

# Bespoke. Concierge

A LUXURY LIFESTYLE PUBLICATION SERVING THE MOST DISCRIMINATING TRAVELERS.



## 2016/2017 Media Kit

PROVIDING AFFLUENT AND CULTURED TRAVELERS WITH THE MOST  
UP-TO-DATE INSIDER KNOWLEDGE AND RESOURCES.

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# Bespoke Concierge

## EDITORIAL

### *“The Authoritative LOCAL Guide”*

*Bespoke Concierge* utilizes our participating concierge teams from the finest luxury hotels as our main expert sources for the best of everything in the city.

From curated calendars and itineraries to shopping and dining by neighborhood, we help our readers discover what only the most well-informed city experts know.



Each issue includes recommendations, resources and infotainment in an easy-to-read, highly engaging format.

#### ***Calendar***

A curated selection of the top events, exhibits, shows and high-profile local festivals and activities.

#### ***Radar***

A snapshot of what's hot in the city features tips on the newest restaurants, lounges/bars, shops, museums, galleries and attractions.

#### ***Spotlight***

Offering a zoomed-in look at a singular neighborhood, featuring top recommendations on where to dine, drink, shop and play.

#### ***Shop***

These shops and boutiques will carry the latest trends in categories that include watches, jewelry, women's apparel and more.

#### ***Savor***

A look at what's new on the culinary landscape highlighting specific restaurants that are must-visit dining destinations.

#### ***Itinerary***

Three morning-to-night itineraries featuring curated days dedicated to a different type of vacation, from romance to family fun.

***Bespoke Concierge is the most reputable luxury guide to the city, focusing on:***

- ▶ SHOPPING
- ▶ CULTURE
- ▶ DINING
- ▶ VIP ACCESS
- ▶ STYLE

#### ***Regional Features***

Each issue of *Bespoke Concierge* will include in-depth, local coverage that offers additional insight into the featured region. These features take readers into the heart of the city to experience the neighborhoods, arts, culture, dining and shopping in a new, vibrant way.

#### ***Global Interest/ Travel***

*Bespoke Concierge* will also include a set of general interest features that cater to the broader pursuits and global worldviews of the affluent traveler, including emerging destinations, first-class travel experiences and more.



# Bespoke Concierge

*Bespoke Concierge* is a destination-travel guide geared to the most affluent travelers. Partnering with concierge teams at the top luxury hotels, *Bespoke Concierge* is the most reputable source for local recommendations on the best of everything in the city, from upscale dining and shopping to culture and nightlife.

***57% of affluent travelers rely on on-site staff (concierges) to decide on activities once on their trip.***

Source: Ipsos MediaCT, Google Travel Study, May to June 2013

## DEMOGRAPHICS

Average Household Income.....	\$250,000+
Average Age.....	32+ years old
College Graduate .....	80%+
Male/Female .....	60%/40%
Second Homeowner.....	42%



## READERSHIP & DISTRIBUTION

### *Delivering Affluence*

*Bespoke Concierge* offers its partners access to one of the world's top audiences: the savvy, cultured traveler staying in the finest luxury hotels in the city.

#### LOS ANGELES • NEW YORK CITY • SAN FRANCISCO

Mix of concierge desk and in-room distribution at hotel partners such as the Four Seasons Beverly Hills, Montage Beverly Hills, The Peninsula Beverly Hills, The Ritz-Carlton Marina Del Rey, Viceroy Santa Monica, The Peninsula New York, The Chatwal, The Carlyle, The Towers of the Waldorf Astoria New York, The Pierre - A Taj Hotel, Jet Luxury at the Trump Soho, Dream Downtown, The Ritz-Carlton San Francisco, Taj Campton Place, JW Marriott Union Square, Omni San Francisco Hotel, Four Seasons, Fairmont San Francisco, Grand Hyatt San Francisco, Ritz Carlton Half Moon Bay and dozens more in each city.

## READERSHIP

The majority of copies are distributed to our select lists of the finest luxury hotels in each city. See distribution list for details.

All advertising partners and businesses mentioned in *Bespoke Concierge* are provided copies to distribute as needed. Other distribution includes:

- Luxury Retailers • Restaurants • Museums • Art Galleries • Luxury Shopping Centers

*Bespoke Concierge* is also distributed to our exclusive mailing lists and at promotional events.

### *Readership:*

40,000 per market, per issue



# Bespoke Concierge

## PRINT DEADLINES

### *Fall/Winter 2016/2017*

AD CLOSE: SEPTEMBER 5, 2016  
 MATERIALS DUE: SEPTEMBER 12, 2016  
 PUBLISHED: OCTOBER 3, 2016

### *Spring/Summer 2017*

AD CLOSE: March 10, 2017  
 MATERIALS DUE: March 17, 2017  
 PUBLISHED: April 14, 2017

## ADDED VALUE FOR FULL PAGE ADVERTISERS



All full page advertisers will receive free promotional content both in print and online.

Promotional content includes up to 100 words and one image.



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## MARKETS AVAILABLE

LOS ANGELES • NEW YORK CITY • SAN FRANCISCO

### 2017 NET RATE PER MARKET

Size	1x	2x (per issue)
Full Page	\$3,900	\$3,510
Inside Front Cover Spread	\$8,500	\$7,650
Pre TOC Spread	\$6,000	\$5,500
Spread	\$5,500	\$5,000
Inside Back Cover	\$4,500	
Back Cover	\$5,000	
Half Page	\$2,500	\$2,250

### MULTI-MARKET DISCOUNTS\*

2 Markets...10% Discount

3 Markets...15% Discount

\* Excludes Premium Positions



# Bespoke Concierge

## ADVERTISING SPECIFICATIONS 2016/2017

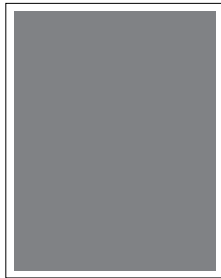
THIS PUBLICATION PRINTS COMPUTER-TO-PLATE.

**PRINTING** Web offset

**BINDING** Perfect bound

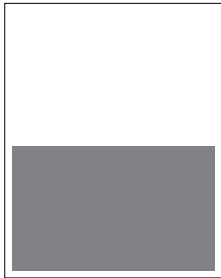
**TRIM SIZE** 7" width x 9" depth

**LINE SCREEN / DENSITY** 150 line / 300% maximum density



### FULL PAGE

TRIM:  
7" X 9"  
BLEED:  
7.25" X 9.25"  
LIVE AREA:  
6" X 8"



### 1/2 PAGE

TRIM:  
6" X 4"



### SPREAD

TRIM:  
14" X 9"  
BLEED:  
14.25" X 9.25"  
LIVE AREA:  
13" X 8"

**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:** Bespoke Concierge Magazine is a Macintosh format Computer to Plate (CTP) environment, Adobe

InDesign 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.

**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.

### FTP SITE INFORMATION EMAIL OR CALL:

tina@firebrandmediainc.com, 949-715-4100

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

Bespoke Concierge Magazine c/o Firebrand Media, LLC  
Attn: Tina Leydecker  
385 Second Street, Laguna Beach, CA 92651  
Phone: 949-715-4100 Fax: 949-715-4106  
tina@firebrandmediainc.com



# Bespoke Concierge

## DIGITAL ADVERTISING SPECIFICATIONS 2016/2017

WWW.BESPOKEMAGAZINEONLINE.COM  
AD UNIT IMAGE SIZES ~ PLACEMENTS & PRICING

### LEADERBOARDS (728 width x 90 depth in pixels)

**Placement:** Global header \$1000 net or Global footer \$800 net per month



### FEATURED ADVERTORIAL SPOTLIGHT ADS (1100 width x 510 depth in pixels)

**Placement:** Home Page plus one destination city linked, to your advertorial \$1000 net per month

**Destination City Only** - \$600 net per month



### BOX ADS (300 width x 250 depth in pixels)

**Placements:** Global Top Right \$750 net, Middle Right \$500 net, Bottom Right \$350 net per month

**Destination City Only** - Top Right \$500 net, Middle Right \$350 net, Bottom Right \$250 net per month



- Destination Cities available: Aspen, Chicago, Los Angeles, Miami, New York and San Fran
- Rotation: Featured Spotlight Advertorial do not exceed 5 featured posts. Box Ads: Do not rotate.

**Images** should be max 50Kb gif or jpeg

**Provide us with** your destination URL / web address.

**Ad materials are due** the 25th the month prior to the ad run date.

**Digital ad materials go to** [scott@firebrandmediainc.com](mailto:scott@firebrandmediainc.com)



# FIREBRAND PORTFOLIO



## FIREBRAND MEDIA PUBLISHES A WIDE PORTFOLIO OF PRODUCTS, INCLUDING:

- **Montage Magazine:** The international in-room print publication and digital magazine 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
- **Salamander Magazine:** The in-room publication for Southeast luxury destinations of The Salamander Hotels & Resorts
- **Evans Hotel Magazine:** In-room print publishers for the San Diego based Evans Hotel Group
- **Bespoke Concierge Magazine:** Regional luxury travel publication in top hotel rooms and concierge desks in major US cities
- **Pacific Coast Magazine:** 100,000+ circulation regional publication celebrating the iconic California lifestyle and culture
- **Laguna Beach & Newport Magazines:** Award-winning city publications for Laguna Beach, CA and Newport Beach, CA
- **OCinSite.com:** A coastal Orange County lifestyle portal
- **Laguna Beach & Newport Beach Independents:** The weekly newspapers of choice for Laguna Beach & Newport Beach
- **Coastal Real Estate Guide:** Weekly guide reaching more than 180,000 affluent readers in select Orange County coastal neighborhoods

For more information, contact your Firebrand Media representative or Steve Zepezauer, CEO & Editorial Director (steve@firebrandmediainc.com) Visit us online at firebrandmediainc.com



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