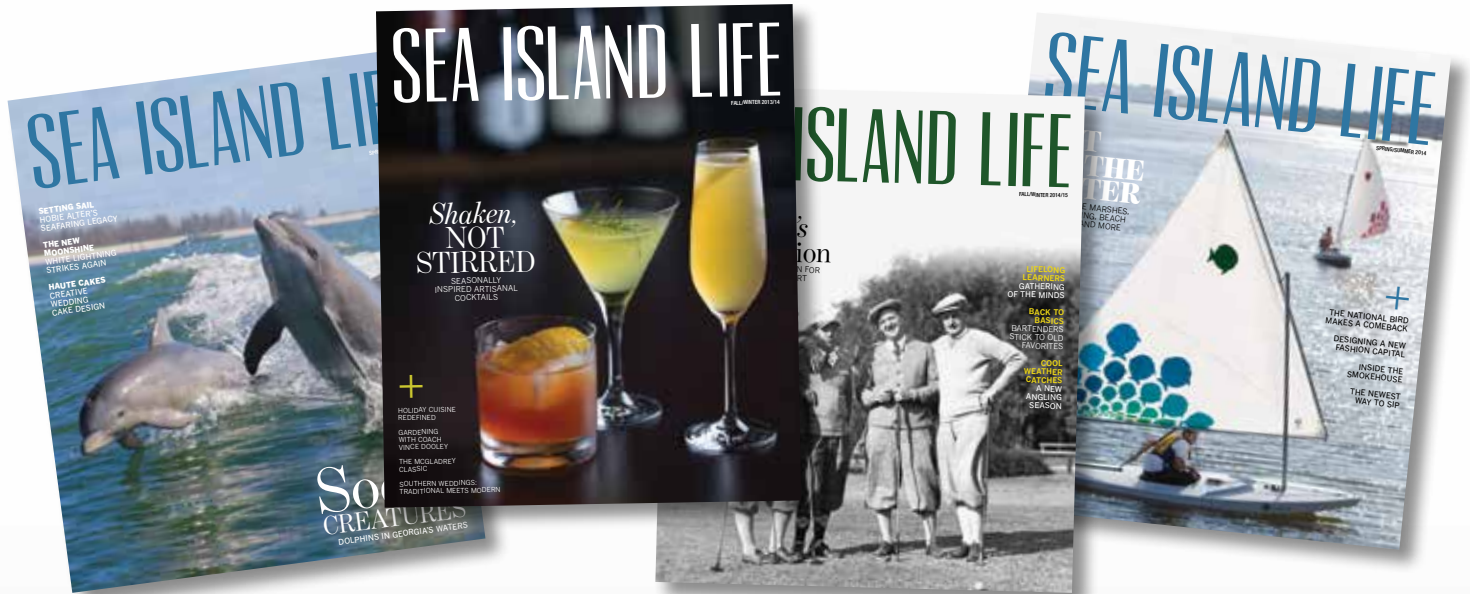


SEA ISLAND LIFE

MAGAZINE

THE OFFICIAL MAGAZINE FOR THE GUESTS, MEMBERS AND FRIENDS OF SEA ISLAND, GA



2016 Media Kit

HOME TO TWO OF THE TOP TEN RESORTS IN THE CONTINENTAL U.S. FOR THREE YEARS IN A ROW.

—TRAVEL + LEISURE 2013, 2014, 2015 WORLD'S BEST AWARDS



385 SECOND STREET LAGUNA BEACH, CA 92651 TEL 949.715.4100 FAX 949.715.4106



OVERVIEW

Sea Island Life magazine is a lifestyle publication that celebrates people, places and activities in the Sea Island spirit. This oversized luxury magazine reflects the passions and activities of the Sea Island member and guest: travel, cuisine, design, fashion, the sporting life and more. Supported by stunning photography, Sea Island Life engages and delights the reader while celebrating this very special destination.



CIRCULATION AND DISTRIBUTION

Published twice annually, Sea Island Life reaches every guest, member and resident of Sea Island. Distribution includes all guest rooms and suites at the two award-winning properties: The Cloister at Sea Island and The Lodge at Sea Island. In addition, issues of Sea Island Life are mailed to all members of the exclusive Sea Island Club, and are also distributed in all cottages on and The Inn at Sea Island.

- » The Cloister at Sea Island (200 rooms and suites)
- » The Lodge at Sea Island Golf Club (40 guest rooms)
- » The Inn at Sea Island (85 guest rooms)
- » All Sea Island members (approx. 1,800)
- » High-visibility locations throughout Sea Island and St. Simons Island
- » **17 Delta Sky Clubs:** In partnership with Delta Sky Clubs, Sea Island Life magazine is distributed in the following Delta Sky Clubs: Atlanta (9 clubs), Boston, Dallas Fort Worth, JFK (2 clubs), LAX, LaGuardia (2 clubs) and Chicago O'Hare. Each location receives 100 magazines per month



**15,000 copies – more than
50,000 readers per issue**





THE ADVERTISING OPPORTUNITY

Sea Island Life offers advertisers a unique way to reach a valuable and exclusive audience. No other media can reach this affluent and sophisticated readership more completely or effectively.

READER DEMOGRAPHICS

- » Average net worth: \$2 million
- » Discerning, active individuals and families
- » All guest categories exceed \$250K in HHI – most represent top income levels in U.S.
- » Sea Island members and guests have high levels of education and discretionary income
- » Sea Island members include numerous high-level political and business leaders
- » Majority of members are married with families (35 - 50 years old); some empty nesters

KEY FACTS ABOUT SEA ISLAND

- » Sea Island honors and accolades:
 - Four Forbes Five-Stars seven years in a row (only resort in the world to receive this achievement)
 - The Gold List, *Conde Nast Traveler*
 - Andrew Harper's Hideaway (#1 Family Resort; #5 Golf Resort; #4 Spa Resort)
 - Lodge - AAA Five-Diamond (2001-2015)
 - The Cloister — AAA Five-Diamond (2015)
 - Home to two of the top 10 resorts in the Continental U.S., Travel + Leisure World's Best Awards, 2013 - 2015
 - #1 spot in America for a second home, Barron's 2014
- » Current list prices of Sea Island residences: \$1.5 million to \$10 million
- » Median price of Sea Island cottage: \$2.5 million
- » Top feeder markets: Atlanta, New York, Chicago, Dallas, Houston, Philadelphia, Boston, Washington D.C., Florida
- » Sea Island has welcomed six U.S. presidents and more than 20 heads of state

SEA ISLAND LIFE

MAGAZINE

Sea Island Life Pricing

SIZE	1X	2X
FULL PAGE 4/C	\$5,000	\$4,000
HALF PAGE 4/C	\$2,500	\$2,000
COVER 4 (BACK)	\$7,000	\$6,000
OPENING SPREAD	\$7,500	\$6,000
COVER 3	\$5,500	\$4,500



CLOSING DATES: Sea Island Life is published twice per year:

SPRING/SUMMER 2016

Space closing and ad materials deadline **MARCH 1**

In Room **MARCH 16**

FALL/WINTER 2016

Space closing and ad materials deadline **SEPTEMBER 5**

In Room **SEPTEMBER 19**

SEA ISLAND LIFE MAGAZINE IS PUBLISHED BY FIREBRAND MEDIA LLC,
IN PARTNERSHIP WITH SEA ISLAND ACQUISITION LLC.



ADVERTISING SPECIFICATIONS

THIS PUBLICATION PRINTS COMPUTER-TO-PLATE.

PRINTING Web offset

BINDING Perfect bound

TRIM SIZE 10width x 12 depth

LINE SCREEN / DENSITY 150 line / 300% maximum density

AD DIMENSIONS

	TRIM	BLEED	LIVE AREA
FULL PAGE	10 x 12	10.25 x 12.25	9.5 x 11.5
HALF PAGE	9.5 x 5.625		9.5 x 5.625
SPREAD	20 x 12	20.25 x 12.25	19.5 x 11.5



NOTE: All live matter must be at least 1/4" from the TRIM and a minimum of 1/8" bleed added to all sides. Make sure that copy does not run into the gutter on two-page spread ads. If you are supplying gatefold materials, please call your sales representative for the correct ad dimensions.

PREPRESS GUIDELINES: Firebrand is a Macintosh format Computer to Plate (CTP) environment, and Adobe InDesign is the primary page layout programs 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:

- * PDF/X1-a (preferred)
- * Adobe InDesign
- * Adobe Photoshop
- * Adobe Illustrator

You must package or collect all support files including fonts. True type and .dfonts are not acceptable and will be substituted with the closest equivalent. 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.

IMAGES: All images must be submitted (grayscale or CMYK) as native Photoshop psd, EPS or TIFF 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 cannot 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 Image 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.

FTP SITE INFORMATION EMAIL OR CALL:

tina@firebrandmediainc.com, 949-715-4100

FOR CREATIVE SERVICES EMAIL OR CALL:

sonia@firebrandmediainc.com, 949-715-4100

AD SUBMISSION: Please send or email materials and direct questions to the following:

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SEA ISLAND LIFE MAGAZINE

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

- » **Bespoke Concierge Magazine:** A regional luxury travel publication distributed at the top hotel concierge desks in major cities
- » **Montage Magazine:** The in-room publication for Montage Hotels & Resorts
- » **Loews Magazine:** The in-room publication for Loews Hotels & Resorts
- » **Laguna Beach Magazine:** An award-winning city publication for Laguna Beach, California
- » **Newport Beach Magazine:** An award-winning city publication for Newport Beach, California
- » **OCinSite.com:** A coastal Orange County lifestyle portal
- » **Laguna Beach Independent:** The weekly newspaper of choice for Laguna Beach
- » **Newport Beach Independent:** The weekly newspaper of choice for Newport Beach
- » **Coastal Real Estate Guide:** Reaches more than 80,000 affluent readers in Laguna and Newport

REGIONAL LIFESTYLE PUBLICATIONS



LUXURY HOTEL PUBLICATIONS



For more information, contact your Firebrand Media representative
or Steve Zepezauer, C.E.O. & Editorial Director
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