



THE EXCLUSIVE IN-ROOM PUBLICATION
FOR SALAMANDER HOTELS & RESORTS



2016 MEDIA KIT

Offering advertisers a unique opportunity to
reach a special group of affluent travelers



ABOUT SALAMANDER HOTELS & RESORTS

Salamander Hotels & Resorts is an independent, luxury brand that creates exceptional and authentic experiences at each of its relaxing escapes and retreats in Virginia and Florida, led by the flagship equestrian-inspired Salamander Resort & Spa—recognized in 2014 by Condé Nast Traveler as one of the Top 10 Resorts in the South and by Travel + Leisure as one of the World’s Greatest Hotels.

Sheila C. Johnson, founder and CEO of this growing portfolio, leads Salamander Hotels & Resorts with an exacting vision of excellence, bringing a refreshingly caring, thoughtful and personalized approach to hospitality.

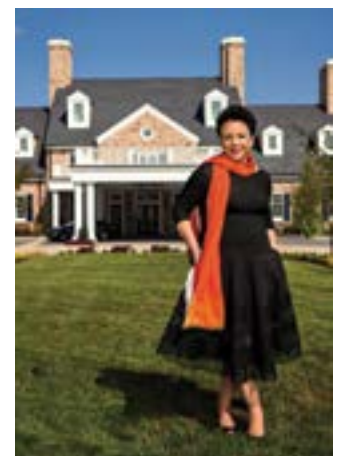
A successful entrepreneur and impassioned philanthropist, Ms. Johnson is Vice Chairman of Monumental Sports & Entertainment and is the only African-American woman to have ownership in three professional sports teams: the NBA’s Washington Wizards, the NHL’s Washington Capitals, and the WNBA’s Washington Mystics, for which she serves as President and Managing Partner. She also serves on the Executive Committee of the United States Golf Association, on the Board of Governors of Parsons The New School for Design in New York, and is a member of the Leadership Council at Harvard Kennedy School’s Center for Public Leadership.



THE SALAMANDER NAME

The Salamander name comes from the story of Bruce Sundlun, an American war hero, politician and previous owner of the property where the Salamander Resort & Spa now stands. As a bomber pilot in World War II, Sundlun’s plane was shot down over Nazi-occupied Belgium. For months, he evaded capture and eventually worked with the French Resistance. They gave him the code name “Salamander” after the amphibian that can mythically walk through fire and come out alive.

When Ms. Johnson heard the meaning of “salamander” she fell in love with it and what it meant. In addition to finding Sundlun’s story inspiring, Ms. Johnson discovered that for centuries the salamander has symbolized strength, courage and fortitude -- traits with which she has identified throughout her personal and business life. Sundlun granted permission for the name “Salamander Farm” to be restored to the estate and Ms. Johnson continues to expand the use of “Salamander” in her businesses.





SALAMANDER RESORT & SPA

MIDDLEBURG, VIRGINIA

- 168 luxurious rooms and suites set on 340 acres in the foothills of the Blue Ridge Mountains
- Virginia Piedmont-inspired dining, a dedicated state-of-the-art cooking studio and wine bar
- A luxury spa with 14 deluxe treatment rooms and a secluded spa courtyard with infinity edge pool, fire pit, whirlpool and private cabanas
- A full-service equestrian center with 22 stalls, riding arena, scenic trails, and traditional as well as unique equestrian programming



INNISBROOK RESORT

TAMPA BAY, FLORIDA

- 609 spacious guest rooms and suites nestled on 900 acres of rolling hills and 70 acres of lakes on the west coast of central Florida
- Four championship golf courses and host to the annual PGA Tour Valspar Championship Presented by BB&T
- A sparkling new 18,000 square-foot spa, salon and fitness center complete with a meditation labyrinth
- The resort includes 11 immaculate clay tennis courts, six swimming pools, including the Loch Ness Monster Pool with water slides, and 60 acres of lakes for fishing



HAMMOCK BEACH RESORT

PALM COAST, FLORIDA

- 320 accommodations, including an intimate oceanfront lodge and array of spacious villas and suites located in an oceanfront 12-story tower.
- Two championship golf courses (designed by Jack Nicklaus and Tom Watson) that have been host to PGA Tour events
- Marina with docking slips, private club amenities and charter services such as sport fishing boats, kayaks and more
- Fantasy Waterpark with slide and lazy river
- Oceanfront resort restaurants, sushi bar and cigar bar



REUNION RESORT

ORLANDO, FLORIDA

- 360 resort accommodations including luxury condominiums, private villas and vacation homes surrounded by 2,300 acres of lush landscape as well as a nature preserve
- Only location in the United States with golf courses designed by the golf greats Jack Nicklaus, Arnold Palmer and Tom Watson
- Annika Sorenstam golf teaching facility – the ANNIKA Academy
- Full service luxury boutique spa, multiple pools including a water park and 1,000 foot lazy river
- Spectacular dining options including the hip Eleven restaurant featuring a rooftop pool and nightly views of the fireworks from nearby Walt Disney World



HENDERSON BEACH RESORT

DESTIN, FLORIDA

- 171-room resort fronting nearly 1.5 miles of white powdery sand with sweeping views of the Gulf of Mexico and pristine dunes
- Adjacent to the 208-acre, environmentally protected Henderson Beach nature preserve, which offers guests both a sense of privacy and a plethora of activities
- Destination spa with 11 spacious treatment rooms and extensive water features
- An elevated culinary environment featuring Gulf-to-table seafood traditions and healthy fare, a signature restaurant with display kitchen, and a striking octagonal-shaped bar featuring freshly prepared sushi



EDITORIAL OVERVIEW

Readers of Salamander Magazine expect the best. They stay at Salamander Hotels & Resorts because they appreciate the finer things in life and they want to create memorable experiences.

Salamander Magazine reflects the interests and passions of this highly affluent and sophisticated demographic with compelling content that supports the ideals of the Salamander brand image.

IN EACH ISSUE

Each issue inspires travelers with an emphasis on authentic and unique experiences, fine dining and wine, exceptional golf, world-class spa, sophisticated style and shopping, family, and relevant information for both the leisure and business traveler, including:

- Profiles & Features
- Travel
- Food & Drink
- Arts & Culture
- Outdoor Lifestyle: Equestrian Sports / Golf / Tennis
- Nature / Health & Wellness / Spa
- Fashion & Style
- Luxury Goods

CIRCULATION & DISTRIBUTION

Salamander Magazine is distributed in every suite and guest room at all five Salamander Resort properties — more than 1,620 rooms.

SALAMANDER RESORT & SPA: MIDDLEBURG, VA

INNISBROOK RESORT: TAMPA BAY, FL

HAMMOCK BEACH RESORT: PALM COAST FL

REUNION RESORT: ORLANDO, FL

HENDERSON BEACH RESORT: DESTIN, FL.

- 25,000 – 30,000 Printed Copies
- 112,500 – 135,000 Readers Per Issue

This is an exceptional opportunity to reach and influence an exclusive, elite and affluent audience, 365 days per year.

ADDITIONAL DISTRIBUTION:

- Direct mail to top guests
- Hotel outlets (spas, golf club houses)
- Through corporate partners
- Select retail outlets & advertising partners



OUR READERS

The majority of Salamander Hotels & Resorts guests and magazine readers are wealthy travelers who live and work in the largest urban centers in U.S. These mid-30s to mid-50s households are highly educated—being 2.5x more likely to have completed graduate school—and enjoy the good life of luxury homes and autos, destination travel, entertainment, investment portfolios and high-end leisure activities.

Whether it's the elite equestrian rider, the golf enthusiast or the spa retreat guest, our readers are those who enjoy the approachable luxury of the Salamander Hotels & Resorts—from Horse & Wine Country in Middleburg, Virginia to the grand golf resorts of Florida.

Our readers busy lives make Internet shopping a necessity, rather than a preference, and they are serious and savvy investors, buyers of luxury automobiles, gourmet food enthusiasts and wine aficionados. Our diverse audience includes Hispanic, African-American and a majority of Caucasians, but also indexes at more than 2x the national average for Asians.

- **AVG NET WORTH \$2MIL+**
- **78% MARRIED**
- **AVG HOME VALUE \$500K+**
- **68% COLLEGE GRADUATE**

SHOPPING INTERESTS

Trader Joe's
 Nordstrom
 Ann Taylor
 Crate & Barrel
 Independent Jewelry Stores

MEDIA INTERESTS

Bloomberg Television
 The New York Times
 Travel + Leisure
 Bon Appetit & Sunset
 Architectural Digest

LEISURE INTERESTS

Live Theater & Opera
 Art Galleries
 Business Clubs
 Charitable Organizations
 Golf & Outdoor Activities

“Print readers are top spenders on home remodeling and decorating”

- IPSOS AFFLUENT SURVEY USA, 2015

“A man who stops advertising to save money, is like a man who stops a clock to save time.”

- HENRY FORD

“Affluent investors are heavy print readers”

- IPSOS AFFLUENT SURVEY USA, 2015



Source: Data provided from a third-party study conducted by Acxiom comparing PeronixX audience segments to Salamander's guest database.



RATES AND DEADLINES

SALAMANDER MAGAZINE

2016 / 17 RATES

SIZE	1X	2X
FULL PAGE	\$5,000	\$4,000
HALF PAGE	\$2,800	\$2,400
OPENING SPREAD (2pgs)	\$9,600	\$8,450
COVER 4 (BACK)*	\$5,000	\$4,500
COVER 3 (INSIDE BACK)	\$4,500	\$3,950

Add 10% premium for all pre-TOC positions. All rates are net rates per issue.

* Back covers are sold per market



PUBLICATION & CLOSING DATES:

SALAMANDER MAGAZINE IS PUBLISHED ANNUALLY

ISSUE	SPACE CLOSE	MATERIALS CLOSE	IN ROOM / IN MARKET
2016	Sept. 9, 2016	Sept. 14, 2016	Sept. 30, 2016
2017	May 19, 2017	May 26, 2017	June 16, 2017

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SALAMANDER MAGAZINE IS PUBLISHED BY FIREBRAND MEDIA LLC IN PARTNERSHIP WITH SALAMANDER HOTELS & RESORTS



ADVERTISING SPECIFICATIONS

This publication prints computer-to-plate.

Printing Web offset

Binding Perfect bound

Trim Size 9" width x 10.875" depth

Line Screen / Density 150 line / 300% maximum density

Ad Dimensions: All live matter must be at least 0.25 (1/4") from the trim and a minimum of 0.125 (1/8") bleed added to all sides.

NOTE: All live matter must be at least 1/4" from the TRIM of the magazine. The bleed size listed above is the page trim size with 1/8" minimum bleed added to all sides. It is not the trim size. Make sure that copy does not run into the gutter on two-page spread ads.

Prepress Guidelines: Salamander Magazine is a Macintosh format Computer to Plate (CTP) environment, AdobeInDesign is the primary page layout program used. PDF/X1-a and Macintosh formatted InDesign documents are the preferred material formats. Your files will pass through a preflight operation to confirm all elements are present and correct. If there are problems, we will contact you and work to resolve them (with applicable charges). To minimize problems, please read and follow the guidelines below.

Digital file requirements: We accept the following native file formats: Adobe InDesign (preferred) *Adobe Photoshop and *Adobe Illustrator. You must package or collect all support files including fonts. Do not apply style attributes to fonts. Use only standard Adobe fonts in PC-created documents. Convert all PMS spot colors used in any application to CMYK.



FULL PAGE

TRIM:
9" X 10.875"
BLEED:
9.25" X 11.125"
LIVE AREA:
8.325" X 10.25"



1/2 PAGE

TRIM:
8" X 4.875"



SPREAD

TRIM: 18" X 10.875"
BLEED: 18.25" X 11.125"
LIVE AREA: 17.5" X 10.375"

Images: All images must be submitted (grayscale or CMYK) as native Photoshop PSD, EPS or TIF at 300 dpi. (Images supplied at lower resolution will result in an inferior print quality that will not be the publisher's responsibility.) Any images supplied as RGB, index, lab or containing color profiles will be converted to CMYK, which may result in an undesirable color shift. We can't be responsible for files supplied in formats other than CMYK. Scaling, rotating or other image manipulation must be done prior to placement in the page layout program.

PDFs: PDF x1a files are acceptable only if they meet size, color and resolution requirements as detailed in the Images section above.

Proofs: For color-sensitive materials, a proof created to SWOP specifications is required. Ink jet and laser prints are acceptable for content only. We will not be responsible for color shifts on press if no approved color proof has been supplied.

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FIREBRAND PORTFOLIO



IN ADDITION TO SALAMANDER MAGAZINE, FIREBRAND MEDIA PUBLISHES A WIDE PORTFOLIO OF PRINT AND DIGITAL MEDIA, INCLUDING:

- ◆ **Montage Magazine:** The international in-room publication for Montage Hotels & Resorts
- ◆ **Omni Escapes Magazine:** The in-room print publication and digital blogging for 60+ Omni Hotels & Resorts nationwide
- ◆ **Meritage Collection Magazine:** Official in-room print magazine and digital content publishers for this award-winning luxury hotel collection
- ◆ **Sea Island Life Magazine:** In-room print magazine publishers for the iconic Sea Island Resort
- ◆ **Bespoke Concierge Magazine:** Regional luxury travel publication in top hotel rooms and concierge desks in major US cities
- ◆ **Laguna Beach & Newport Beach Magazines:** Award-winning city publications for Laguna Beach, CA & Newport Beach, CA
- ◆ **Pacific Coast Magazine:** 100,000+ circulation regional publication celebrating the iconic California lifestyle and culture
- ◆ **OCinSite.com:** A coastal Orange County lifestyle portal
- ◆ **Laguna Beach & Newport Beach Independents:** The weekly newspapers of choice for Laguna Beach, CA & Newport Beach, CA
- ◆ **Coastal Real Estate Guide:** Weekly guide reaching more than 180,000 affluent readers in select Orange County coastal neighborhoods