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 & EVENTS 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.
<table>
<thead>
<tr>
<th>Location</th>
<th>Publications</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco</td>
<td>Modern Luxury San Francisco Magazine</td>
</tr>
<tr>
<td></td>
<td>Modern Luxury Weddings California</td>
</tr>
<tr>
<td></td>
<td>In-Room Cityguide</td>
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<tr>
<td></td>
<td>Charity &amp; Social Datebook San Francisco</td>
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<tr>
<td>Hawaii</td>
<td>Modern Luxury Hawaii</td>
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<tr>
<td></td>
<td>Ala Moana Magazine</td>
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<td>San Diego</td>
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<tr>
<td>Scottsdale</td>
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<td>Modern Luxury Interiors Scottsdale</td>
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<td>Modern Luxury Interiors Miami</td>
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<td>Palm Beach</td>
<td>Modern Luxury Weddings Palm Beach</td>
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<td>30,000 8x</td>
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<td>Charity &amp; Social Datebook Palm Beach</td>
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<td>Launching 2019</td>
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<tr>
<td>South Florida &amp; Caribbean</td>
<td>Modern Luxury Weddings South Florida</td>
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<td>Charity &amp; Social Datebook Atlanta</td>
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<td></td>
<td>Launching 2019</td>
</tr>
</tbody>
</table>

The largest local luxury media & events company delivering the most affluent audiences in the most prominent cities in the U.S.
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
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
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: 1,810,000
TOTAL NATIONAL AUDIENCE: 6,731,000

31% TARGETED COMMERCIAL High-end salons and spas, private clubs, select boutiques, private jet terminals and premier locations

43% DIRECT RESIDENTIAL MAIL Homes $1.5 million+

19% LUXURY HOTELS 4 and 5-star hotels in room and at concierge

6% SELECT EVENTS Private events and via select charity partners across the country

1% SELECT NEWSSTAND Targeted airports, Barnes & Noble and boutique newsstands

ALL MODERN LUXURY TITLES ARE AAM AUDITED OR AAM AUDITED RATE BASE PENDING 2019
NATIONAL EDITORIAL CALENDAR / 2018

JAN/FEB
BEST OF THE CITY
The ultimate guide to the best and most luxurious offerings—where to go and what to do in each city.
ON-SALE 12.30.17
AD CLOSE/ MATERIALS DUE 12.1.17

MARCH
SPRING FASHION & BEAUTY
The most inspired fashion and beauty looks of the season.
ON-SALE 3.1.18
AD CLOSE/ MATERIALS DUE 2.1.18

APRIL
MEN OF THE MOMENT
The local gentlemen who are having “their year” and defining the cultural zeitgeist.
ON-SALE 4.1.18
AD CLOSE/ MATERIALS DUE 3.1.18

MAY
HEALTH & BEAUTY ISSUE
SUMMER TRAVEL
All things beautiful and healthy, including our favorite influencers in each market. Plus, destinations near and far to make for an unforgettable summer.
ON-SALE 5.1.18
AD CLOSE/ MATERIALS DUE 3.30.18

JUNE
THE REAL ESTATE ISSUE
DECEMBER
THE CREATIVITY ISSUE
The faces, spaces and places that are changing the city’s landscape.
ON-SALE 6.1.18
AD CLOSE/ MATERIALS DUE 5.1.18

JUL/AUG
THE FEAST ISSUE
This annual collector’s edition serves up each cities’ hottest restaurants, best dishes, top chefs and influential culinary personalities.
ON-SALE 7.1.18
AD CLOSE/ MATERIALS DUE 6.1.18

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 9.1.18
AD CLOSE/ MATERIALS DUE 8.1.18

OCTOBER
MEN’S FASHION
WINTER TRAVEL
Layered looks for the well-suited gentleman. Plus, our annual guide to exotic destinations and weekend winter getaways.
ON-SALE 10.1.18
AD CLOSE/ MATERIALS DUE 8.31.18

NOVEMBER
THE GIVE BACK ISSUE
HOLIDAY GIFTING
Our salute to the local do-gooders who have gone above and beyond for our cities’ charities. Plus, the best gifts to give and get this holiday season.
ON-SALE 11.1.18
AD CLOSE/ MATERIALS DUE 10.1.18

ON-SALE 12.1.18
AD CLOSE/ MATERIALS DUE 11.1.18

Updated: 1.31.18

ANGELENO | ASPEN MAGAZINE | THE ATLANTAN | BEACH | BOSTON COMMON | CS | DC MAGAZINE | HOUSTON MAGAZINE | MANHATTAN MAGAZINE | MIAMI MAGAZINE | MODERN LUXURY DALLAS | MODERN LUXURY HAWAII | MODERN LUXURY ORANGE COUNTY | MODERN LUXURY PALM BEACH | MODERN LUXURY SAN DIEGO | PHILADELPHIA STYLE | SILICON VALLEY MAGAZINE | MODERN LUXURY SCOTTSDALE | SAN FRANCISCO MAGAZINE | VEGAS MAGAZINE

Issue themes may vary from city to city depending on publishing schedule. Check the local media kit for the most up-to-date issue themes.

Modern Luxury City Titles publish 10x in 2018 with the following exceptions: San Francisco magazine 12x, Manhattan magazine 8x, Modern Luxury Palm Beach 8x, Modern Luxury Scottsdale 8x, Modern Luxury Silicon Valley 8x.  
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 5x.
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

SOCIETY & CULTURE
The monthly social scene

STYLE & BEAUTY
Must-haves and trends from our national editors

DESIGN & REALTY
The latest in home design and must-see properties city by city

TRAVEL & RECREATION
Inspired destinations near and far

FOOD & DRINK
A guide to the best and brightest on the culinary scene

SOCIAL SCENE
Snapshots from the latest galas and VIP events

LOOK WHO’S TALKING
A quick take with a local notable
Connection to our community requires access. We're everywhere they are. On every platform.

653,000+
ENGAGED
NEWSLETTER
SUBSCRIBERS
ACROSS THE COUNTRY

882,000+
FOLLOWERS
ON SOCIAL CHANNELS
ACROSS THE COUNTRY
Data driven LEAD GENERATION

LUXURY LEADS
ACQUIRE NEW CUSTOMERS WITH HIGHLY TARGETED, HYPER-LOCAL REACH

Access to 95 million email addresses across the U.S. with advanced targeting capabilities covering 130+ data points allows us to micro-target niche demographics including:

- GEOGRAPHY
- FINANCIAL
- HABITS & INTERESTS
- LIFESTYLE

1. TARGET
With our advanced geographic and demographic filtering technology

2. REACH/REMIND
Intelligent and unified email, social media and website advertising delivered to your target

3. DRIVE SALES
All leads generated through the campaign provided for data capture
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 / 22 CITIES

MORE THAN 2,400 EVENTS IN 2017
MODERN LUXURY DESIGN STUDIO is a full-service design studio with a luxury sensibility, made up of experienced creatives and brand strategists.

We partner with your brand to develop creative solutions that reinforce your message and engage our community across all platforms.

WE PROVIDE:

- Custom content on a local level across all platforms
- A stable of locally-based creative professionals
- Designers who work on all platforms including print, digital, video and more
- Copywriters who embody the brand’s voice
- Brand strategists who will work with you to uncover your goals and help achieve them

PLATFORMS:

- Print and tablet
- Digital and video
- Emails
- Social media channels
### Reader Profile

<table>
<thead>
<tr>
<th>Title</th>
<th>Male/Female</th>
<th>Average Age</th>
<th>Married/Partnered</th>
<th>Affluent (Avg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Angeleno</td>
<td>43/57%</td>
<td>49</td>
<td>67%</td>
<td>$604,860</td>
</tr>
<tr>
<td>Aspen Magazine</td>
<td>47/53%</td>
<td>47</td>
<td>72%</td>
<td>$450,690</td>
</tr>
<tr>
<td>The Atlantan</td>
<td>41/59%</td>
<td>47</td>
<td>72%</td>
<td>$389,540</td>
</tr>
<tr>
<td>Beach (The Hamptons)</td>
<td>40/60%</td>
<td>48</td>
<td>63%</td>
<td>$519,960</td>
</tr>
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</table>

### Educated & Influential

<table>
<thead>
<tr>
<th>Title</th>
<th>College Graduate</th>
<th>Post-Graduate Degree</th>
<th>Professional/Managerial</th>
<th>Attended Charity Event (Past 12 Mos)</th>
<th>Took Active Role in Civic, Social or Political Issue (Past 12 Mos)</th>
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</thead>
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<tr>
<td>Angeleno</td>
<td>91%</td>
<td>47%</td>
<td>91%</td>
<td>76%</td>
<td>58%</td>
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<tr>
<td>Aspen Magazine</td>
<td>92%</td>
<td>91%</td>
<td>89%</td>
<td>86%</td>
<td>58%</td>
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<tr>
<td>The Atlantan</td>
<td>90%</td>
<td>37%</td>
<td>89%</td>
<td>86%</td>
<td>58%</td>
</tr>
<tr>
<td>Beach (The Hamptons)</td>
<td>93%</td>
<td>51%</td>
<td>91%</td>
<td>88%</td>
<td>54%</td>
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</tbody>
</table>

### Highly Engaged

<table>
<thead>
<tr>
<th>Title</th>
<th>Readers Per Copy</th>
<th>Avg. Time Spent With Issue</th>
<th>Read 3+ Out of 4 Issues</th>
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</thead>
<tbody>
<tr>
<td>Angeleno</td>
<td>3.5</td>
<td>52 Min.</td>
<td>59%</td>
</tr>
<tr>
<td>Aspen Magazine</td>
<td>2.2</td>
<td>57 Min.</td>
<td>75%</td>
</tr>
<tr>
<td>The Atlantan</td>
<td>3.3</td>
<td>55 Min.</td>
<td>77%</td>
</tr>
<tr>
<td>Beach (The Hamptons)</td>
<td>3.6</td>
<td>50 Min.</td>
<td>63%</td>
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### Distribution

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<tr>
<th>Title</th>
<th>Direct Residential Mail</th>
<th>Controlled Commercial</th>
<th>Luxury Hotels</th>
<th>Newsstand Sales</th>
<th>Events</th>
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<td>38%</td>
<td>35%</td>
<td>23%</td>
<td>1%</td>
<td>3%</td>
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<tr>
<td>Aspen Magazine</td>
<td>36%</td>
<td>31%</td>
<td>20%</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>The Atlantan</td>
<td>44%</td>
<td>33%</td>
<td>18%</td>
<td>&lt;1%</td>
<td>4%</td>
</tr>
<tr>
<td>Beach (The Hamptons)</td>
<td>41%</td>
<td>50%</td>
<td>3%</td>
<td>1%</td>
<td>4%</td>
</tr>
</tbody>
</table>

**Source:** 2015 IPSOS Modern Luxury Reader Study. Base: HHI $100K+ / All Modern Luxury titles are AAM Audited or AAM Audited Rate Base pending 2019
Boston Common

**READER PROFILE**
- **MALE/FEMALE** : 49%/51%
- **AVERAGE AGE** : 42
- **HOUSEHOLD INCOME** :
  - $200,000+ : 99%
  - $250,000+ : 59%
- **LIQUID ASSETS** :
  - $1 MILLION+ : 99%
  - $2 MILLION+ : 99%
- **COMMON READERS ARE** :
  - 3X MORE LIKELY to drive a luxury exotic or luxury prestige vehicle
  - 23% MORE LIKELY to have purchased high-end watches in the past year
  - 24% MORE LIKELY to own four or more vehicles
- **EDUCATION** :
  - POST-GRADUATE DEGREE : 43%
  - COLLEGE GRADUATE : 93%
  - ATTENDED CHARITY EVENT: 62%
- **HIGHLY ENGAGED** :
  - READERS PER COPY : 3.6
  - AVG. TIME SPENT WITH ISSUE : 65 MIN.
- **DISTRIBUTION** :
  - CONTROLLED COMMERCIAL : 43%
  - DIRECT RESIDENTIAL MAIL : 26%
  - LUXURY HOTELS : 18%
  - EVENTS : 13%
  - TOTAL AUDIENCE : 50,000
  - FREQUENCY : 10X

CS

**READER PROFILE**
- **MALE/FEMALE** : 41%/59%
- **AVERAGE AGE** : 45
- **HOUSEHOLD INCOME** :
  - $1 MILLION+ : 76%
  - $2 MILLION+ : 88%
  - $250,000+ : 93%
- **LIQUID ASSETS** :
  - OWN PRINCIPAL RESIDENCE : 86%
- **HIGHLY ENGAGED** :
  - READERS PER COPY : 3.6
  - AVG. TIME SPENT WITH ISSUE : 65 MIN.
- **DISTRIBUTION** :
  - CONTROLLED COMMERCIAL : 46%
  - LUXURY HOTELS : 21%
  - NEWSSTAND SALES : 3%
  - TOTAL AUDIENCE : 75,000
  - FREQUENCY : 10X

DC Magazine

**READER PROFILE**
- **MALE/FEMALE** : 41%/59%
- **AVERAGE AGE** : 42
- **HOUSEHOLD INCOME** :
  - $1 MILLION+ : 75%
  - $2 MILLION+ : 86%
- **LIQUID ASSETS** :
  - OWN PRINCIPAL RESIDENCE : 86%
- **HIGHLY ENGAGED** :
  - READERS PER COPY : 4.2
  - AVG. TIME SPENT WITH ISSUE : 48 MIN.
- **DISTRIBUTION** :
  - CONTROLLED COMMERCIAL : 41%
  - LUXURY HOTELS : 19%
  - NEWSSTAND SALES : 3%
  - TOTAL AUDIENCE : 50,000
  - FREQUENCY : 10X

Houston Magazine

**READER PROFILE**
- **MALE/FEMALE** : 41%/59%
- **AVERAGE AGE** : 47
- **HOUSEHOLD INCOME** :
  - $1 MILLION+ : 72%
  - $2 MILLION+ : 84%
- **LIQUID ASSETS** :
  - OWN PRINCIPAL RESIDENCE : 84%
- **HIGHLY ENGAGED** :
  - READERS PER COPY : 3.2
  - AVG. TIME SPENT WITH ISSUE : 51 MIN.
- **DISTRIBUTION** :
  - CONTROLLED COMMERCIAL : 42%
  - LUXURY HOTELS : 10%
  - NEWSSTAND SALES : 3%
### Manhattan Magazine

**Reader Profile**
- Male/Female: 43%/57%
- Average Age: 46
- Married/Partnered: 70%

**Affluent (Avg)**
- Household Income: $589,770
- Household Net Worth: $2,336,540
- Value/Principal Residence: $1,217,740

**Educated & Influential**
- College Graduate: 93%
- 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: 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%

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### 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

**Educated & Influential**
- College Graduate: 85%
- 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
- Read 3+ Out of 4 Issues: 67%

**Distribution**
- Direct Residential Mail: 45%
- Controlled Commercial: 23%
- Luxury Hotels: 22%
- Newsstand Sales: 1%
- Events: 10%

### Dallas Modern Luxury

**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

**Educated & Influential**
- College Graduate: 84%
- 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: 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%

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### Hawaii Modern Luxury

**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

**Educated & Influential**
- College Graduate: 84%
- 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: 58 Min.
- Read 3+ Out of 4 Issues: 72%

**Distribution**
- Direct Residential Mail: 50%
- Controlled Commercial: 10%
- Luxury Hotels: 37%
- Newsstand Sales: 3%
- Events: 3%
Modern Luxury Orange County

40,000 RATE BASE
144,000 TOTAL AUDIENCE
10X FREQUENCY

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..........52%
CONTROLLED COMMERCIAL...........22%
LUXURY HOTELS.......................18%
NEWSSTAND SALES .................<1%
EVENTS....................................6%

Modern Luxury Palm Beach

30,000 RATE BASE
111,000 TOTAL AUDIENCE
8X FREQUENCY

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........................3.7
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%

Modern Luxury San Diego

35,000 RATE BASE
154,000 TOTAL AUDIENCE
10X FREQUENCY

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%
OUR COMMUNITY / CITY BY CITY

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%

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%

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%
OUR COMMUNITY / CITY BY CITY

Philadelphia Style†

READER PROFILE
MALE/FEMALE..........................49/51%
AVERAGE AGE..........................46.6

HOUSEHOLD INCOME
$200,000+..............................99%
$250,000+.............................73%

LIQUID ASSETS
$750,000+..............................99%
$1 MILLION+...........................92%
$2 MILLION+..........................58%

READER LIFESTYLE & BUYING POWER
COMPARED TO THE GENERAL POPULATION, PHILADELPHIA STYLE READERS ARE:
• 3X MORE LIKELY TO DRIVE A LUXURY PRESTIGE OR LUXURY SPORT VEHICLE
• 86% MORE LIKELY TO PURCHASE HIGH-END WATCHES
• 79% MORE LIKELY TO HAVE TRAVELED ABROAD 10+ TIMES IN PAST 3 YEARS

DISTRIBUTION
DIRECT RESIDENTIAL MAIL..........36%
CONTROLLED COMMERCIAL..........32%
LUXURY HOTELS........................28%
EVENTS.....................................3%
LUXURY AIRLINE/CAR PLACEMENT.....1%

San Francisco Magazine

READER PROFILE
MALE/FEMALE..........................46/54%
AVERAGE AGE..........................49

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%
NEWSPRESS/SALES.....................5%
EVENTS.....................................10%

Vegas Magazine†

READER PROFILE
MALE/FEMALE..........................49/51%
AVERAGE AGE..........................43.2

HOUSEHOLD INCOME
$200,000+..............................99%
$250,000+.............................71%

LIQUID ASSETS
$750,000+..............................99%
$1 MILLION+...........................91%
$2 MILLION+..........................33%

READER LIFESTYLE & BUYING POWER
COMPARED TO THE GENERAL POPULATION, VEGAS READERS ARE:
• 2X MORE LIKELY TO PURCHASE HIGH-END WATCHES
• 2X MORE LIKELY TO OWN FOUR OR MORE VEHICLES
• 4X AS LIKELY TO HAVE MADE 10+ BUSINESS FLIGHTS IN THE PAST YEAR
• 6X MORE LIKELY TO DRIVE A LUXURY EXOTIC VEHICLE

DISTRIBUTION
LUXURY HOTELS........................56%
CONTROLLED COMMERCIAL.........23%
DIRECT RESIDENTIAL MAIL..........20%
SUBSCRIBERS/EVENTS..................1%
OUR COMMUNITY / MEN’S BOOK

Men’s Book Chicago

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

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%

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%

From “Yes” to Happily Ever After,
Modern Luxury Weddings 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 Weddings is the
ONLY COLLECTION OF LOCAL TITLES
THAT CATERS TO A LUXURY BRIDE.
89% HAVE/WILL SIGN UP FOR A BRIDAL REGISTRY

33 AVERAGE AGE

$262,800 AVERAGE HHI

83% BUY BASED ON QUALITY, NOT PRICE

Spend 4X THE NATIONAL AVERAGE ON A WEDDING DRESS

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
Our National Wedding Portfolio

Modern Luxury Weddings Atlanta
50,000 Rate Base
175,000 Total Audience
2x Frequency

Modern Luxury Weddings Boston
30,000 Rate Base
102,000 Total Audience*
2x Frequency

Modern Luxury Weddings California
100,000 Rate Base
360,000 Total Audience
2x Frequency

Modern Luxury Weddings Chicago
50,000 Rate Base
175,000 Total Audience
2x Frequency

Modern Luxury Weddings Dallas
50,000 Rate Base
175,000 Total Audience
2x Frequency

Modern Luxury Weddings Houston
50,000 Rate Base
175,000 Total Audience
2x Frequency

Modern Luxury Weddings Philadelphia
30,000 Rate Base
102,000 Total Audience*
2x Frequency

Modern Luxury Weddings South Florida & The Caribbean
30,000 Rate Base
240,000 Total Audience
2x Frequency

Modern Luxury Weddings Washington
50,000 Rate Base
150,000 Total Audience
2x Frequency

NATIONAL CIRCULATION
460,000
Rate Base
1,634,000
Total Audience

EDITORIAL CALENDAR
FALL/WINTER
ON-SALE
JUNE 15
AD CLOSE/MATERIALS DUE
MAY 1

SPRING/SUMMER
ON-SALE
DEC 14
AD CLOSE/MATERIALS DUE
NOV 1

ALL MODERN LUXURY TITLES ARE AAM AUDITED OR AAM AUDITED RATE BASE PENDING 2019 / *PUBLISHER’S ESTIMATE UPDATED 1.31.18
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.
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 VALUE OF PRINCIPAL RESIDENCE
- $882,690 AVERAGE HH NET WORTH

**INVESTING IN THEIR HOME**
- 91% PURCHASED HOME DÉCOR/HOME FURNISHINGS IN THE PAST 12 MONTHS
- 88% PURCHASED HOME ELECTRONICS IN THE PAST 12 MONTHS
- 88% OWN THEIR PRINCIPAL RESIDENCE
- 59% WILL REMODEL IN NEXT 12 MONTHS
- 46% OWN 2+ RESIDENCES

**TARGETED DISTRIBUTION**
- Targeted Residential / Members of ASID, AIA & IIDA
- Design Showrooms / Real Estate Brokerages
- Model Home Sales Centers / Trade Shows
OUR NATIONAL INTERIORS PORTFOLIO

Modern Luxury Interiors
- Atlanta
- Boston
- California
- Chicago
- Scottsdale
- South Florida
- Texas

Modern Luxury Interiors

Rate Base
Total Audience
Frequency

Winter Best of Design
On-Sale Jan 25
Ad Close/Materials Due Jan 2

Spring The Outdoor Issue
On-Sale Apr 11
Ad Close/Materials Due Mar 8

Summer The Hue & Real Estate Issue
On-Sale Jul 25
Ad Close/Materials Due Jun 8

Fall The Kitchen & Bath Issue
On-Sale Oct 10
Ad Close/Materials Due Sept 7

NATIONAL CIRCULATION
360,000 Rate Base 1,265,500 Total Audience