHS

Interiors / *PART OF THE TRADE COMMUNITY*

KEY PARTNERSHIPS

A&D Museum

ADAC

AIA

America's Mart

Architectural Digest Home Show

ASID

Chicago Merchandise Mart

DCOTA

DIFFA's Dining By Design

Dream Home at Chicago's Merchandise Mart

IIDA

Ironside

Metrocon

Miami Visitor Center

Pacific Design Center



Interiors / OUR COMMUNITY / WHERE WE ARE

DOOR TO DOOR DELIVERY, TO ALL THE RIGHT DOORS.

Our focused circulation is **targeted to exclusive distribution points** including the design community, developers and real estate professionals. An efficient model that eliminates any waste.

NATIONAL RATE BASE:

330,000

TOTAL NATIONAL AUDIENCE:

1,163,500

7.4% Circulation delivered above Rate Base (1H 2015 AAM)



48%

CONTROLLED COMMERCIAL

Direct drops at key trade shows, major real estate brokerages, model home/sales centers, design showrooms, galleries and select upscale hotels are among the premier locations displaying copies, adding significant breadth to our audience.



45%

TARGETED RESIDENTIAL & INDUSTRY MAIL

These copies are direct mailed to select lists culled from top design firms, high-end real estate developers, architectural firms and design-conscious consumers. Most members of ASID, AIA and IIDA receive copies of the magazine, offering critical industry exposure.

7%

TRADE SHOWS, EVENTS & PROMOTIONS

Private events and via select charity partners across the country



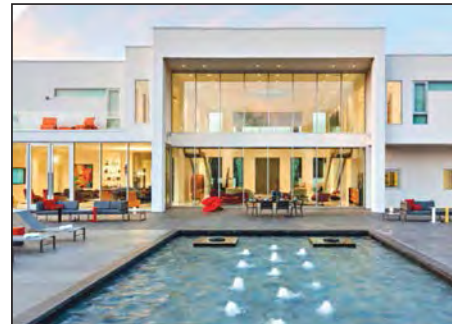
WINTER/SPRING
BEST OF DESIGN

ON-SALE 1.13.16
**AD CLOSE/
MATERIALS DUE** 12.1.15



SPRING/SUMMER
THE OUTDOOR ISSUE

ON-SALE 4.6.16
**AD CLOSE/
MATERIALS DUE** 3.1.16



SUMMER/FALL
REAL ESTATE & SECOND HOMES

ON-SALE 7.7.16
**AD CLOSE/
MATERIALS DUE** 6.1.16



FALL/WINTER
THE KITCHEN & BATH ISSUE

ON-SALE 10.5.16
**AD CLOSE/
MATERIALS DUE** 9.1.16

Modern Luxury Interiors Titles publish 4x in 2016 with the following exception: *Modern Luxury Interiors Scottsdale 2X, Spring/Summer and Fall/Winter*