

2015 EDITORIAL CALENDAR



JANUARY/FEBRUARY
DEPARTURES 100

The 100 remarkable things to see, do and know in the upcoming year...a carefully curated guide to extraordinary people, places and things in 2015.

CLOSING DATE 11.10.14
ESTIMATED IN-HOME DATE 12.29.14

MARCH/APRIL
INTERNATIONAL STYLE

Style transcends sartorial desires to become an intrinsic part of the world around us. A look at the destinations, environments and international tastemakers who possess that special "something" we all seek. And of course, a preview of spring fashion.

CLOSING DATE 1.12.15
ESTIMATED IN-HOME DATE 3.2.15

MAY/JUNE
CULTURE A-Z

The expanded well is an indispensable A-Z guide to discoveries around the world right now. A focus on the best in art—fine, pop and performing—and in culture, including books, food, wine and more.

CLOSING DATE 3.8.15
ESTIMATED IN-HOME DATE 4.30.15

JULY/AUGUST
THE SUMMER ISSUE

An issue dedicated to the incomparable experiences in travel, fashion, design and shopping that make for an unforgettable summer. Plus, our recommendations for those lazy-day indulgences from reading lists to gadgets for summer fun.

CLOSING DATE 5.11.15
ESTIMATED IN-HOME DATE 7.1.15

SEPTEMBER
THE STYLE ISSUE

This issue spells out the international language of fashion in its most stunning, luxurious interpretations.

CLOSING DATE 7.13.15
ESTIMATED IN-HOME DATE 8.31.15

OCTOBER
THE DESTINATION ISSUE

Where in the world will our editors travel in 2015? This coveted annual issue serves as the ultimate sourcebook to cultural influences and not-to-be-missed experiences in travel, dining and the arts within the chosen destination.

CLOSING DATE 8.10.15
ESTIMATED IN-HOME DATE 10.1.15

NOVEMBER/DECEMBER
ART OF APPROPRIATE ACQUISITION

Whether shopping for oneself or others, modern luxury is defined by quality. The shopping issue will focus on special and one-of-a-kind items that represent authenticity. Plus, a special resort guide for those planning a holiday getaway—where to go and what to pack.

CLOSING DATE 9.14.15
ESTIMATED IN-HOME DATE 11.19.15

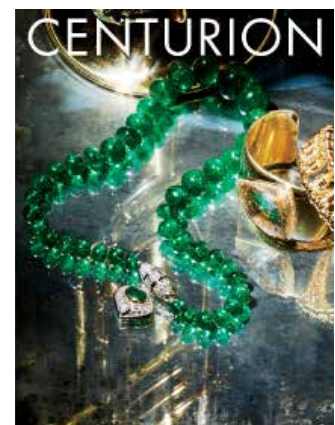
NOTE: All edit subject to change.



HOME + DESIGN 2015

MAY/JUNE
CLOSING DATE 3.2.15
ESTIMATED IN-HOME DATE 5.1.15

OCTOBER
CLOSING DATE 8.18.15
ESTIMATED IN-HOME DATE 10.1.15



CENTURION 2015
EXCLUSIVELY FOR CENTURION®
CARD MEMBERS

SPRING/SUMMER
CLOSING DATE 4.6.15
ESTIMATED IN-HOME DATE 5.15.15

FALL/WINTER
CLOSING DATE 10.5.15
ESTIMATED IN-HOME DATE 11.15.15

Membership Access

CONTACT YOUR SALES REPRESENTATIVE OR VICE PRESIDENT, ASSOCIATE PUBLISHER MARK COOPER AT 212.522.1691

DEPARTURES

BRAND REPORT FOR THE 6 MONTH PERIOD ENDED JUNE 2014



No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

Time Inc.
1120 Avenue of the Americas
New York, NY 10036
Tel.: (212) 382-5600
Fax: (212) 382-5879

DEPARTURES the voice of luxury, is distributed exclusively to American Express Platinum Card® and Centurion® members. The magazine provides actionable intelligence across a range of topics including travel, style, culture, technology, home and design. It is a lifestyle sourcebook for affluent, well-traveled, interested consumers—a call to action on where to go, how to go, and who and what to know NOW.

MARKET SERVED

DEPARTURES is the lifestyle magazine covering luxury, travel, dining, style, culture and home design for Platinum card and Centurion members from American Express.

CHANNELS

DEPARTURES MAGAZINE



3 Issues in the period
1,260,942 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Paid	Non-Paid	Average
DEPARTURES MAGAZINE (3 issues in period)	-	1,260,942	1,260,942

MAGAZINE CHANNEL

Official Publication of: None/Established: 1984

PRICE AND FREQUENCY

**NC Average Annual Subscription Order Price for the Period Reported(Excluding Sponsored Subscriptions)

7 Issues Per Year

**NC All Single-Copy Sales Prices for the Period

****NC - None Claimed**

AVERAGE TOTAL QUALIFIED BASED ON 3 ISSUES IN THE PERIOD

Total Qualified	1,260,942
Average Rate Base	920,000
Variance +/-	340,942
Percent +/-	37.0
Qualified Paid	-
Subscriptions	-
Sponsored	-
Single-Copy Sales	-
Qualified Non-Paid	1,260,942

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	-	-	-	-
Membership Benefit	-	-	1,260,942	100.0	1,260,942	100.0
Multi-Copy Same Addressee	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	-	-	1,260,942	100.0	1,260,942	100.0
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	-	-	1,260,942	100.0	1,260,942	100.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Total Qualified
January/February	1,254,222
March/April	1,262,588
May/June	1,266,015

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY/JUNE 2014

This issue is 0.6% or 7,610 copies above the average of the other 2 issues reported in Paragraph 2.

MARKET SERVED	TOTAL QUALIFIED	PERCENT OF TOTAL
American Express Individual Platinum and Centurion members	886,056	70.0
American Express Small Business Platinum and Centurion members	379,959	30.0
TOTAL QUALIFIED CIRCULATION	1,266,015	100.0

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2014

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL – Direct Request:	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
II. TOTAL – Request from recipient's company:	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
III. TOTAL – Membership Benefit:	1,266,015	-	-	1,266,015	100.0
a. Individual	886,056	-	-	886,056	70.0
b. Organizational	379,959	-	-	379,959	30.0
IV. TOTAL – Communication from recipient or re-distributor (other than request):	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	-	-	-	-	-
Rosters and directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. TOTAL – Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,266,015	-	-	1,266,015	100.0
PERCENT	100.0	-	-	100.0	

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

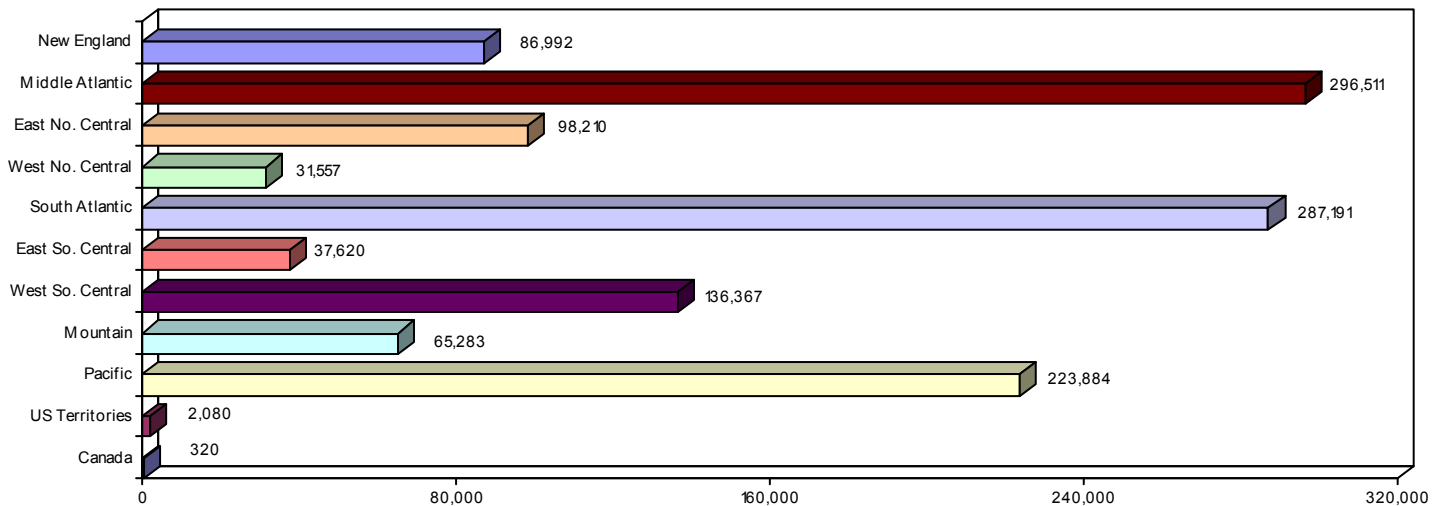
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013*	January - June 2014*
Total Audit Average Qualified:	1,081,387	1,111,423	1,157,040	1,194,749	1,237,880	1,260,942
Rate Base (if any):	860,000	875,000	875,000	900,000	900,000	920,000
Rate Base +/-:	221,387	236,423	282,040	294,749	337,880	340,942
Percent +/-:	25.7	27.0	32.2	32.7	37.5	37.1
Qualified Paid :	558	588	646	-	-	-
Subscriptions	558	588	646	-	-	-
Sponsored	-	-	-	-	-	-
Single-Copy Sales	-	-	-	-	-	-
Qualified Non-Paid:	1,080,829	1,110,835	1,156,394	1,194,749	1,237,880	1,260,942
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July 2013 – June 2014 is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**
 **NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2014

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	2,669		Kentucky	6,420	
New Hampshire	4,930		Tennessee	15,548	
Vermont	1,659		Alabama	10,626	
Massachusetts	42,523		Mississippi	5,026	
Rhode Island	4,056		EAST SO. CENTRAL	37,620	3.0
Connecticut	31,155		Arkansas	4,705	
NEW ENGLAND	86,992	6.9	Louisiana	14,977	
New York	183,017		Oklahoma	7,399	
New Jersey	77,344		Texas	109,286	
Pennsylvania	36,150		WEST SO. CENTRAL	136,367	10.8
MIDDLE ATLANTIC	296,511	23.4	Montana	2,010	
Ohio	22,887		Idaho	2,203	
Indiana	8,542		Wyoming	1,347	
Illinois	39,961		Colorado	16,902	
Michigan	20,104		New Mexico	4,060	
Wisconsin	6,716		Arizona	21,225	
EAST NO. CENTRAL	98,210	7.8	Utah	7,214	
Minnesota	9,515		Nevada	10,322	
Iowa	2,790		MOUNTAIN	65,283	5.2
Missouri	10,121		Alaska	1,180	
North Dakota	682		Washington	14,698	
South Dakota	1,144		Oregon	6,115	
Nebraska	2,172		California	197,199	
Kansas	5,133		Hawaii	4,692	
WEST NO. CENTRAL	31,557	2.5	PACIFIC	223,884	17.7
Delaware	2,639		UNITED STATES	1,263,615	99.8
Maryland	25,682		U.S. Territories	2,080	
Washington, DC	9,369		Canada	320	
Virginia	33,592		Mexico	-	
West Virginia	1,705		Other International	-	
North Carolina	23,711		APO/FPO	-	
South Carolina	12,485				
Georgia	41,353				
Florida	136,655				
SOUTH ATLANTIC	287,191	22.7			
			TOTAL QUALIFIED CIRCULATION	1,266,015	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

METHOD OF DISTRIBUTION:

DEPARTURES is mailed periodicals class from New York.

MAGAZINE:

AVERAGE NON-QUALIFIED CIRCULATION: 13,962 COPIES.

TOP 20 DMA'S

This is an analysis of copies sent to "Designated Market Areas" (DMA's) which are television viewing areas as defined by the A.C. Nielsen Company.

DMA RANK	CIRCULATION	% DEPARTURES	% DMA HHs	DEPARTURES INDEX
1. New York	259,704	20.6	6.8	302
2. Los Angeles	111,737	8.8	5.0	177
3. Chicago	37,449	3.0	3.1	96
4. Philadelphia	36,526	2.9	2.7	107
5. San Francisco-Oakland-San Jose	44,927	3.6	2.3	155
Top 5 Sub Total	490,343	38.8	19.9	195
6. Boston	43,571	3.4	2.2	157
7. Dallas - Ft. Worth	33,248	2.6	2.1	125
8. Washington D.C.	45,381	3.6	2.1	171
9. Atlanta	35,327	2.8	1.9	147
10. Detroit	14,517	1.1	1.8	64
Top 10 Sub Total	662,387	52.4	30.0	175
11. Houston	42,350	3.4	1.7	197
12. Seattle - Tacoma	12,823	1.0	1.6	63
13. Tampa - St. Petersburg	21,359	1.7	1.5	113
14. Minneapolis-St. Paul	8,963	0.7	1.5	47
15. Phoenix	17,816	1.4	1.4	101
Top 15 Sub Total	765,698	60.6	37.7	161
16. Cleveland-Akron (Canton)	9,536	0.8	1.4	54
17. Miami-Ft. Lauderdale	52,027	4.1	1.4	294
18. Denver	15,067	1.2	1.3	92
19. Sacramento-Stockton-Modesto	7,288	0.6	1.2	48
20. Orlando - Daytona Beach - Melbourne	15,438	1.2	1.2	102
Top 20 Total	865,054	68.5	44.2	155
Total U.S.	1,263,615	100.0	100.0	

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Steven J. DeLuca, Vice President/Publisher

Michelle Korchinski-Ogden, Vice President/Consumer Marketing

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 15, 2014

State New York

County New York

Received by BPA Worldwide July 15, 2014

Type CPJ

ID Number D027B0J4

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

DEPARTURES

A UNIQUE
EDITORIAL ENVIRONMENT



“ **DEPARTURES** is a lifestyle sourcebook for affluent, well-traveled consumers—a call to action on where to go, how to go, and who and what to know NOW ”

—**RICHARD DAVID STORY**
EDITOR-IN-CHIEF

READER PROFILE

AUDIENCE

TOTAL AUDIENCE 5,546,000*

GENDER

MALE 62%
FEMALE 38%

AGE

AVERAGE AGE 57 YEARS

MARITAL STATUS

MARRIED/PARTNERED 79%

AVERAGE HHI

\$741,170

TOTAL NET WORTH

\$1 MILLION + 81%
\$3 MILLION + 53%
\$5 MILLION + 29%
AVERAGE \$4,280,000

EMPLOYMENT

EMPLOYED 70%
SELF-EMPLOYED 47%

JOB TITLE

TOP MANAGEMENT 70%
CHIEF-TITLES 64%

BOARD OF DIRECTORS

AT COMPANIES
OR ORGANIZATIONS
BESIDES THEIR OWN 49%

EDUCATION

COLLEGE DEGREE 90%
POST-GRADUATE DEGREE 50%

CHILDREN IN HOUSEHOLD

ANY 33%
UNDER 18 19%
18 YEARS + 17%



Source: 2014 DEPARTURES Reader Survey
*MRI Doublebase 2013 Publishers Defined Prototype

Membership Access

SPENDING POWER

DEPARTURES READERS' 2013 LIFESTYLE SPENDING INCREASED 11% VS. 2012

\$186
BILLION
+11% 2013 vs 2012

RETAIL	\$93.4 B
HOME	\$28.1 B
INTERNET SHOPPING (includes department store e-commerce)	\$13.6 B
APPAREL & ACCESSORIES	\$9.5 B
WOMEN'S APPAREL	\$2.7 B
WATCHES & JEWELRY	\$2.5 B
MEN'S APPAREL	\$1.8 B
SHOES	\$529 MM
HANDBAGS/LEATHER GOODS	\$527 MM
DEPARTMENT STORES	\$4.7 B
BEAUTY PRODUCTS & SERVICES	\$1.2 B
TRAVEL & TRANSPORTATION	\$64.0 B
DINING & ENTERTAINMENT	\$14.4 B

ALL PAID
WITHIN 30 DAYS



SOURCE: 2013 American Express U.S. Cardmember Data. *NOTE: DEPARTURES readers are defined as Platinum Card®, Business Platinum Card®, Centurion® and Business Centurion® members from American Express, as premium cardmembers, DEPARTURES readers are required to pay their statement in 30 days. **Confidential, Proprietary & Trade Secret Information** this document contains confidential, proprietary and trade secret information of American Express travel related services company, Inc. ("American Express") and its subsidiaries and affiliates, and must not be disclosed in whole or in part to any third parties without the prior written consent of American Express.

DEPARTURES | Rates

2015 RATE CARD GENERAL RATES (GROSS) [EFFECTIVE JANUARY/FEBRUARY 2015 ISSUE]

RATE BASE: 950,000

	1x	3x	6x	9x	12x
FOUR COLOR					
Full Page	\$110,700	\$107,379	\$104,058	\$100,737	\$97,416
2/3 Page	83,000	80,510	78,020	75,530	73,040
1/2 Page	66,400	64,408	62,416	60,424	58,432
1/3 Page	52,000	50,440	48,880	47,320	45,760

TWO COLOR					
Full Page	\$93,100	\$90,307	\$87,514	\$84,721	\$81,928
2/3 Page	69,700	67,609	65,518	63,427	61,336
1/2 Page	55,900	54,223	52,546	50,869	49,192
1/3 Page	43,700	42,389	41,078	39,767	38,456

BLACK & WHITE					
Full Page	\$75,500	\$73,300	\$71,000	\$66,800	\$62,500
2/3 Page	56,600	55,000	53,300	50,100	47,000
1/2 Page	45,300	44,000	42,600	40,100	37,500
1/3 Page	35,500	34,500	33,400	31,400	29,400

COVERS					
COVER 2/PAGE 1	\$254,600	\$246,962	\$239,324	\$231,686	\$224,048
THIRD COVER	127,300	123,481	119,662	115,843	112,024
FOURTH COVER	143,900	139,583	135,266	130,949	126,632

ALL RATES ARE GROSS, ALL COPY AND CONTRACT CONDITIONS APPLY.

DEPARTURES | *Rates and Specs*

2015 ADVERTISING SPECIFICATIONS

PAGE UNIT	BLEED	TRIM	NON-BLEED	SAFETY/LIVE
Spread	18 1/4" x 11 1/8"	18" x 10 7/8"	16" x 10"	17 1/2" x 10 1/8"
Full Page	9 1/4" x 11 1/8"	9" x 10 7/8"	7 1/2" x 10"	8 1/4" x 10 1/8"
2/3 Page	5 3/4" x 11 1/8"	5 1/2" x 10 7/8"	5" x 10"	4 3/4" x 10 1/8"
1/2 Page Island	5 9/16" x 8 1/4"	5 5/16" x 8"	4 13/16" x 7 1/2" 4	4 9/16" x 7 1/4"
1/2 Page Horizontal	9 1/4" x 5 9/16"	9" x 5 5/16"	7 1/2" x 4 13/16"	8 1/4" x 4 9/16"
1/3 Page Square	4 3/4" x 11 1/8"	4 1/2" x 10 7/8"	4" x 10"	3 3/4" x 10 1/8"
1/3 Page Square	5 3/4" x 5 9/16"	5 1/2" x 5 5/16"	5" x 4 13/16"	4 3/4" x 4 9/16"
1/3 Page Vertical	3 1/4" x 11 1/8"	3" x 10 7/8"	2 7/16" x 10"	2 1/4" x 10 1/8"

TRIM: 9" X 10 7/8"

BLEED: 9 1/4" X 11 1/8"

4C LINE SCREEN: 150

PERFECT BOUND

REQUIRED MATERIALS

PDF/X-1a digital files. Total dot density of 300, plus two (2) SWOP color proofs with color bars (i.e. Iris, Epson or Kodak approvals).

FILE TRANSMISSION

Please send all PDF/X-1A ads to DEPARTURES by uploading your files to our ad portal at <https://www.direct2time.com/>

PLEASE SEND 2 SWOP STANDARD PROOFS TO:

Tony White
 1271 Avenue of the Americas, 7th Floor
 New York, NY 10020
 Tel: 212.522.0969
 Email: Anthony.White@timeinc.com

NATIVE ADVERTISING OPPORTUNITY A LASTING COLLABORATION

Speak directly to the web's most affluent audience through DEPARTURES CONNECT— a unique opportunity to pair your brand message with the editorial expertise of DEPARTURES, creating a custom article or slideshow promoted across a variety of digital platforms.

SPONSORSHIP DETAILS

DEPARTURES' Creative Services team will work in collaboration with your marketing team to create a brand story in our own editorial voice.

DEPARTURES CONNECT Media:

- Custom native article (in "Sponsored" template including brand assets and clickable hyperlinks
- 100% SOV (728x90, 300x250 and/or 300x600) in adjacent ad slots
- Supplemental run of site banners
- Custom promotional placement on DEPARTURES.com homepage and related editorial for the duration of the media plan

DEPARTURES CONNECT Promotion:

- Custom promotional placement on DEPARTURES.com homepage and related editorial for the duration of the media plan
- Social & newsletter mentions (where applicable)
- The article lives in eternity on DEPARTURES.com, and clients are encouraged to promote the editorial in their own marketing channels as well

175,000 IMPRESSIONS Including article adjacency and ROS
AVERAGE TIME SPENT: 2 minutes, 15 seconds

The screenshot displays the DEPARTURES website interface. At the top, there's a navigation bar with categories like HOME, TRAVEL, FASHION, SHOPPING, ART & CULTURE, LIFESTYLE, and DISPATCH. A search bar is located on the right. Below the navigation, a banner for SK-II FACIAL TREATMENT MASK is visible. The main content area features a sponsored article titled "Hidden Streets, Secret Bars, and Speakeasies" by Gowanus, New York. The article includes a photo of a woman and text about hidden bars and speakeasies. To the right of the article, there are several promotional banners for SK-II products, including "YOUR WEEKLY 'IT' LIST" and "ACCESS DEPARTURES". At the bottom, there are "MOST RECENT FEATURES" and a footer with contact information and legal disclaimers.

Membership Access

EDITORIAL DISPATCH

CURATED CONTENT FROM DEPARTURES EDITORS

From the editors of DEPARTURES, a guide to what to know and where to go, delivered to the inbox of 50,000+ readers every Thursday.

DEPARTURES DISPATCH features:

- The latest fashion & design
- Luxury hotels and destinations
- Must-have gadgets & new technology
- New exhibitions and cultural events

ADVERTISER INTEGRATION: 728x90 and 160x600

FIXED FEE: \$10,000

OPEN RATE: 30%+

DEDICATED DISPATCH


A BESPOKE EMAIL PAIRING BRAND COPY WITH AN AFFLUENT ENGAGED AUDIENCE

DEPARTURES' in-house creative team will tailor your message to our audience and deliver this exclusive DEDICATED DISPATCH to 50,000+ opt-in subscribers twice-monthly


ADVERTISER INTEGRATION: Custom Text w/ links, 728x90 Banner

FIXED FEE: \$18,000

OPEN RATE: 30%+




UNFORGETTABLE MOMENTS
NEW CRYSTAL JEWELRY COLLECTION
DISCOVER >



DEPARTURES DISPATCH™

FROM THE EDITORS OF DEPARTURES
SPECTACULAR CASINO HOTELS
AND 4 OTHER ESSENTIAL THINGS TO KNOW THIS WEEK
NOVEMBER 7 - NOVEMBER 13




HOTELS
Spectacular Casino Hotels
By Chadner Navarro

While Las Vegas is often considered the gold standard when it comes to casino experiences, a wealth of international hotels flush with unparalleled accommodations, gourmet food and singular offerings shouldn't be missed. The storied Hôtel de Paris Monte-Carlo, located next door to the Casino de Monte-Carlo, is a gorgeous sight. The Grand Resort Bad Ragaz in the Swiss Alps combines glamorous offerings with surrounding natural beauty. And Marina Bay Sands in Singapore, with its eye-catching architecture, is a towering example of how a casino hotel done right is always a winner.
[Read more >](#)

CELEBRATE
PRECIOUS
MOMENTS

TIMELESS HARCOURT
COLLECTION

DISCOVER >
baccarat.com



TRAVEL
How to Do the Western Cape
Eat, sleep and shop your way through South Africa's white-hot center of earthly delights.
[Read more >](#)

FOOD
Holiday Dining with the World's Best Chefs
The Twelve Days of Christmas at Meadowood Napa Valley is a culinary highlight of the season—and tickets are going fast.
[Read more >](#)

JEWELRY
A Wave of Stunning Diamonds
De Beers introduces a high-carat collection of designs inspired by water.
[Read more >](#)

HOTELS
A New Wine-Geared Resort in Mendoza, Argentina
The Vines Resort & Spa, which opens next month, will offer its guests unforgettable experiences set among the vineyards.
[Read more >](#)



THE
SOFT RICKY

ORDER &
SHOP NOW

DEPARTURES DISPATCH

A SPONSORED EMAIL
FOR THE WEEK OF DECEMBER 3 - DECEMBER 9



Timeless design and fresh, modern colors make Ralph Lauren's new "Soft Ricky" bag a coveted accessory for today and beyond

When sketching out his now-iconic "Ricky" bag, top American fashion designer Ralph Lauren didn't have to go far for inspiration. Looking to the crisp, classic style of his muse – his wife, Ricky – Lauren set out to create a new model for timeless design.

Painstakingly crafted from layers of ultra-supple nappa leather and employing time-honored Italian leatherworking techniques, each bag takes up to 12 hours to construct. The new "Soft Ricky" iteration of the satchel is less structured than the original, and lighter in weight. Every detail is thoughtfully designed: handles are constructed with buttery soft leather for comfort, and hand-stitched for reinforced strength. Each bag is finished with pieces of custom-made hardware, including a logo-embossed, leather-covered lock in Lauren's signature lock-and-key design.

In fresh, vibrant colors like clementine, lime, yellow, and metallic gold (plus classic black and brown) with a bonded-calfskin lining in contrasting hues, this coveted handbag has the power to single-handedly energize and transform a wardrobe. By combining age-old Italian leatherworking techniques with vintage-style hardware and fresh, modern colors to create this new version of the Ricky bag, Lauren has designed an accessory that transcends one single style or era. He's also succeeded in his goal to give every woman the opportunity to become the latest star of the timeless Ralph Lauren vision: "She's not old-world, she's not today's world," he says. "Her elegance is not defined by time. She has an enduring glamour."



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Membership Access

DEPARTURES.COM THE LEADING VOICE OF LUXURY ACROSS ALL PLATFORMS

DEPARTURES.com provides editorial content exclusively for 1.3 million Platinum Card® and Centurion® Members, helping them live the ultimate luxury lifestyle.

With trusted content on travel, fashion, shopping and culture, only DEPARTURES.com inspires and rewards sophisticated, worldly users. On desktop and mobile, DEPARTURES.com is their lifestyle sourcebook—a call to action on where to go and how to go, and who and what to know—NOW.

AN AFFLUENT & ENGAGED AUDIENCE

200K monthly unique visitors and **2MM** monthly page views

\$741,170 average HHI

5.8 MIN average time spent on site

26,000+ social media footprint and growing

50,000+ email subscribers

The screenshot displays the DEPARTURES.COM website layout. At the top, there is a navigation bar with categories: HOME, TRAVEL, FASHION, SHOPPING, ART & CULTURE, LIFESTYLE, and DISPATCH. A search bar is located on the right. Below the navigation is a large featured article titled "Departures" Hosts the First Annual Philanthropy Honors Gala, featuring a photo of a man and a woman. To the right of this article is a sidebar with "IN THE MAGAZINE" and "YOUR WEEKLY 'IT' LIST". Below the main article is a "TOP FEATURES" section with several smaller articles: "Where to Stay in Miami", "A Roadtrip on the Overseas Highway", "Fashion House", "Miami Style Makes a Comeback", "Defining Miami's Menswear", "Queen of Collins Avenue", "Art Basel Miami: An Oral History", and "Shepard Fairey Does Ballet". There are also sections for "TRAVEL", "FASHION", "SHOPPING", "ART & CULTURE", and "LIFESTYLE". At the bottom right, there is a "GRAND OPENING PREVIEW" for "THE MAJESTY OF INDIA" and an "ACCESS DEPARTURES" section.

SOURCE: Adobe Site Catalyst 2014. 2014 DEPARTURES Readership Survey, Social Media includes Twitter and Instagram

DEPARTURES.COM

THE LEADING VOICE OF LUXURY ACROSS ALL PLATFORMS

CONTENT

Sponsorship of editorial sections and native content solutions

CUSTOM

Creative Services ideates, develops, and produces custom rich media units to engage our audience with branded messaging

NEWSLETTERS

Editorial Dispatch newsletter sponsorships and custom dedicated Dispatch e-blasts offer 100% SOV

MOBILE

Opportunities to target DEPARTURES.com's mobile presence. DEPARTURES exclusive app: Ultimate City Guides provides curated lists of the top hotels, restaurants, bars & lounges, shops, and VIP events in 25 global luxury destinations

SOCIAL

Access DEPARTURES' engaged Twitter audience with sponsored tweets

TARGETING & SCALE

Scale campaigns across Time Inc. Affluent Publishing Group's Luxury Channel custom targeting segment



DEPARTURES DISPATCH

A SPONSORED EMAIL
FOR THE WEEK OF JUNE 18 - JUNE 24



Ease Into Fall

Fall is on its way, and with it a crisp collection of reimagined classics from Donna Karan New York, perfect for a seamless transition between the seasons. "How to ease into fall? With a clean slate of sensual elements born of the classics. This is modern urban sportswear: chic, flexible, deceptively simple. Ready to personalize, day or night, summer into fall," says Karan. Each piece is long and lean, hip-slung, and body grazing. Geometric and graphic, they have just the right amount of sexy sophistication, and a day-into-night versatility. Think refined shirts, structured blazers, biker jackets, and sheer-paneled dresses. Structure has never felt more free and at ease. The collection's palette of chalk, black, vicuna, and putty feels effortlessly clean, fresh, and evolved.



Wardrobe staples don't get more essential than the classic white shirt, and for this collection, Donna Karan elevated the construction to an art form. The georgette or viscose jersey shirts are inspired by him, but defined by her. The indispensable shirtdress version can be worn for work, evening, or a polished one-and-done weekend look. Also on offer for this season: blazer cardigan jackets, pleated skirts, collage dresses, leather and suede biker jackets, and columns for evening. Stunning embellishments like artisanal cutouts, sequin sprayed illusions, and artful brush-stroked prints adorn the collection. This is modern urban sportswear at its best – clean, sophisticated, effortless, and refined – and it's ready to personalize for the new season ahead.

[View the collection at NeimanMarcus.com](#)

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INSIDE MEMBERSHIP
February 2014

JOHN SMITH
Member Since 1993 | [Account Summary](#)

Purchase Protection
Holiday shopping with added peace of mind
As a Card Member, your eligible purchase can be covered for up to 90 days from the date of purchase when you charge any portion of the price of the eligible purchased item with your Card account. You will only be reimbursed for the amount charged to your Card.
[Learn More](#)

SELECTED FOR YOU

Visit The CenturionSM Lounge in Las Vegas
As a Platinum CardSM Member, you can now enjoy unlimited complimentary access to The Centurion Lounge, which offers amenities upon entry. Visit us at Las Vegas McCarran International Airport during your next trip.*
[Explore Now](#)

MEMBERSHIP REWARDSSM PROGRAM
A New Way to Use Points
Treat yourself this holiday season. Use points with the latest Amex Mobile app toward virtually any Card charge.*
[Learn More](#)

2015 OPPORTUNITY

AMERICAN EXPRESS[®] CONSUMER CARD MEMBER E-NEWSLETTER

Showcase your brand and share a unique opportunity to luxury consumers via targeted access to the unparalleled American Express Platinum Card[®] Member database. The American Express Consumer Card Member E-Newsletter is a resource for our exclusive Members who are always seeking the best.

2015 AVAILABLE TIMING

June, August, October, December

- Category exclusivity
- 6-9 offers per e-newsletter

TARGETING

- DMA's
- Category spend
- Specific interests

COMMITMENT/ACCESS

- 2 Pages: 5,000 names
- 3 Pages: 10,000 names
- 4 Pages: 15,000 names
- 5 Pages: 20,000 names
- 6 Pages: 30,000 names

Please note: This program requires a minimum sixteen (16) week lead-time for execution. E-Newsletters are based on availability and are first-come, first-served. Contingent upon previously scheduled communications to Card Members and are subject to approval by American Express Marketing Review Board, Offer Governance, Legal, Brand, Platinum Card Marketing and Creative Governance. Partner responsible for all landing page costs.

DETAILS

- Exclusive, best-in-market opportunity for Platinum Card Members must be provided and valued at a 20% minimum (offer pending American Express approval)
- Offer must be valid for an 8 week minimum
- Partner to design landing page with offer details and fund offer
- Partner to provide copy points, hi-res image and logo

REPORTING

- Impressions and CTR for opened and received emails
- Reporting available 2 weeks after deployment

THE CENTURION LOUNGE

A NEW TRAVEL LOUNGE EXCLUSIVELY FOR AMERICAN EXPRESS CARD MEMBERS



THE LOUNGE EXPERIENCE

DEPARTURES will leverage our exclusive access to the world's best customers to create best-in-class Centurion Lounge experiences for our members.

With unlimited access to the Centurion Lounges, Platinum Card® and Centurion® Members are greeted by American Express Centurion Lounge staff upon arrival. Guests may use the Member Services desk to take care of any travel needs and enjoy a wide range of amenities including:

- Luxurious spa and showers with L'Occitane beauty and skincare products (select lounges)
- Signature cocktail list, created by Jim Meehan and curated wine list by Anthony Giglio
- World-class culinary experience by local expert chefs
- Access to the Member Services desk
- Complimentary tablet use in the lounge
- Secured luggage storage
- High-speed Wi-Fi access and mobile device charging

Centurion Members are also presented with a monthly premium gift or specialty drink each time they enter the lounge.

THE PROGRAM

Partnering brands will receive exposure within the lounge to enhance the Centurion Lounge experience and communicate their brand messages in an elegant manner.

SPECIAL EVENTS

Advertisers have the opportunity to create short presentations to run for one (1) day to interact with Card Members and enhance their visit to the Centurion Lounge. At the conclusion of the presentation, partners can offer a promotion to incentivize guests to visit their local boutique.

THE CENTURION LOUNGE

- McCarran Airport, Las Vegas, Opened February 2013
- Dallas/Fort Worth International Airport, Opened October 2013
- New York LaGuardia Airport, Opened August 2014
- San Francisco International Airport, Opened November 2014
- Miami International Airport, Opening 2015

COMMITMENT

- 4 pages for in-lounge events plus cost share

PLEASE NOTE: Minimum quantity of 1,000 gifts with a maximum value of \$250 per gift. Participation requires approval from American Express. Advertisers will be responsible for all production costs and execution of offer. Gifts and special offers are subject to American Express approval. Source: © American Express Travel Related Services Company, Inc. All rights reserved. This is confidential, proprietary and trade secret information of American Express Travel Related Services Company, Inc.

Membership Access

WORLD//WISE
presented by
DEPARTURES DISPATCH

DESIGN COUNCIL

PRODUCT NEWS & INFO FROM OUR PARTNERS
For members of the DEPARTURES HOME+DESIGN 2014 Design Council, here's the latest product and info from 10 of our premier advertising partners.



DESIGNER
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

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[CLICK HERE](#)

DESIGN COUNCIL
MEMBER
WORLD WISE
DIRECT MESSAGING TO
LUXURY CONSUMERS

Align your brand with an esteemed member of the DEPARTURES Design Council and share announcements, news and opportunities with over 25,000 DEPARTURES readers who have opted-in to receive exclusive information from our partners—making them a highly responsive audience.

Your custom e-mail will be designed by DEPARTURES and written by one of our elite Design Council members providing the following exposure:

- Created with Designer's voice
- Promotion of unique Platinum Card Member opportunity by a DEPARTURES Design Council member
- Image and logo placement
- Links to your website

COMMITMENT

- A custom dedicated e-mail blast is available to DEPARTURES Home+Design advertisers **based on a minimum 4 page advertising commitment.** (limited one per Home+Design issue)

MATERIALS

- Approved opportunity and copy points
- Web-ready images and logo
- Terms and conditions
- Call-to-action

PLEASE NOTE: This program requires a minimum 10-week lead-time for execution. All programs are based on availability, contingent on previously scheduled communications to Card Members and are subject to approval by American Express Legal, American Express Branding as well as Premium Card Marketing. Merchandising credits will be applied to program costs.

Membership Access

2015 DIRECT MAIL TARGETED COMMUNICATION TO PLATINUM CARD® MEMBER DATABASE



Showcase your brand and exclusive, best-in-market offer to luxury consumers via targeted access to the unparalleled Platinum Card Member database.

Segmentation opportunities include:

- Geography
- Spend in specific categories
- Current or lapsed customers
- Overall card spend
- Consumers spending in select like-minded brands

AVAILABILITY

Direct mail will be available to advertisers on a quarterly basis and has limited availability.

TIMING

Advertisers to provide DEPARTURES desired offer and list criteria to be vetted and approved by American Express.

DESIRED DROP DATE	OFFER & PROGRAM DEADLINE
June 2015 – August 2015	01.20.15
September 2015 – November 2015	04.14.15
December 2015 – February 2016	07.14.15
March 2016 – May 2016	10.21.15

COMMITMENT / ACCESS *

- 2 Pages: 5,000 names
- 3 Pages: 10,000 names
- 4 Pages: 15,000 names
- 5 Pages: 20,000 names
- 6 Pages: 30,000 names

*Actual number is subject to offer details, targeting criteria, mail date, previously scheduled Card Member communications and approvals from the American Express Marketing Review Board.

SPECIFICATIONS

- Exclusive, best-in-market offer for Platinum Card Members must be provided valued at a minimum of 20% (offer pending American Express approval)
- Include a custom letter from your brand and DEPARTURES SVP, Publisher Steven DeLuca
- Partners may produce the piece in accordance with American Express branding guidelines or DEPARTURES will design the direct mail/collaborate with partners to develop a custom insert for an existing catalog
- Partners to provide suggested mail plan segmentation; must not include age, gender, HHI, zip codes
- Use of American Express approved fulfillment house is required

MATERIALS IF DESIGNED BY DEPARTURES

- Exclusive, best-in-market offer copy points
- Hi-res logo and images
- Call-to-action

PLEASE NOTE: This program requires a minimum sixteen (16) week lead-time for execution. All programs are based on availability, contingent on previously scheduled communications to Card Members and are subject to approval by American Express Marketing Review Board, Offer Governance, Legal, Brand, Platinum Card Marketing and Creative Governance. Partner will be responsible for all costs, including but not limited to printing, postage and fulfillment.



HOME+DESIGN NOTEWORTHY IN-BOOK PROMOTIONAL LISTING

Share your message with 525,000 affluent and design-savvy consumers—American Express Platinum Card® and Centurion® Members.

Home+Design Noteworthy is an in-book resource listing for DEPARTURES Home+Design readers who turn to the pages of the magazine for trusted recommendations on where to go, what to acquire and how to bring their homes to life.

MATERIALS

- 40 words of copy
- Hi-res image (300 dpi)
- Call-to-action if desired

PRODUCTION CONTACT

Georgia Luch
212-522-1034 | Georgia.Luch@DEPARTURES.com

COMMITMENT

- Based on a minimum 3 page advertising commitment.
- A 1/4-page listing in Home+Design Noteworthy is available to DEPARTURES Home+Design advertisers



DEPARTURES HOME+DESIGN 2015

DEPARTURES Home+Design focuses on the luxurious elements and appointments that transform a space into a home and a sight to behold. From architecture and design to technology and appliances to décor and custom furnishings, Home+Design is the ultimate guide to the material comforts that inspire our readers.

Consistently ranked the top-read section, Home+Design was expanded into an independent luxury magazine in 2013 to provide readers with more of what they want—inspired ideas and selections in interior design. Now delivered twice annually, DEPARTURES Home+Design will delight readers in Spring and Fall.

OUR READERS

- \$28 Billion spent on the home in the past year
- \$741,000 HHI
- \$4,280,000 average total net worth
- \$1,303,437 average home market value
- \$1,352,465 additional home market value
- 66% own two homes
- 33% own three homes or more

CIRCULATION

525,000 top spending consumers

CONCENTRATED MARKETS

- New York
- Miami
- Los Angeles
- Atlanta
- Chicago
- San Francisco
- Dallas

ISSUE AND CLOSING DATE

MAY/JUNE

Closing Date 03.2.15

Estimated In-Home Date 05.1.15

OCTOBER

Closing Date 08.18.15

Estimated In-Home Date 10.1.15

SOURCE: 2014 DEPARTURES Readership Study; 2013 American Express U.S. Card Member Data NOTE: DEPARTURES readers are defined as Platinum Card®, Business Platinum Card®, Centurion® and Business Centurion® Members from American Express. Confidential, proprietary & trade secret information: this document contains confidential, proprietary and trade secret information of American Express travel related services company, inc. ("American Express") and its subsidiaries and affiliates, and must not be disclosed in whole or in part to any third parties without the prior written consent of American Express.

Membership Access



DEPARTURES DESIGN COUNCIL

Every year, DEPARTURES selects a group of elite, authoritative design professionals and offers readers and advertisers instant access to their residential work, services and products. The Design Council is showcased to our design-savvy audience through beautiful features and slideshows on DEPARTURES.com, alongside advertisements from our top design advertisers.

1 PAGE COMMITMENT

- **HOME+DESIGN DIGITAL SHOWCASE**
Features original content and information from the DEPARTURES Design Council.
 - Advertiser will receive one ad unit and one text link on the DEPARTURES.com design exchange
 - Placement will drive readers to the advertiser's website

2 PAGE COMMITMENT

- **HOME+DESIGN DIGITAL SHOWCASE**
- **HOME+DESIGN NEWSLETTER**
 - Advertiser will receive exposure to the DEPARTURES Design Council within the biannual member-only Newsletter
 - Opportunity to promote a new launch, offering or initiative within the newsletter

3 PAGE COMMITMENT

- **HOME+DESIGN DIGITAL SHOWCASE**
- **HOME+DESIGN NEWSLETTER OR HOME+DESIGN NOTEWORTHY**
An in-book resource listing for DEPARTURES readers who turn to the pages of the magazine for trusted recommendations on where to go, what to do, and what to acquire.

4 PAGE COMMITMENT

- **HOME+DESIGN DIGITAL SHOWCASE**
- **DESIGN COUNCIL MEMBER WORLD WISE**
This unique program will align your brand with an esteemed member of our Design Council. The content will be created by one of our Design Council members and your brand will accompany the content with copy and logo.
- **THE DESIGN COUNCIL AT YOUR SHOWROOM**
DEPARTURES will create an "At the Showroom" program with our one of our Design Council members.
 - Readers can visit the advertiser's showroom
 - 10-15 guests
 - Shared cost event

LUXURY TRAVEL NETWORK NEWSLETTER ENGAGE TOP TRAVEL AGENTS FROM AMERICAN EXPRESS

Receive exposure to the extended DEPARTURES Luxury Travel Network, a wide reaching group of 3,000+ luxury travel professionals, within the quarterly members-only e-Newsletter from DEPARTURES highlighting destinations, hotels and experiences curated by our editors.



- Promote a new launch, offering or initiative (such as a new route or ship launch, hotel opening, etc.)
- Drive bookings or exclusive travel experience with a special offer available to Luxury Travel Network agents' best customers
- Engage Luxury Travel Network members with your brand by offering a courtesy rate to agents or an on-site destination immersion experience

COMMITMENT

Based on a minimum 2-page national advertising commitment.

TIMING

April
September
November

MATERIAL DEADLINE

02.18.15
07.21.15
09.22.15

REQUIRED MATERIALS

- Hi-res (300 dpi) JPEG or TIFF photo files
- Supplied copy points
- Call to action
- Terms and conditions, if applicable

CONTACT

Vice President/Associate Publisher Mark Cooper at
212.827.6407 Mark.Cooper@DEPARTURES.com

Please Note: This program requires a minimum eight (8) week lead-time for execution. Available on a first-come, first-served basis. All programs are based on availability, contingent on previously scheduled communications to Card Members and are subject to approval by American Express and Time Inc. Legal.

AMERICAN EXPRESS ON DEMAND VIDEO TRAINING PORTAL

Bring your destination/property to life with a custom video available to 5,000+ agents around the globe from the American Express Retail and Travel Lifestyle Services Networks through the American Express video training portal.



The American Express video training portal is an influential channel for destinations/properties to reach consumers via their travel consultants. Accessible 24-7 this video training portal includes a customized video from partners. The videos are seven-to ten-minutes in length and provide an effective way to educate the influential travel network and drive bookings among Card Members.

To promote participation in training, agents can be incentivized through the following examples:

- PTS counselors who answer the questions correctly will be entered to win an incentive prize such as American Express gift cards

DETAILS/TIMING

- Custom HD video seven (7) to ten (10) minutes in length
- Videos can exist on portal for up to one (1) year
- Incorporates testing/tracking of video performance
- American Express Leadership & Organizational Effectiveness team to help design, develop and promote video

COMMITMENT

- On Demand Video Training is available to DEPARTURES advertisers who are American Express preferred partners based upon a minimum 6 page advertising commitment or 4 page advertising commitment plus cost share.

PLEASE NOTE: This program requires a 8-week lead-time for execution. All programs are based on availability, contingent on previously scheduled communications to Card Members, and are subject to approval by American Express Travel. This program is open to destinations and travel-related partners who are Platinum Preferred and part of Cruise Privileges, International Airline Program or Fine Hotels & Resorts. In order to complete all aspects of post production, all required assets including still imagery. Additional elements incur increased costs. B-roll, marketing dvds, etc. must be provided one (1) week prior to filming.

PRIVATE ACCESS

DEPARTURES presents Private Access, a new series of three events that curate exclusive and first experiences for our Platinum Card and Centurion Members. Each event aligns with a 2015 issue and will celebrate our editorial highlights of art, photography, culture and music.

CULTURE ISSUE EVENT: THE MEN WHO SHOT THE SIXTIES

May 2015 - NYC or LA | 75 - 100 guests

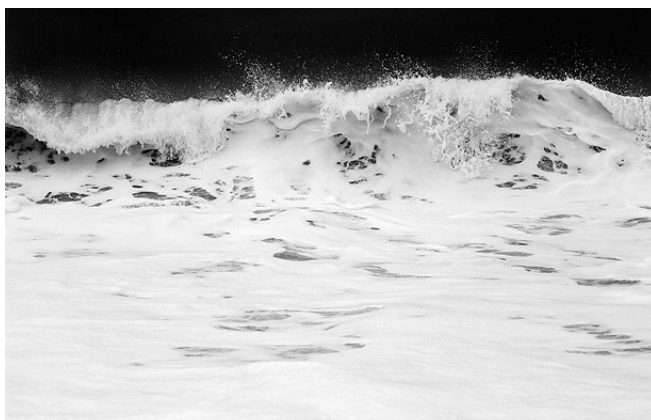
A curated exhibit of works by one of the following artists: Baron Wolman, Terry O'Neill or Douglas Kirkland. Guests will enjoy passed hors d'oeuvres, cocktails and Q&A hosted by DEPARTURES Editor in Chief, Richard David Story with one of the photographers.



FALL EVENT: ARTIST GALLERY

October 2015 - NYC | 20 guests

DEPARTURES VIPs will be invited to Clifford Ross's Greenwich Village townhouse/studio for a unique experience of how the artist creates his work and the space in which he works.



HOLIDAY EVENT: JAZZ & COCKTAILS

December 2015 - NYC | 50 guests

Guests will enjoy An exceptional night of culture with jazz and cocktails. Multi-sponsored event providing DEPARTURES VIPs with private access to a jazz quartet at an exclusive venue.

- Cocktails and hors d'oeuvres
- Onsite integration (i.e. informal modeling, vitrines for jewelry and brand ambassadors)
- 3 Sponsors per Event
- Category Exclusivity



COMMITMENT: 4 PAGES

Pending talent availability. Event details subject to change.

Membership Access

DEDICATED E-MAIL BLAST DIRECT MESSAGING TO LUXURY CONSUMERS

Share special announcements, news and opportunities with over 25,000 DEPARTURES readers who have opted-in to receive exclusive information from DEPARTURES partners—making them a highly responsive audience.

Your dedicated e-mail will be written and designed in the DEPARTURES voice providing the following exposure:

- Complete share of voice
- Promotion of unique Platinum Card Member opportunity
- Image and logo placement
- Hotlinks to your website

COMMITMENT

2 National pages

MATERIALS

- Copy (75 words max) + heading
- Web-ready images
- Terms and conditions
- Call-to-action
- URL
- Logo

WORLD//WISE
presented by
DEPARTURES DISPATCH

— YOU'RE INVITED TO EXPLORE THE WORLD OF —
OSCAR DE LA RENTA

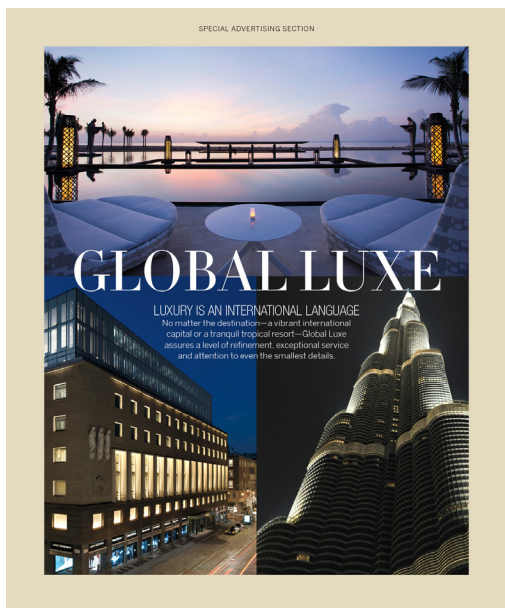
Featuring ready-to-wear, accessories, fashion jewelry, childrenswear, and home. During the month of April, enjoy **\$150 off** purchases of \$1,000 or more at oscarde la renta.com. Use code **DEPARTURES**.

[Click here for more information.](#)

Oscar de la Renta

Terms and conditions: Offer and promo code DEPARTURES are valid April 22, 2014 through April 30, 2014 at 11:59PM EST online only at oscarde la renta.com. Use promo code DEPARTURES at checkout to receive \$150 off purchases of \$1,000 or more. Offer is not valid on previous purchases and cannot be combined with any other promotion. One per customer. Void where prohibited. Details are subject to change.

Please Note: This program requires a minimum 8-week lead-time for execution. All programs are based on availability, contingent on previously scheduled communications to Cardmembers and are subject to approval by American Express Legal, American Express Branding as well as Premium Card Marketing. Merchandising credits will be applied to program costs.



GLOBAL LUXE

DEPARTURES IS THE PERFECT ENVIRONMENT TO FEATURE YOUR GLOBAL LUXURY HOTEL OR RESORT PROPERTY

DEPARTURES readers, Platinum Card® and Centurion® Members from American Express, are worldly travelers. **86% travel abroad 5+ times annually and spent \$64 billion on travel in 2013.**

The “Global Luxe” special section will appear in the NY and LA editions. DEPARTURES in-house creative team will write and design a custom advertorial page for you.

Don't miss your opportunity to target these Frequent Affluent Travelers.

- **\$741,170** average HHI
- **DEPARTURES** readers spend **6.5X** more than the average American Express Card member on travel
- **\$64 billion** spent on travel
- **\$14 billion** spent on dining and entertainment
- **98%** own a passport
- **86%** travel abroad 5+ times annually

CUSTOM ADVERTORIAL PAGE	YOUR SUPPLIED BRAND AD
-------------------------	------------------------

ISSUES AND CLOSING DATES

JAN/FEB DEPARTURES 100

Assets for Custom Pages 10.15.14
Estimated In Home Date 12.29.14

MAY/JUNE CULTURE A-Z

Assets for Custom Pages 2.17.15
Estimated In Home Date 4.30.15

OCTOBER DESTINATION ISSUE

Assets for Custom Pages 7.29.15
Estimated In Home Date 10.1.15

RATE/NET

4-color spread: NY & LA
\$41,000 NET

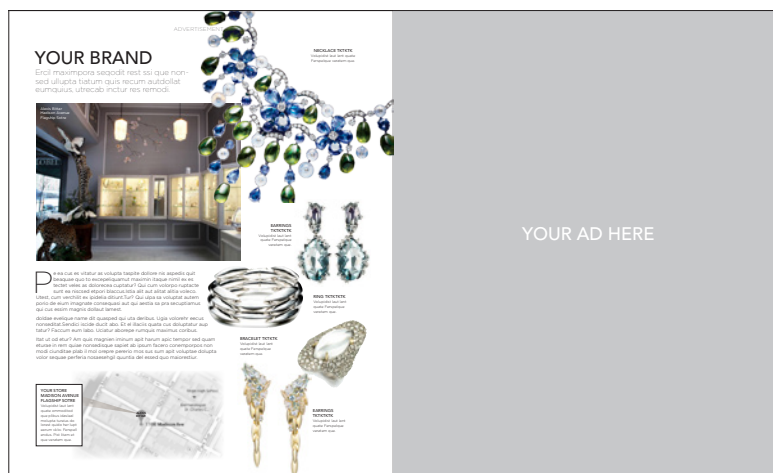
REQUIRED MATERIALS

- Hi-res (300dpi) JPEG or TIFF photo files
- Supplied copy points

SOURCE: 2013 AMERICAN EXPRESS U.S. CARDMEMBER DATA. *NOTE: DEPARTURES READERS ARE DEFINED AS PLATINUM CARD®, BUSINESS PLATINUM CARD®, CENTURION® AND BUSINESS CENTURION® MEMBERS FROM AMERICAN EXPRESS. CONFIDENTIAL, PROPRIETARY & TRADE SECRET INFORMATION: THIS DOCUMENT CONTAINS CONFIDENTIAL, PROPRIETARY AND TRADE SECRET INFORMATION OF AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC. ("AMERICAN EXPRESS") AND ITS SUBSIDIARIES AND AFFILIATES, AND MUST NOT BE DISCLOSED IN WHOLE OR IN PART TO ANY THIRD PARTIES WITHOUT THE PRIOR WRITTEN CONSENT OF AMERICAN EXPRESS.

THE HOLIDAY LUXE LIST 2015

DEPARTURES is the leading voice of luxury. The Holiday Luxe List section will showcase your brand's most premium watch and/or jewelry from the latest collections—just in time for the holiday season. With a full-page ad and a complementary advertorial page, DEPARTURES will strengthen your holiday messaging and inspire our Platinum Card® and Centurion® Members during the buying season.



- **\$186 billion** spent in the past year (paid in 30 days)
- **\$741,170** average HHI
- **\$93 billion** spent at retail
- **\$2.5 billion** spent on jewelry and watches
- **67%** will pay extra for a product consistent with their image
- **72%** say ads/articles in DEPARTURES have influence on purchasing decisions

2015 ISSUE & CLOSING DATE

NOV/DEC HOLIDAY ISSUE

New York circulation only

— NY DMA Circulation: 250,630
(21% of DEPARTURES Circulation/Index of 307)

Assets Due Date for Custom Pages **9.3.15**

Estimated In Home Date **11.19.15**

Note: Limited to brands/businesses with only one brand/store in the U.S.

RATE/NET

— \$29,950

REQUIRED MATERIALS

- Hi-res (300 dpi) JPEG or TIFF photo files
- Supplied copy points

CONTACT

Mark Cooper, Vice President/Associate Publisher
212.522.1691 or Mark.Cooper@DEPARTURES.com

SOURCE: 2014 DEPARTURES Readership Survey conducted by Ipsos Mendelsohn; 2012 American Express U.S. Card Member data, bpa June 2013. *Note: departures readers are defined as Platinum Card®, Business Platinum Card®, Centurion® and Business Centurion® Members from American Express. Confidential, proprietary & trade secret information: this document contains confidential, proprietary and trade secret information of American Express Travel Related Services Company, Inc. ("American Express") and its subsidiaries and affiliates, and must not be disclosed in whole or in part to any third parties without the prior written consent of American Express.

DEPARTURES LUXE LIST

DEPARTURES is giving our readers something special—a custom guide to the best style that New York City has to offer. DEPARTURES invites your New York City based brand to participate in this special opportunity.



This unique in-book section will present the must-have trends of the season in New York City. A custom advertorial page, showcasing your brand, will complement your brand's full-page ad. Designed to drive increased business and awareness of your brand, the advertorial page will tell our readers what to wear and where to buy via this one-of-a-kind fall style guide.

We'll create the advertorial to strengthen your message and to influence and inspire our members like no one else can. DEPARTURES stands for luxury. Don't miss the opportunity to catch the eye and the wallets of our affluent 1.3 million Platinum Card® and Centurion® Members.

- \$186 billion spent in the past year (paid in 30 days)
- 85% will buy from a brand they trust, even if it costs more
- \$741,000 average HHI
- 67% will pay extra for a product consistent with their image
- \$93 billion spent at retail

ISSUES & CLOSING DATES

MARCH/APRIL

- Assets for Custom Pages 1.05.15
- Estimated In Home Date 3.2.15

SEPTEMBER *New York circulation only*

- NY DMA Circulation: 250,630
(21% of DEPARTURES Circulation/Index of 307)
- Assets for Custom Pages 6.22.15
- Estimated In Home Date 8.31.15

Note: Limited to brands/businesses with only one brand/store in the U.S.

NOVEMBER/DECEMBER

- Assets for Custom Pages 9.3.15
- Estimated In Home Date 11.19.15

PAGE RATE/NET

\$29,950 for a spread

REQUIRED MATERIALS

- Hi-res (300 dpi)
JPEG or TIFF photo files
- Supplied copy points

CONTACT

Vice President/Associate Publisher
Mark Cooper at 212.827.6407
Mark.Cooper@DEPARTURES.com

SOURCE: 2014 DEPARTURES Readership Survey conducted by Ipsos Mendelsohn; 2013 American Express U.S. Card Member data, bpa June 2013. *Note: DEPARTURES readers are defined as Platinum Card®, Business Platinum Card®, Centurion® and Business Centurion® Members from American Express. Confidential, proprietary & trade secret information; this document contains confidential, proprietary and trade secret information of American Express Travel Related Services Company, Inc. ("American Express") and its subsidiaries and affiliates, and 02.2014 must not be disclosed in whole or in part to any third parties without the prior written consent of American Express.

Membership Access

ADVERTISEMENT



FLORIDA'S GEMS
A STATE OF LUXURY

Sparkling like diamonds and warming like cashmere, the sunny beaches and turquoise waters along Florida's 1,260-mile coastline are nature's treasures beckoning travelers to this semitropical peninsula every winter.

In addition, the state's bounty of other alluring riches—succulent seafood served in stylish restaurants; an abundance of four- and five-star hotels and world-class shopping; the variety of sports, from golf to polo, deep-sea fishing to reef diving; spectacular theme parks and relaxing resorts—keep visitors returning time and again. Whether escaping to stylish Palm Beach County, pulse-setting Miami or elsewhere in the state, easy-to-reach Florida is the ultimate vacation destination.

THE GLITTER OF PALM BEACH
Winter is the social season for Palm Beach. Renowned destinations, such as *The Four Seasons*, *The Brazilian Court*, *The Chesterfield*, *Eau Palm Beach Resort & Spa* (the former Ritz-Carlton), *The Omphoy* and *The Breakers*, are filled with glamour and excitement of grand balls and chic soirees. Prestigious *Worth Avenue* is home to the world's most legendary jewelers, and fanciers can add to their collections at this year's *Palm Beach Jewelry, Art & Antique Show* February 14-18. Florida welcomes golfers all year. Palm Beach County alone is home to more than 170 public and private golf

VISITFLORIDA.COM

VISIT FLORIDA

CO-OP SPECIAL SECTION:
MARCH/APRIL 2015

Reach Platinum Card® and Centurion® Members from American Express— frequent travelers who spend **\$64 billion on travel annually**. The “Visit Florida” special section will serve as a guide on where to go, how to go, and what to know about FLORIDA. VISIT FLORIDA partners will provide photos and information. DEPARTURES in-house design studio will write and design the story and naturally integrate participating partners within the piece to complement your supplied campaign creative.

DEPARTURES readers spend more than the average American Express Card Member: 6.4x more on travel and 4.5x more on hotel bookings.

- 1.3 million Platinum Card & Centurion Member circulation
- \$741,761 Average HHI
- \$64 billion spent on travel

ISSUES AND CLOSING DATES

MARCH/APRIL 2015

ASSET DUE DATE 01.05.14

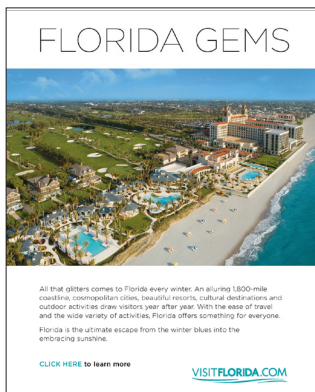
SEE REVERSE FOR COMPLEMENTARY MARKETING PROGRAM DETAILS AND RATES

Source: 2013 American Express U.S. Card Member Data; 2014 DEPARTURES Circulation Estimates

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VISIT FLORIDA CO-OP SPECIAL SECTION: MARCH/APRIL 2015

MARKETING EXTENSIONS



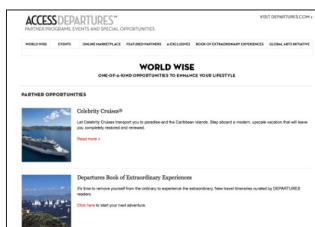
VISIT FLORIDA PARTNER DEDICATED E-MAIL BLAST

- Dedicated e-mail blast showcasing all that Florida has to offer, includes listing of partners
- Sent to 25,000 DEPARTURES readers



ONLINE FLIPBOOK

- Content from in-book unit, plus additional supplied partner content and photo gallery
- Flipbook to link to VISITFLORIDA.com and individual partner sites
- Hosted on DEPARTURES.com promotional section
- VISIT FLORIDA and partners may also post content on their websites
- DEPARTURES will design the custom flipbook



WORLD WISE LISTING

- Share your unique opportunity with our most engaged readers via World Wise, an online resource for DEPARTURES readers featuring one-of-a-kind opportunities and exclusive offers.
- Consumers link to DEPARTURES.com/WorldWise via DEPARTURES Dispatch, our weekly editorial newsletter sent to 50,000 opt in consumers highlighting the “5 Need To Know Now” items of the week, curated by DEPARTURES editors
- Your opportunity will be showcased with image for the length of promotional period

RATE/NET (4-COLOR)

AD UNIT	PARTNER	NON-PARTNER	PARTNER SAVINGS
FULL PAGE	\$44,000 NET	\$93,200 NET	53%
1/2 PAGE	\$26,300 NET	\$55,900 NET	53%
1/3 PAGE	\$20,600 NET	\$43,800 NET	53%

Circulation: 654,481 (Eastern Distribution: Alabama, Connecticut, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Massachusetts, Maryland, New Jersey, New York, North Carolina, Pennsylvania, South Carolina, Tennessee, Virginia, West Virginia)