

SWANKY

R E T R E A T S

TRAVEL OUTSIDE THE OBVIOUS

*2020
Media Kit*

DEMOGRAPHIC OVERVIEW

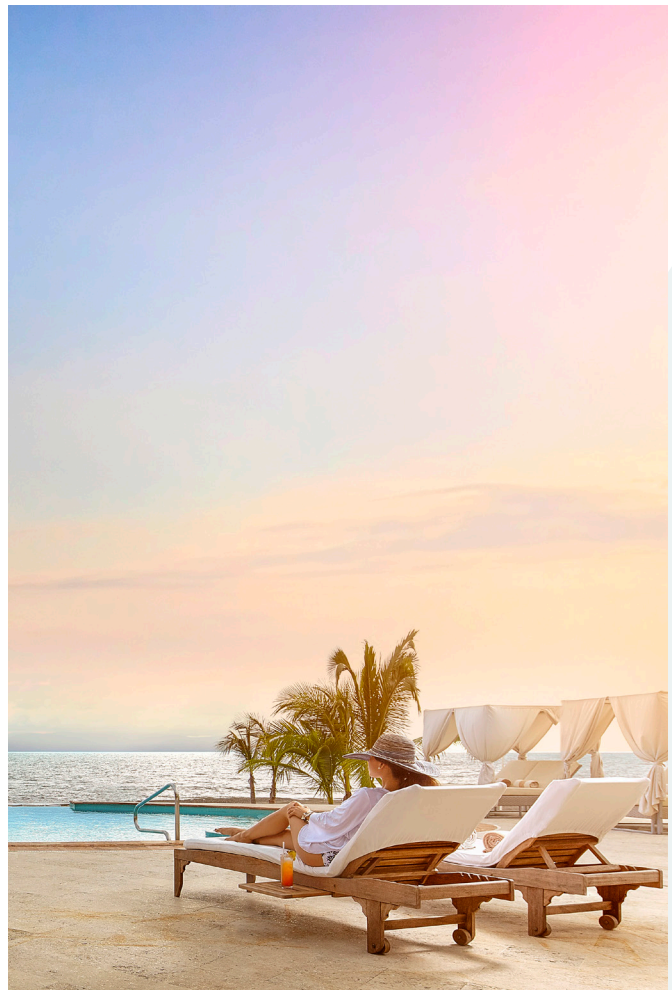
Swanky Retreats is available on newsstands in print and digital formats and via print and digital subscription. Find us in places such as Barnes & Noble, Books-A-Million, Publix, Harris Teeter, Hudson News and many more of your favorite retailers; digitally available on a global basis via iTunes, Zinio.com, and on Magzter.com as well as other outlets.



**AUDIENCE IS
58% FEMALE 42% MALE**

MEET YOUR READERS

The audience is comprised of a unique set of executives, forward thinkers, affluent athlete, style arbiters, and well-heeled travelers who have the time and money to go wherever they want, whenever they want.



Swanky Retreats 2020 Media Kit



Swanky Retreats takes advertisers' messages off the page in numerous ways. join in on the celebrity fun surrounding these events and more:

The Golden Globes
Sundance Film Festival

The Oscars

The Daytime Emmy awards
The American Music Awards
The Primetime Emmy Awards and many more...

Rate Base: 90,000

Total Paid: 103,600

Newsstand vs. **Subscription:** 57/43

75% College educated

60% of our readers are between 25-59

Median age: **36**

Average HHI: NFL Inclusion \$1.9M non-NFL **\$318,000**

Pass-along readership **is average 4x**

HOW TO GET SWANKY

AD RATES:

FULL PAGE ADS 4 COLOR

1X \$13,715	2X \$12,230	3X \$11,790	4X \$10,800
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HALF PAGE ADS 4 COLOR

1X \$10,800	2X \$10,580	3X \$9,700	4X \$9,147
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1/3 PAGE ADS 4 COLOR

1X \$9,376	2X \$8,600	3X \$8,325	4X \$8,028
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PREMIUM POSITIONING – BE BOLD

INSIDE FRONT COVER

1X \$17,281	2X \$14,183	3X \$13,990	4X \$12,108
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INSIDE BACK COVER

1X \$14,308	2X \$14,397	3X \$13,924	4X \$13,000
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BACK COVER

1X \$16,289	2X \$15,970	3X \$15,090	4X \$14,100
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2-page spreads – Make A STATEMENT

1X \$24,000	2X \$21,800	3X \$20,150	4X \$20,656
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To get connected with your Swanky Retreats partner, send an email
Peta@SwankyRetreats.com

CLOSING DATES

SPRING – FEBRUARY 18, 2020

SUMMER – MAY 21, 2020

FALL – JULY 29, 2020

WINTER – NOVEMBER 13, 2020

All rates are gross cash rates.

Swanky Retreats 2020 Media Kit

GET CLICKING...

Reach our readers for pennies!

Our **digital Direct marketing reach** is global and targeted.

Our travel universe is made up of:

Interest in and Actual Guests at Luxury Hotels and Resorts

Count: 1,437,116

Travelers to Upscale Hotels and Resorts
Count: 1,392,749

Recent Luxury Travel Count: 205,355

Those Who Indulge Ultra Luxury Spenders Count:
327,210

Travelers to Caribbean Count: 1,387,492
Bridal
Honeymoon
New Homeowners
Frequent Travelers
Women
Men
Professionals
Athletes

You name it, we have them!

ON OUR SITE

TOP SLIDER/HERO IMAGE POSITION

This digital advertising position includes a landing page connected to editorial on your advertisement. \$2000 per month.

180x150 Tile: Rotates with, at most, only one other marketing partner. \$925 per month.

Email

Peta@SwankyRetreats.com

for pricing. Your ads are always in the Digital issue. Get on our home page or be a part of our site...

30-day rotations start at \$1,800 a month

Email Peta@SwankyRetreats.com

To get clicking

Print Mechanical Requirements

Width Height

Full Page Bleed	8-3/8" (8.375") 11"
Full Page Trim	8-1/8" (8.125") 10-3/4" (10.75")
2 Page Spread Bleed	16-1/2" (16.5") 11"
2 Page Spread Trim	16-1/4" (16.25") 10-3/4" (10.75")
2/3 Page Vertical	4-9/16" (4.5625") 10"
1/2 Page Horizontal	7" 4-7/8" (4.875")
1/2 Page Island	4-9/16" (4.5625") 7-1/2" (7.5")
1/3 Page Vertical	2-3/16" (2.1875") 10"
1/3 Page Square	4-9/16" (4.5625") 4-7/8" (4.875")
1/6 Page Vertical	2-3/16" (2.1875") 4-7/8" (4.875")
1/12 Page Square	2-3/16" (2.1875") 2-3/8" (2.375")

Hold live matter 1/4" (.25") from trim on all four sides.

swankyretreats.com



TERMS AND CONDITIONS

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically, agreed to in writing by the Publisher.
2. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, Insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser's index.
3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
4. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.
5. Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher.
6. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any manner.
7. Advertiser and its Agency shall be jointly and severally, liable for monies due and payable to Publisher for advertising ordered and published. Should GO/action efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.
8. Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
9. Until credit is approved, Advertisements are run on a prepaid basis only.
10. Barter is used at publisher's discretion and liquidated as seen fit by publication. Barter is inclusive of all taxes and resort fees. Barter does not expire unless expressly agreed to by both parties prior to signing insertion order with an addendum.
11. If barter agreement is not honored by advertiser, Publisher reserves the right, at the publisher's discretion, to collect, in full, with interest and collection fees, the total cash value of the insertion order.