AT MODERN LUXURY, WE KNOW THAT CONNECTION AND COMMUNITY, MORE THAN EVER, DEFINES WHO WE ARE. AND CITY BY CITY, WE MAKE LIVING WELL AN ART FORM.

WE ARE THE WORLD’S 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.
**READER PROFILE**

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE/FEMALE</td>
<td>41%/59%</td>
</tr>
<tr>
<td>MARRIED/PARTNERED</td>
<td>72%</td>
</tr>
</tbody>
</table>

**AFFLUENT**

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVERAGE HHI</td>
<td>$389,540</td>
</tr>
<tr>
<td>AVERAGE HH NET WORTH</td>
<td>$2,213,920</td>
</tr>
<tr>
<td>AVERAGE VALUE OF PRINCIPAL RESIDENCE</td>
<td>$1,102,810</td>
</tr>
<tr>
<td>OWN PRINCIPAL RESIDENCE</td>
<td>84%</td>
</tr>
</tbody>
</table>

**HIGHLY ENGAGED**

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>READERS PER COPY</td>
<td>3.7</td>
</tr>
<tr>
<td>AVERAGE TIME SPENT WITH ISSUE</td>
<td>57 MINUTES</td>
</tr>
<tr>
<td>READ 3+ OUT OF 4 ISSUES</td>
<td>72%</td>
</tr>
<tr>
<td>TOOK ANY ACTION*</td>
<td>93%</td>
</tr>
<tr>
<td>PURCHASED FROM/_VISITED/CONTACTED ADVERTISER*</td>
<td>80%</td>
</tr>
<tr>
<td>VISITED AN ADVERTISER’S WEBSITE/LOOKED FOR MORE INFORMATION/SAVED ADVERTISEMENT*</td>
<td>53%</td>
</tr>
</tbody>
</table>

*As a result of reading issues in last 12 months

**EDUCATED & INFLUENTIAL**

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>COLLEGE GRADUATE</td>
<td>90%</td>
</tr>
<tr>
<td>POST-GRADUATE DEGREE</td>
<td>37%</td>
</tr>
<tr>
<td>PROFESSIONAL/MANAGERIAL</td>
<td>89%</td>
</tr>
<tr>
<td>ATTENDED CHARITY EVENT IN PAST 12 MONTHS</td>
<td>78%</td>
</tr>
<tr>
<td>TOOK AN ACTIVE ROLE IN CIVIC, SOCIAL OR POLITICAL ISSUE IN PAST 12 MONTHS</td>
<td>54%</td>
</tr>
</tbody>
</table>

SOURCE: 2015 IPSOS MODERN LUXURY READER STUDY, BASE: HHI $100K+  
UPDATED 11.5.18
### Our Community: Where We Are

<table>
<thead>
<tr>
<th>Total Audience</th>
<th>Print Circulation</th>
<th>Total Digital + Social</th>
<th>Total Email Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.1M</td>
<td>13.3M</td>
<td>2.3M</td>
<td>571K</td>
</tr>
</tbody>
</table>

**Select Events**
- Private events and via select charity partners across the country

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

**Direct Residential Mail**
- Homes $1.5 million+

**Luxury Hotels**
- 4 and 5-star hotels in room and at concierge

**Select Newsstand**
- Targeted airports, Barnes & Noble and boutique newsstands
ACCESS
AMPLIFY
ENGAGE
INFLUENCE
TARGET
RECONNECT

- IMPACT, DISPLAY, MOBILE ADS
- SOCIAL MEDIA & INFLUENCER PROGRAMS
- CUSTOM AUDIENCE TARGETING & RE-TARGETING
- NATIVE & CUSTOM VIDEO CONTENT
- EMAIL MARKETING

1.3M
PAGE VIEWS
1.95M
SOCIAL FOLLOWERS
571,000
EMAIL SUBSCRIBERS
IDEA LAB: A full service marketing agency and network of brand strategists in 22 markets delivering custom creative solutions

ART DIRECTION AND DESIGN SERVICES - CUSTOM CONTENT CREATION - BRAND STRATEGY - CONSUMER INSIGHTS
CUSTOM PHOTO AND VIDEO SHOOTS - CATEGORY STUDIES - BRAND AMBASSADOR CASTING
LOCAL INFLUENCER ALIGNMENT - PHILANTHROPIC PARTNERSHIPS - EXPERT AND THOUGHT LEADER PANELS
NATIVE CONTENT DEVELOPMENT - NETWORKING EVENTS - BRAND AD CREATION
IMPACT UNIT DEVELOPMENT - INFLUENCER AND CELEBRITY EVENTS - ISSUE RELEASE PARTIES
BRAND EXPERIENCES AND CUSTOM ACTIVATIONS - VIP LUNCHEONS AND DINNERS - CHARITY EVENTS
BRIDAL EVENTS - RETAIL DRIVERS - IN-STORE EVENTS - SOCIAL CAMPAIGNS - SAMPLING - VIP GIFTING

1400+ EVENTS A YEAR
OUR COMMUNITY city by city

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

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

ASPEN PEAK*
READER PROFILE
MALE/FEMALE.....................49%/51%
AVERAGE AGE.........................42.7
MARRIED/PARTNERED..............94%
OWN PRINCIPAL RESIDENCE......90%
HOUSEHOLD INCOME
$200,000+............................99%
INCOME PRODUCING ASSETS
$1 MILLION+...........................97%
EDUCATED & INFLUENTIAL
COLLEGE EDUCATED...............95%
POST-GRADUATE DEGREE........38%
CHIEF EXECUTIVE/UPPER
MANAGEMENT........91% MORE LIKELY

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

Source: 2015 IPSOS Modern Luxury Reader Study, Base: HHI $100K+ / Source: Claritas 360 and 2017 PRIZM. All Modern Luxury City titles are AAM Audited or AAM Audited Rate Base pending 2019.
### OUR COMMUNITY city by city

#### 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
- **OWN PRINCIPAL RESIDENCE**... $1,321,020

**EDUCATED & INFLUENTIAL**
- **COLLEGE GRADUATE**..... 93%
- **POST-GRADUATE DEGREE**... 51%
- **PROFESSIONAL/MANAGERIAL**... 91%

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

#### BOSTON COMMON*

**READER PROFILE**
- **MALE/FEMALE**........ 49%/51%
- **AVERAGE AGE**.......... 45.5

**HOUSEHOLD INCOME**
- **$200,000+**................. 99%
- **$250,000+**.................. 58%

**LIQUID ASSETS**
- **$1 MILLION+**................ 94%
- **$2 MILLION+**............... 93%

**READER LIFESTYLE & BUYING POWER**
- **COMPA**RED TO THE GENERAL POPULATION, BOSTON COMMON READERS ARE:
  - **3X MORE LIKELY** TO DRIVE A LUXURY SPORT OR LUXURY PRESTIGE VEHICLE
  - **40% MORE LIKELY** TO HAVE TRAVELED ABROAD IN THE PAST 3 YEARS
  - **63% MORE LIKELY** TO OWN A SECOND HOME

#### CAPITOL FILE*

**READER PROFILE**
- **MALE/FEMALE**........ 49%/51%
- **AVERAGE AGE**.......... 42.2
- **MARRIED/PARTNERED**... 90%

**HOUSEHOLD INCOME**
- **$200,000+**................. 99%

**INCOME PRODUCING ASSETS**
- **$1 MILLION+**................ 99%

**EDUCATED & INFLUENTIAL**
- **COLLEGE EDUCATED**........ 95%
- **POST-GRADUATE DEGREE**... 39%
- **CHIEF EXECUTIVE/UPPER MANAGEMENT**... 64% MORE LIKELY

#### 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
- **OWN PRINCIPAL RESIDENCE**... $791,670

**EDUCATED & INFLUENTIAL**
- **COLLEGE GRADUATE**..... 93%
- **POST-GRADUATE DEGREE**... 37%
- **PROFESSIONAL/MANAGERIAL**... 81%

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

---

*SOURCE: CLARITAS 360 AND 2017 PRIZM.*

**SOURCE: 2015 IPSOS MODERN LUXURY READER STUDY, BASE: HHI $100K+ / ALL MODERN LUXURY CITY TITLES ARE AAM AUDITED OR AAM AUDITED RATE BASE PENDING 2019**

**UPDATED 11.29.18**
OUR COMMUNITY city by city

**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

- **EDUCATED & INFLUENTIAL**
  - COLLEGE GRADUATE: 90%
  - POST-GRADUATE DEGREE: 47%

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

- **FREQUENCY**: 10X

**HAMPTONS**

- **READER PROFILE**
  - MALE/FEMALE: 49%/51%
  - AVERAGE AGE: 41.4
  - MARRIED/PARTNERED: 87%
  - OWN PRINCIPAL RESIDENCE: 87%

- **AFFLUENT (AVG)**
  - HOUSEHOLD INCOME: $200,000+
  - HOUSEHOLD NET WORTH: $2,213,920

- **EDUCATED & INFLUENTIAL**
  - COLLEGE GRADUATE: 96%
  - POST-GRADUATE DEGREE: 39%

- **HIGHLY ENGAGED**
  - READERS PER COPY: 2X MORE LIKELY
  - AVG. TIME SPENT WITH ISSUE: 51 MIN.
  - READ 3+ OUT OF 4 ISSUES: 82%

- **FREQUENCY**: 11X

**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

- **EDUCATED & INFLUENTIAL**
  - COLLEGE GRADUATE: 90%
  - POST-GRADUATE DEGREE: 37%

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

- **FREQUENCY**: 10X

**JEZEBEL†**

- **READER PROFILE**
  - MALE/FEMALE: 31%/69%
  - AVERAGE AGE: 29
  - MARRIED/PARTNERED: 18%

- **AFFLUENT (MEDIAN)**
  - HOUSEHOLD INCOME: $155,525
  - VALUE/PRINCIPAL RESIDENCE: $401,685

- **EDUCATED & INFLUENTIAL**
  - COLLEGE GRADUATE: 90%
  - POST-GRADUATE DEGREE: 37%

- **HIGHLY ENGAGED**
  - READERS PER COPY: 3.7
  - AVG. TIME SPENT WITH ISSUE: 51 MIN.
  - READ 3+ OUT OF 4 ISSUES: 66%

- **FREQUENCY**: 8X

**SOURCE**: 2015 IPSOS MODERN LUXURY READER STUDY, BASE: HHI $100K+  /  ALL MODERN LUXURY CITY TITLES ARE AAM AUDITED OR AAM AUDITED RATE BASE PENDING 2019

†SOURCE: CLARITAS 360 AND 2017 PRIZM.
OUR COMMUNITY city by city

**Los Angeles Confidential**

**Reader Profile**
- Male/Female: 49%/51%
- Average Age: 42.4
- Married/Partnered: 92%
- Own principal residence: 89%

**Household Income**
- $200,000+: 99%

**Income Producing Assets**
- $1 Million+ : 99%

**Educated & Influential**
- College educated: 95%
- Post-graduate degree: 40%
- Chief executive/upper management: 2.1x more likely

**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%

**Highly Engaged**
- Readers per copy: 3.6
- Avg. time spent with issue: 52 min.
- Read 3+ out of 4 issues: 64%

**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%

**Highly Engaged**
- Readers per copy: 4.2
- Avg. time spent with issue: 66 min.
- Read 3+ out of 4 issues: 67%

**Michigan Avenue**

**Reader Profile**
- Male/Female: 48%/52%
- Average Age: 41.4
- Married/Partnered: 88%

**Household Income**
- $200,000+: 99%

**Income Producing Assets**
- $1 Million+: 99%

**Educated & Influential**
- College educated: 95%
- Post-graduate degree: 39%
- Chief executive/upper management: 2.2x more likely
OUR COMMUNITY city by city

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%

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

HAWAII

READER PROFILE
MALE/FEMALE..........................69/31%
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%

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

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%

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

PALM BEACH

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%

HIGHLY ENGAGED
READERS PER COPY..................3.7
OUR COMMUNITY city by city

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%

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

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%

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

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%

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

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%

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

SOURCE: 2015 IPSOS MODERN LUXURY READER STUDY, BASE: HHI $100K+ / ALL MODERN LUXURY CITY TITLES ARE AAM AUDITED OR AAM AUDITED RATE BASE PENDING 2019
OUR COMMUNITY city by city

**OCEAN DRIVE**
- **READER PROFILE**
  - MALE/FEMALE: 49%/51%
  - AVERAGE AGE: 52.9
  - MARRIED/PARTNERED: 85%
  - OWN PRINCIPAL RESIDENCE: 85%
  - HOUSEHOLD INCOME: $200,000+ 99%, $250,000+ 60%
  - LIQUID ASSETS: $750,000+ 99%, $1 MILLION+ 92%
- **READER LIFESTYLE & BUYING POWER**
  - COMPARED TO THE GENERAL POPULATION, OCEAN DRIVE READERS ARE:
    - 5X MORE LIKELY TO DRIVE A LUXURY PRESTIGE OR LUXURY EXOTIC VEHICLE
    - 74% MORE LIKELY TO HAVE EATEN IN AN Upscale RESTAURANT IN THE PAST 30 DAYS
  - EDUCATED & INFLUENTIAL
    - COLLEGE GRADUATE: 88%
    - POST-GRADUATE DEGREE: 35%
    - PROFESSIONAL/MANAGERIAL: 90%
  - HIGHLY ENGAGED
    - READERS PER COPY: 4.0
    - AVG. TIME SPENT WITH ISSUE: 65 MIN.
    - READ 3+ OUT OF 4 ISSUES: 77%

**PHILADELPHIA STYLE**
- **READER PROFILE**
  - MALE/FEMALE: 49/51%
  - AVERAGE AGE: 51.5
  - MARRIED/PARTNERED: 74%
  - HOUSEHOLD INCOME (AVG): $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%
- **READER LIFESTYLE & BUYING POWER**
  - COMPARED TO THE GENERAL POPULATION, PHILADELPHIA STYLE READERS ARE:
    - 5X MORE LIKELY TO DRIVE A LUXURY PRESTIGE OR LUXURY EXOTIC VEHICLE
    - 74% MORE LIKELY TO HAVE EATEN IN AN Upscale RESTAURANT IN THE PAST 30 DAYS

**SAN FRANCISCO MAGAZINE**
- **READER PROFILE**
  - MALE/FEMALE: 46/54%
  - AVERAGE AGE: 49
  - MARRIED/PARTNERED: 74%
  - AFFLUENT (AVG)
    - HOUSEHOLD INCOME: $200,000+ 99%, $250,000+ 60%
    - 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%
- **READER LIFESTYLE & BUYING POWER**
  - COMPARED TO THE GENERAL POPULATION, VEGAS READERS ARE:
    - 2X AS LIKELY TO HAVE MADE 10+ FLIGHTS IN THE PAST YEAR
    - 3X MORE LIKELY TO DRIVE A LUXURY EXOTIC VEHICLE
    - 65% MORE LIKELY TO STAY AT Upscale HOTELS
MODERN LUXURY
editorial calendar
2019
**January/February**

**THE LUXE LIST**

The annual Best of the City gets an opulent revamp. The top high-end medical, beauty, dining, spirits, design, realty, auto, fashion, fitness and over-the-top lifestyle offerings in our market.

**Space Close: Dec 1, 2018**
**On Sale: Jan 1**

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**March**

**SPRING FASHION & BEAUTY**

The most inspired fashion and beauty looks of the season.

**Space Close: Feb 1**
**On Sale: Mar 1**

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**April**

**MEN OF THE MOMENT**

Focus on local gentlemen who are having “their year,” are “right now” and “of the moment.”

**Space Close: Mar 1**
**On Sale: Apr 1**

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**May**

**HEALTH & BEAUTY ISSUE**

**SUMMER TRAVEL**

All things beautiful, including our health and beauty influencers in each market. Plus, destinations near and far to make for an unforgettable summer.

**Space Close: Apr 1**
**On Sale: May 1**

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**June**

**THE REAL ESTATE ISSUE**

The faces, spaces and places that are changing the city’s luxury real estate landscape. PLUS: The 15 Most Expensive Homes in the City

**Space Close: May 1**
**On Sale: Jun 1**

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**July/August**

**THE FEAST ISSUE**

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

**Space Close: Jun 1**
**On Sale: Jul 1**

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**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.

**Space Close: Aug 1**
**On Sale: Sep 1**

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**October**

**MEN’S FASHION WINTER TRAVEL**

Layered looks for the well-suited gentleman. Plus, our annual guide to exotic destinations and weekend winter getaways.

**Space Close: Sep 1**
**On Sale: Oct 1**

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**November**

**HOLIDAY ENTERTAINING & GIFTING**

New for 2019. Host and hostess guides, best of party pics, entertaining in high-style, and the best gifts to give and get this holiday season.

**Space Close: Oct 1**
**On Sale: Nov 1**

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**December**

**PHILANTHROPY ISSUE**

Saluting the local do-gooders who have gone above and beyond for local charities. Plus: Special kids luxury fashion feature.

**Space Close: Nov 1**
**On Sale: Dec 1**

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*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 2019 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 4x; Modern Luxury Hawaii 5x; Aspen magazine 5x
IN EVERY ISSUE: editorial platforms

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
2019 editorial calendar

january/february
FEED YOUR SENSES
A round up of the hottest off-menu dishes, eye-candy chefs, impossible reservations, best looking crowds, opulent decor and chic eats.
AD CLOSE/MATERIALS DUE: DEC 1, 2018
ON SALE: DEC 30, 2018

march/april
SPRING SHOPPING SPECTACULAR
A shopping bible—driving readers to the doors of the city’s hottest shopping scene. Plus, personal stylists and a look inside the closets of fashion influencers.
AD CLOSE/MATERIALS DUE: FEB 1
ON SALE: MAR 1

may/june
SUMMER SCENE
What's next, from of-the-moment things to see and do this summer, to the mavericks shaping the city.
AD CLOSE/MATERIALS DUE: APR 1
ON SALE: MAY 1

july/august
HOUSE MONEY
Real estate is the barometer for wealth. Most expensive properties, penthouses, the high-end realtors to know and more.
AD CLOSE/MATERIALS DUE: MAY 31
ON SALE: JUL 1

september
FALL FASHION FRENZY
The ultimate showcase of high fashion, including the city’s most fashionable duos.
AD CLOSE/MATERIALS DUE: AUG 1
ON SALE: SEP 1

october
INNOVATORS & INFLUENCERS
A list of the most influential individuals in each city. Plus, our annual men's fall fashion roundup.
AD CLOSE/MATERIALS DUE: AUG 30
ON SALE: OCT 1

november
THE EXPERIENTIAL ISSUE
Bold, one-of-a-kind experiences right in the city—beauty, dining, travel, fashion and more.
AD CLOSE/MATERIALS DUE: OCT 1
ON SALE: NOV 1

december
A TECHNICOLOR LIFE
A vibrant kaleidoscope feature of home decor, interior design and furnishings. Expect fashion, watches, fine jewelry and a holiday gift guide to all look through a colorful lens too.
AD CLOSE/MATERIALS DUE: NOV 1
ON SALE: DEC 1

ASPEN PEAK | CAPITOL FILE | HAMPTONS | JEZEBEL | LA CONFIDENTIAL | MICHIGAN AVENUE | OCEAN DRIVE

Frequency: 8X per year with the exception of Aspen Peak (2X [May & Nov]), Hamptons (11X [May–Sept & Nov]), and Ocean Drive (10X) editorial themes subject to change based on individual market. Consult local media kit for specific market editorial themes.
SCENE
WHAT TO DO, WHERE TO GO, WHO TO KNOW IN THE CITY

STYLE
WHAT TO BUY, WHERE TO SHOP, WHO'S WEARING WHAT

SPACE
HOW TO LIVE, WHAT TO LOVE, WHERE TO STAY, WHO TO CALL

THE SOURCE
OUR GUIDE TO THE CITY, LISTED

INVITED
AN EYE INSIDE THE HOTTEST OPENINGS AND CHICEST PARTIES

THE LIST
MOVERS, SHAKERS, AND THE NAMES ON EVERYONE’S LIPS

IN EVERY ISSUE: editorial platforms
FROM “YES” TO HAPPILY EVER AFTER, MODERN LUXURY WEDDINGS INSPIRES THE TRUE LUXURY CONSUMER AS THEY EMBARK ON THE SPENDING SPREE OF THEIR 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 COUPLE.
33 AVERAGE AGE

$282,800 AVERAGE HHI

89% HAVE/WILL SIGN UP FOR A BRIDAL REGISTRY

MORE THAN 1IN3 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

SOURCE: 2015 MODERN LUXURY READER STUDY CONDUCTED BY IPSOS, BASE: HHI $100K+
CUSTOMIZE YOUR WEDDING DAY WITH AN INFUSION OF INDIVIDUAL STYLE

THE MOST POSH VALLEY WEDDINGS

elegant affairs

THE HOTTEST NEW LOCAL VENUES

pureromance

MODERNLUXURY.COM

ASPEN

Unbridled Love
Dreamy Dresses, A Free-Spirited Sensibility & Wild Beauty
A Quintessential Aspen Elopement & Valley DJs Spin Wedding Advice

PLUS

ON THE COVER Clockwise from top: Farah gown, $4,000, at yumikatsuracouture.com. Maude gown, $4,990, by Monique Lhuillier at Anne Bé Bridal Boutique; ring, model’s own. Louisa gown, $928, at tadashishoji.com; DY Crossover Capri engagement ring in platinum, price upon request, at David Yurman, Cherry Creek Shopping Center, Denver. Roper blanket in camel, $358, at The Frye Company.

MODERN LUXURY WEDDINGS ASPEN

25,000 RATE BASE

55,000 PRINT AUDIENCE

MAY & DEC

SPECIAL ISSUES WITHIN CITY EDITIONS

MODERN LUXURY WEDDINGS BOSTON

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS CHICAGO

50,000 RATE BASE

185,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS DALLAS

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS HOUSTON

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS PHILADELPHIA

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS SOUTH FLORIDA

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS WASHINGTON

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS ATLANTA

50,000 RATE BASE

185,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS BOSTON

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS CHICAGO

50,000 RATE BASE

185,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS DALLAS

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS HOUSTON

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS PHILADELPHIA

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS SOUTH FLORIDA

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS WASHINGTON

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS ATLANTA

50,000 RATE BASE

185,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS BOSTON

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS CHICAGO

50,000 RATE BASE

185,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS DALLAS

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS HOUSTON

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS PHILADELPHIA

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS SOUTH FLORIDA

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS WASHINGTON

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS ATLANTA

50,000 RATE BASE

185,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS BOSTON

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS CHICAGO

50,000 RATE BASE

185,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS DALLAS

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS HOUSTON

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS PHILADELPHIA

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS SOUTH FLORIDA

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

MODERN LUXURY WEDDINGS WASHINGTON

30,000 RATE BASE

111,000 PRINT AUDIENCE

2X FREQUENCY

EDITORIAL CALENDAR > FALL/WINTER
AD CLOSE MAY 1
MATERIALS DUE MAY 17
ON-SALE JUNE 17

SPRING/SUMMER
AD CLOSE NOV 1
MATERIALS DUE NOV 14
ON-SALE DEC 15

OUR national weddings PORTFOLIO

280,000 RATE BASE

PRINT AUDIENCE 1,036,000

SPECIAL ISSUES WITHIN CITY EDITIONS

MODERN LUXURY WEDDINGS ASPEN
25,000 RATE BASE
55,000 PRINT AUDIENCE MAY & DEC

MODERN LUXURY WEDDINGS CALIFORNIA
125,000 RATE BASE
473,000 PRINT AUDIENCE JUN & DEC

MODERN LUXURY WEDDINGS ATLANTA
50,000 RATE BASE
185,000 PRINT AUDIENCE APRIL

MODERN LUXURY WEDDINGS CALIFORNIA
30,000 RATE BASE
111,000 PRINT AUDIENCE DECEMBER
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.
READER PROFILE

MALE/FEMALE ............................................................ 39%/ 61%
AVERAGE AGE ............................................................ 51
COLLEGE GRADUATE ............................................................ 89%

AFFLUENT HOMEOWNERS

AVERAGE HHI ............................................................ $409,460
AVERAGE HH NET WORTH ........................................ $2,445,190
AVERAGE VALUE OF PRINCIPAL RESIDENCE ............ $882,690
OWN THEIR PRINCIPAL RESIDENCE ......................... 88%
OWN 2+ RESIDENCES ............................................................ 46%

INVESTING IN THEIR HOME

PURCHASED HOME DÉCOR OR APPLIANCES
IN THE PAST 12 MONTHS ...................................................... 70%
PURCHASED HOME ELECTRONICS
IN THE PAST 12 MONTHS ...................................................... 85%
WILL REMODEL IN NEXT 12 MONTHS ......................... 60%
AVERAGE AMOUNT PLANS TO SPEND ON
REMODELING IN THE NEXT 12 MONTHS ...................... $36,060

TARGETED DISTRIBUTION

TARGETED RESIDENTIAL / MEMBERS OF ASID, AIA & IIDA
DESIGN SHOWROOMS / REAL ESTATE BROKERAGES
MODEL HOME SALES CENTERS / TRADE SHOWS

SOURCE: 2015 MODERN LUXURY READER STUDY CONDUCTED BY IPSOS, BASE: HHI $100K+
UPDATED 11.29.18
EDITORIAL CALENDAR

WINTER - BEST OF DESIGN
AD CLOSE/MATERIALS DUE JAN 2
ON-SALE FEB 1

SPRING - THE OUTDOOR ISSUE
AD CLOSE/MATERIALS DUE MAR 8
ON-SALE APR 1

SUMMER - THE COLOR & REAL ESTATE ISSUE
AD CLOSE/MATERIALS DUE JUN 14
ON-SALE AUG 1

FALL - THE KITCHEN & BATH ISSUE
AD CLOSE/MATERIALS DUE SEP 10
ON-SALE OCT 1

290,000 RATE BASE 1,015,000 TOTAL PRINT AUDIENCE