OVERVIEW

Four Seasons Magazine brings to life the values and vision of Four Seasons and the discriminating luxury traveler. It shares the perspectives of professional storytellers, artists and experts from many different walks of life and parts of the world. Stories welcome readers to share the wonder of experiencing the world and its many iterations of culture, cuisine, nature, innovation, style and leisure. The magazine is a worldly, warm, entertaining, energetic and sophisticated companion.
THE STRUCTURE OF THE MAGAZINE INCLUDES FOUR MAIN SECTIONS:

1. ESSENTIALS: The best of the season, for your pleasure

Readers will enjoy a medley of luxury lifestyle product pages, tips, trends, insights and interviews. The mix of high-end tech and sports products with luxury accessories and jewelry creates a broad editorial landscape.

**Essentials section includes:**

**Product Pages**

Beautifully executed product pages covering the latest in:

- Men's style
- Women's style
- Jewelry and watches
- Home interiors/design
- Beauty

**Interviews and Trend Spotlights**

- Food/beverage
- Wellness/sport
- Automotive
- Tech
- Behind the scenes where luxury is made
- Entertainment reviews
- Fashion designer profiles
- Events around the globe
2. OPINIONS: Perspectives from thought leaders and tastemakers

Concise point-of-view pieces serve as a pillar of intelligence in the magazine and provide balance editorially in the front of the book. These pieces, written by top-notch writers, thinkers, leaders of industry and personalities of the moment, entertain and provide food for thought. Original illustrations bring some of the world’s most sought-after visual artists into the conversation.

3. PORTFOLIO:

A. Fashion

The fashion in *Four Seasons Magazine*—for women as well as men—is compelling and rich, sophisticated but never stuffy. A mix of destination and studio shoots, assembled with top global photographers and stylists, showcases high fashion with a warm and artful editorial approach.

B. Features

*Four Seasons Magazine* surprises the reader with travel and cultural features that pose—and answer—intelligent questions. Multiple entry points and layers of information ensure an accessible approach.

4. THE WORLD OF FOUR SEASONS:

Educates, entertains and offers travel inspiration to readers through the lens of *Four Seasons* Hotels and Resorts. Destinations are brought to life with first-person reports from previous guests and recommendations from experts at *Four Seasons* properties around the globe.
AUDIENCE PROFILE
DEMOGRAPHICS

Average Age...............................................
49
Average Net Worth...............................$4M
Median Income.............................$550K
Graduate Degree..............................61%
Male/Female...........................................
58%/42%
Single/Married.................................22%/78%
Kids Under 18...........................................
35%

FREQUENT TRAVELERS

Four Seasons guests spend an average of
51.2 nights in a hotel each year.
Travel for Business.................................50%
Travel for Leisure..............................50%
Fly First Class for Business..............26%
Fly Business Class for Business........53%

PASSION POINTS

Spa..................................................82%
Discovering New Restaurants........71%
Gym/Personal Training..........................68%
Wine & Spirits........................................61%
Golf........................................................54%
Shopping.............................................50%
Exploring Local Culture......................48%
Art Galleries..........................................45%
Live Theater & Musicals....................42%
Family Travel.........................................42%

INVESTMENTS

Stock in company that
employs the investors...............48%
Money Market Funds......................85%
Stocks...........................................74%
IRA..................................................70%
Jewelry.............................................48%
Diamonds...........................................37%
Gold, Silver.................................9%
Art..................................................6%

TECHNOLOGY

• 85% of guests also visit the Four Seasons
  websites
• 65% own an iPhone
• 73% own an iPod or MP3 docking station
  stereo
• 89% own an HD/widescreen television
• 99% own a personal computer/laptop

AUDIENCE PROFILE

AUDIENCE: 1.10 Million

<table>
<thead>
<tr>
<th>Total Rooms</th>
<th>Average Occupancy</th>
<th>Days per Issue</th>
<th>Average Guests per Room</th>
<th>Average Nights Stayed</th>
<th>Average Readership per Issue</th>
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<tbody>
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Average Readership per Issue + Bonus Distribution Four Seasons Residences = Total Readership per Issue

1,108,904 + 3,429 = 1,112,333

Sources: Four Seasons data survey conducted by Peter Doering Consulting, Four Seasons Global Advisory Panel Profile Survey, 2015 YouGov AMEX Harrison Study
TIME SPENT READING

• 9 out of 10 guests looked for *Four Seasons Magazine* during their last stay at one of our properties.

• 89% of guests have read/looked through the magazine.

• 88% of readers spend 20–30 minutes with the magazine.

• 12% of readers spend 30–60 minutes or more with the magazine.

*Source: Four Seasons Online Reader Survey*
CIRCULATION

Four Seasons Magazine
Distributed in 119 Four Seasons Hotels and Resorts and 38 Private Residences in 49 countries (with more than 45 Hotels and Private Residences opening between 2018 and 2021), Four Seasons Magazine caters to the world’s most sought-after consumers with an estimated 1.1 million readers. Each issue, including global advertising pages, is also available in digital flipbook format at fourseasons.com/magazine.

DISTRIBUTION BREAKDOWN

- 46% USA & Canada
- 14% Asia/Pacific
- 7% China
- 13% Europe
- 15% Middle East/Africa
- 5% Latin America
<table>
<thead>
<tr>
<th>Property</th>
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<td><strong>UNITED STATES</strong></td>
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<td>Atlanta</td>
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<td>Austin</td>
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<td>Aviara, North San Diego</td>
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<td>Baltimore</td>
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<td>Four Seasons Resort</td>
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<tr>
<td>O’ahu at Ko Olina</td>
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<tr>
<td>Hawaii, Hualalai</td>
<td>243</td>
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<tr>
<td>Hawaii, Lana’i at</td>
<td>213</td>
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<tr>
<td>Manele Bay</td>
<td></td>
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<tr>
<td>Hawaii, Lana’i Lodge at Koele</td>
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<td>Hawaii, Maui</td>
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<td>Los Cabos at Costa Palms</td>
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<td>México, D.F.</td>
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<td><strong>CANADA</strong></td>
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<td><strong>CARIBBEAN/ CENTRAL &amp; SOUTH AMERICA</strong></td>
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<td>Nevis</td>
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<td>Sao Paulo, Brazil</td>
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<tr>
<td>Bahamas - The Ocean Club</td>
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<td><strong>EUROPE</strong></td>
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<tr>
<td>Astir Palace Hotel Athens</td>
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<tr>
<td>Baku</td>
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<td>Budapest</td>
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<td>Grand-Hôtel du Cap-Ferrat</td>
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<td><strong>ASIA/PACIFIC</strong></td>
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<tr>
<td>Bali at Jimbaran Bay</td>
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<td>Bali at Sayan</td>
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<td>Beijing-Chaoyang</td>
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<td>Bengaluru at Embassy One</td>
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<td>Macau</td>
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## CIRCULATION

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<td>Mumbai</td>
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<td>The Nam Hai, Hoi An</td>
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<td>Vietnam</td>
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<td>Kuwait at Burj Alshaya</td>
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<td>Seychelles</td>
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<td>Seychelles at Desroches Island</td>
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<tr>
<td>Sharm El Sheikh</td>
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<td>Tanzania Serengeti</td>
<td>77</td>
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<tr>
<td>Tunis</td>
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</table>

## RESIDENCES

### THE AMERICAS
- Austin                                      148
- Baltimore                                   62
- Boston                                      95
- Denver                                      102
- Houston                                     113
- Jackson Hole                                57
- O’ahu at Ko Olina (Kapolei)                 120
- Miami                                       258
- Napa Valley                                 20
- Nevis                                       120
- New York Downtown                           146
- Orlando                                     20
- San Diego, Aviara                           236
- Scottsdale                                  45
- Seattle                                     36
- San Francisco                               138
- Surf Club (Miami)                            152
- Vail                                        35
- Carlsbad                                    132
- Toronto                                     210
- Whistler                                    280

### CARIBBEAN/CENTRAL & SOUTH AMERICA
- Anguilla                                     32
- Costa Rica                                  45
- Punta Mita                                  89
- São Paulo                                   84

### ASIA/PACIFIC
- Beijing                                     210
- Bengaluru, India                            105
- Hangzhou                                    10
- Jakarta                                     235
- Kuala Lumpur                                269
- Abu Dhabi                                   124
- Marrakech                                   43
- Marrakech at M Avenue                       96
- Seychelles                                  27
- Seychelles at Desroches Island              11
- Sharm El Sheikh                             146
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- Mauritius                                   45
- Maldives at Voahah, Baa Atoll               5
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- Shanghai at Pudong                          73
- Tianjin                                     108

### EUROPE
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- London, Ten Trinity Square                  41

### MIDDLE EAST/AFRICA
- Abu Dhabi                                   124
- Marrakech                                   43
- Seychelles                                  27
- Seychelles at Desroches Island              11
- Sharm El Sheikh                             146
• World’s most awarded luxury hospitality company
• 33 Forbes Travel Guide Five-Star Awards - the most Five-Star ratings ever won by a single hotel company in a year in the Guide’s 60-year history
• 21 AAA Five Diamond Awards, 2018
• 21 Michelin stars across 15 restaurants (anticipated number at beginning of 2019)
• 98 TripAdvisor Traveler’s Choice Awards, 2018
• 100 Best Companies to Work For, Fortune Magazine, 2018 - 21st consecutive year being named on the list
• Four Seasons was voted the #1 Hotel Brand for Leisure in DestinAsian magazine annual Readers’ Choice Awards, 2017
• Four Seasons Hotel Bali at Sayan was named the #1 Best Hotel in the World in the Travel + Leisure World’s Best Awards 2018. An additional five Four Seasons properties were ranked among the Top 100 Hotels in the World. Four Seasons received an additional 30 awards at the regional level, including the #1 Best Resort Hotel in France for Grand-Hôtel du-Cap Ferrat, A Four Seasons Hotel.

FOUR SEASONS MAGAZINE

2017
• Content Marketing Awards; Finalist – Best Overall Editorial; Digital

2016
• Content Marketing Awards; Finalist – Best Print Publication

• Content Marketing Awards; Finalist – Best Overall Editorial, Print

2015
• Content Marketing Awards; Finalist – Best Cover

• Society of Publication Designers, PUB 50; Medal Finalist – Fashion Photography

• Society of Publication Designers, PUB 50; Merit – Best Cover

2014
• HSMAI Adrian Awards; Gold – Best Overall Social Media

• HSMAI Adrian Awards; Gold – Weddings Campaign

• Content Marketing Awards; Gold – Best Agency/Client Content Marketing Relationship

• Content Marketing Awards; Silver – Best Hospitality Publication

• Content Marketing Awards; Honorable Mention – Best Overall Editorial
# Four Seasons Magazine

## Calendar & Rates

### 2019 Issue

<table>
<thead>
<tr>
<th>Season</th>
<th>Space Close</th>
<th>Material Close</th>
<th>In Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>January 29</td>
<td>February 5</td>
<td>March 15</td>
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<tr>
<td>Summer</td>
<td>May 6</td>
<td>May 13</td>
<td>June 21</td>
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<tr>
<td>Fall</td>
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<td>August 12</td>
<td>September 20</td>
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<tr>
<td>Winter</td>
<td>October 23</td>
<td>October 30</td>
<td>December 13</td>
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### 2019 Global Rates*

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<td>$32,530</td>
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### 2019 Local Rates*

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Global rates include all U.S. and International editions.
*Category rates available; contact the publisher for more information.

### Payment Terms

Net 30 days from date of publication with approved credit. Billing date is the first day of the month of cover issue. First-time advertisers must submit credit application or provide payment in full with insertion order.
ADVERTISERS

FASHION & ACCESSORIES
Añel Sartoria
Armaggan
Blumarine
Bomber Ski
Brooks Brothers
Davide Cenci
Dolce & Gabbana
Fedeli Cashmere
Franck Namani
Gucci
Guess
Harry Rosen
Hefter Collection
Hermes
Hobbs Cashmere
Hugo Boss
Kara Ross
Kiton
La Perla
Lancel
Leggiadro
Marc Jacobs
Mela Purdie
Michael Kors
Miu Miu
Patric Love
Paul & Shark
Prada
Ralph Lauren
Roberto Cavalli
Salvatore Ferragamo
Sarah Jessica Parker
Sephora
Stefano Ricci
Tom Ford
Tommy Bahama
Fashion
Tory Burch
Valentino
Vicini
Vineyard Vines
Zilli

HOME
Bevo
Cesar
Fendi Casa
Galerie Bartoux
Singapore
Heffel Fine Art Auction House
Kantelberg & Co.
Oak
Palazzo Tornabuoni
South Hill Home
The Art of Richard MacDonald
The Home Trust
The Ploh Group Private Limited
Travis Hansson Fine Art
Viking Range Corporation
William Ashley
Yorkville Design Centre

RETAIL
Bal Harbour Shops
Mall at Millenia
Miami Design District
Royal Hawaiian Center
Westfield

JEWELRY & WATCHES
A.E. Betteridge
Aaron Basha
Abellan
Al Anwaar Golden Jewellers
Alex Sepkus Inc.
Alor
Ann Louise Jewellers
Backes & Strauss
Baume & Mercier
Bedat & Co.
Bellarri
Birks
Bizzotto
Blancpain
Boodles
Carl F. Bucherer
Cartier
Cellini Fine Jewelry
Charles Krypell
Chaumet International
Chopard
Christophe Claret
Christophe Danhier
Christopher Designs
David Yurman
De Grisogono
Ebellion
Gauthier Jewelry
Gem Platinum
Gilan Jewelry Corp.

FINANCIAL
Black Card LLC
Scotia Bank
TD Bank Financial

GR Precious Color Inc.
Graff Diamonds
Gumuchian
Harry Winston
Hyde Park Jewelers
Jack Kelége
Jacob & Co.
Jaipur
Knar Jewelry
Leviev
London Gold
Louis Black
Maitres du Temps
Martin Katz Ltd.
Michael Ashton Watches
Montres DeWitt
Omega
Parmigiani Fleurier SA
Pearls by Shari
Piaget
Richard Mille
Roberto Coin
Rolex
Ronald Abra, Ltd.
Royal de Versailles
Sethi Couture
Sevan Bicakci
Steven Kretchmer
Temple St. Clair
Tourneau
Ulysse Nardin
Vhernier
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FOUR SEASONS MAGAZINE 2019 MEDIA KIT
# PRINT AD SPECS

## MATERIALS

File(s) should be submitted via our FTP site. PDF created using the standard PDF/X-1a:2001 setting is preferred. Other file types accepted: InDesign, Photoshop and Illustrator. If supplying native files, please supply all links and fonts used in the document along with a PDF to be used as a content-only proof.

For both PDF and native files, please adhere to the following guidelines.

1. If included, trim and/or bleed marks must be beyond the bleed area, not within the bleed. Alternatively, marks may be omitted.

   ![Correct mark position outside the bleed](image)

   ![Incorrect mark position within the bleed](image)

2. Small black copy should have a build of 0% C, 0% M, 0% Y, 100% K. This includes copy within logos. Gray copy should be a tint of black, for example, 0% C, 0% M, 0% Y, 50% K.

3. All images should be high-resolution (300 ppi).

4. All images must be in CMYK color mode.

5. ICC profiles should not be assigned to images.

6. All spot colors must be converted to 4-color process (CMYK).

7. Our maximum total area coverage/ink density is 300%.

8. For spread ads, keep all copy and important art at least .375” (.95 cm) away from the gutter on each side.

## PROOF REQUIREMENTS

A contract proof is recommended, but not required. Only SWOP proofs produced on an Idealliance certified system and following their guidelines will be accepted for matching color on press. A digital control strip is required on the proof. We ask for GRACoL certification on both cover and body pages. Go to [https://www.idealliance.org/certification/hard-proofing-system-certification/certified-hard-copy-proofing-systems](https://www.idealliance.org/certification/hard-proofing-system-certification/certified-hard-copy-proofing-systems) for more information. Publisher not responsible for color if contract proof is not supplied. Proofs will not be returned.

## BLEED ADS

Create page layout document to trim dimension; then pull 1/8” bleed on all four sides to fulfill bleed dimension. Critical design and type elements must stay within the live area.

## CONTACT

For questions regarding specs, or material extensions:

Sharon Linder  
336/383-5448  
sharon.linder@paceco.com  
Four Seasons Magazine  
1301 Carolina St.  
Greensboro, NC 27401, USA
FILE FORMATS - Flash, GIF, JPG, HTML

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Width</th>
<th>Height</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728</td>
<td>x 90</td>
<td>• Homepage</td>
</tr>
<tr>
<td>Super Leaderboard</td>
<td>972</td>
<td>x 112</td>
<td>• Homepage</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300</td>
<td>x 250</td>
<td>• Secondary (Content integrated) • Homepage (Mobile)</td>
</tr>
</tbody>
</table>

SECTIONAL SPONSORSHIPS within the site offer category exclusivity and exclusive share of voice within the particular section of the site. Homepage banners and banners on destination landing pages and Concierge Recommends are included in rotation with any sectional sponsorship.

CATEGORIES INCLUDE:
- Arts & Culture
- Restaurants & Cuisine
- Spa & Sport
- Style & Shopping
- News & Offers

HOMEPAGE OPPORTUNITY
Homepage Rectangle
- 300 × 250 pixels
- FLASH, GIF, JPG, HTML
- 40k Max Initial file size
- 80k Polite Flash file size
- 500k/lo bw – 1MB/hi bw Polite Video file size
- 120k Total file size

SECTION SPONSORSHIP OPPORTUNITY
Homepage Medium Rectangle
- 300 × 250 pixels
- FLASH, GIF, JPG, HTML
- 40k Max Initial file size
- 80k Polite Flash file size
- 500k/lo bw – 1MB/hi bw Polite Video file size
- 120k Total file size Tile Ad
- 80 X 40, GIF or JPG, 40k Max file size

3RD PARTY AD SERVING & TRACKING
3rd Party Ad Serving & Tracking are supported. Tracking requires that the 3rd party service provides a 1 × 1 tag along with their image.
1. https://pacefts.paceco.com
   Username - Four Seasons user
   Password - 13014s

2. Add File(s).
   Drag and drop files where indicated OR...
   a) Select the “Add Files...” button.
   b) Command select on a Mac to select multiple files for upload (Control select on PC)
   c) Select “Choose”.

3. Fill out the Upload Details window.
   Filling out all fields is required except for the “Additional Info” field.
   Select OK.

4. Select “Start Uploading”.

5. Log out once upload is complete.