

Bespoke. Concierge

NEW YORK EDITION



2019 Media Kit

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

bespokemagazineonline.com



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, apparel and more.

Savor

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

Itinerary

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.

MEANINGFUL EXPERIENCES

It has never been more important to deliver deeper experiences to travelers by focus on inspiration, personalization and local experiences.

—British Hospitality Association, 09/15

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.

NEW YORK CITY

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, and many more.

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



PRINT DEADLINES

Summer 2019
AD CLOSE: JULY 26
PUBLISHED: AUGUST 1

Fall/Winter 2019
AD CLOSE: OCTOBER 1
PUBLISHED: OCTOBER 15

2019 NET RATES

Size	1x	2x (per issue)
Full Page	\$3,000	\$2,500
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	\$1,750	\$1,500

CUSTOMIZED FOR YOUR BRAND

Bespoke Concierge Magazine can be customized for your brand. In addition to the relevant luxury and regional content found in every issue, Bespoke Concierge Magazine can be expertly tailored to connect with your audience.

OPTION #1

- Customized cover
- Full page editorial
- Full digital version of publication
- Full page display ad
- 250 personal copies
- \$3,500 per issue

OPTION #3: CUSTOM CONTENT SECTION

- Customized cover
- 8-Page editorial feature
- Full digital version of publication
- Two full page display ads
- 1,000 personal copies
- \$9,500 per issue

OPTION #2: EXPANDED CUSTOM CONTENT ADDED VALUE FOR YOUR BRAND PLUS A WORLD-CLASS MARKETING TOOL

- Customized cover
- 4-Page editorial feature
- Full digital version of publication
- Full page display ad
- 500 personal copies
- \$6,500 per issue

- Other Bespoke Concierge Magazine partners have used their publications for:
- Direct mail to select customers and partners
 - Special VIP events
 - Public relations and marketing

Bespoke Concierge

ADVERTISING SPECIFICATIONS 2019

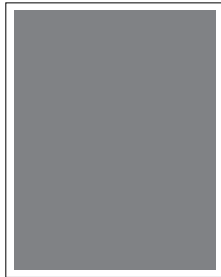
THIS PUBLICATION PRINTS COMPUTER-TO-PLATE.

PRINTING Web offset

BINDING Perfect bound

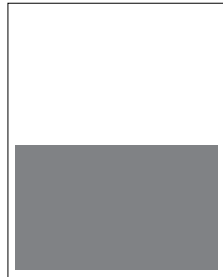
TRIM SIZE 7" width x 9" depth

LINE SCREEN / DENSITY 150 line / 300% maximum density



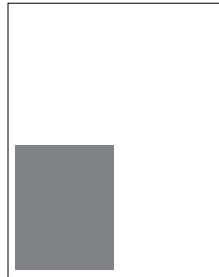
FULL PAGE

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



1/2 PAGE

TRIM:
6" X 4"



1/4 PAGE

TRIM:
3" 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:

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

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