



HAUTE LIVING

2021 PRINT MEDIA KIT

Markets & Mission Statement

A trusted leader in luxury, Haute Living offers its high net worth audience a one-stop destination for all things pertaining to their elite lifestyles. With celebrated, market-specific publications for Miami, New York and Los Angeles, Haute Living captures the hearts and the minds of its sophisticated audience, members of whom are also leaders in their respective fields. By continuing to publish relevant, unique and engaging content on a regular basis, our influential readership in some of the most affluent national and global destinations turn to us as the authority on luxury living.

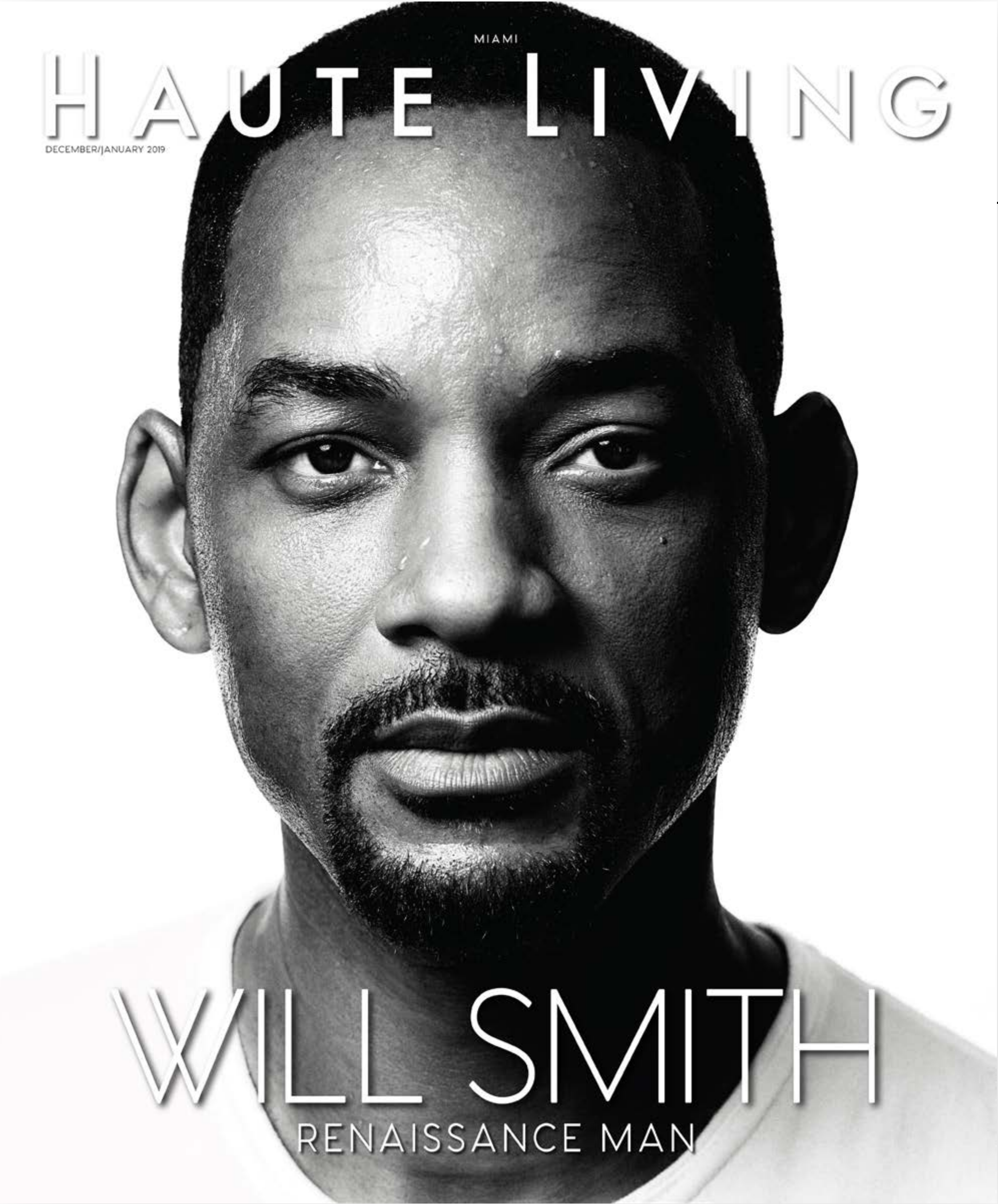
MIAMI · NEW YORK · LOS ANGELES



Our Audience

Haute Living has built a powerful list of subscribers that contains members of the Forbes 400, elite VIPs and almost every private jet owner and billionaire resident in each respective market. From celebrities to CEOs, Haute Living is the premier choice for luxury reading among its readership.





DISTRIBUTION MIAMI

20,000 COPIES

Launch Date: 2005, 6x a Year

HAUTE HOMES:

Haute Living is offered in a proprietary list of homes with a starting value of \$3 million, in specific areas of South Florida, including Coral Gables, Miami Beach, Fisher Island, Bal Harbour, Sunny Isles and Palm Beach.

HAUTE HOTELS:

Haute Living magazines have a presence at a select, exclusive list of five-star hotels in Palm Beach, Miami Beach and South Beach, including the Setai, the Four Seasons and the W South Beach.

HAUTE HUBS:

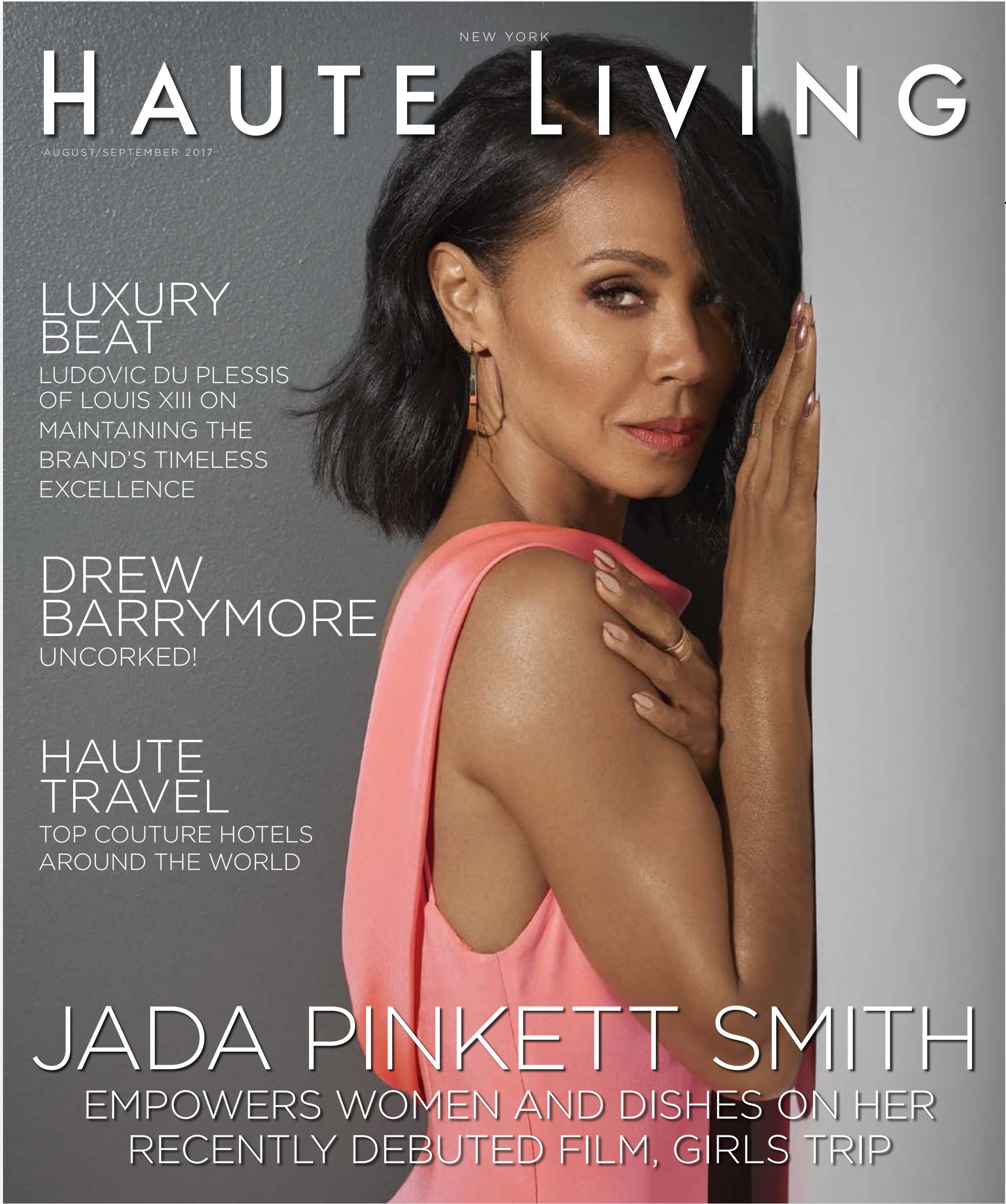
Haute Living magazines are distributed to elite car dealers (Ferrari, Lamborghini, Aston Martin, Rolls-Royce, Bentley) and yacht brokers throughout South Florida, as well as private jet FBO airports and Empire CLS limousines.

HAUTE HANDS:

The Haute Living team ensures that magazines are placed in the right hands, which is why they are distributed at our exclusive private events with high net worth guests, from celebrities to CEOs. Additionally, magazines are placed in MLB, NBA and NFL locker rooms.

HAUTE HAVENS:

To reach an even broader network, Haute Living has identified high-traffic areas for distribution, including Lincoln Road, Bal Harbour Mall, Worth Avenue Palm Beach, Merrick Park Coral Gables and the Design District.



DISTRIBUTION NEW YORK

20,000 COPIES
Launch Date: 2007, 6x a Year

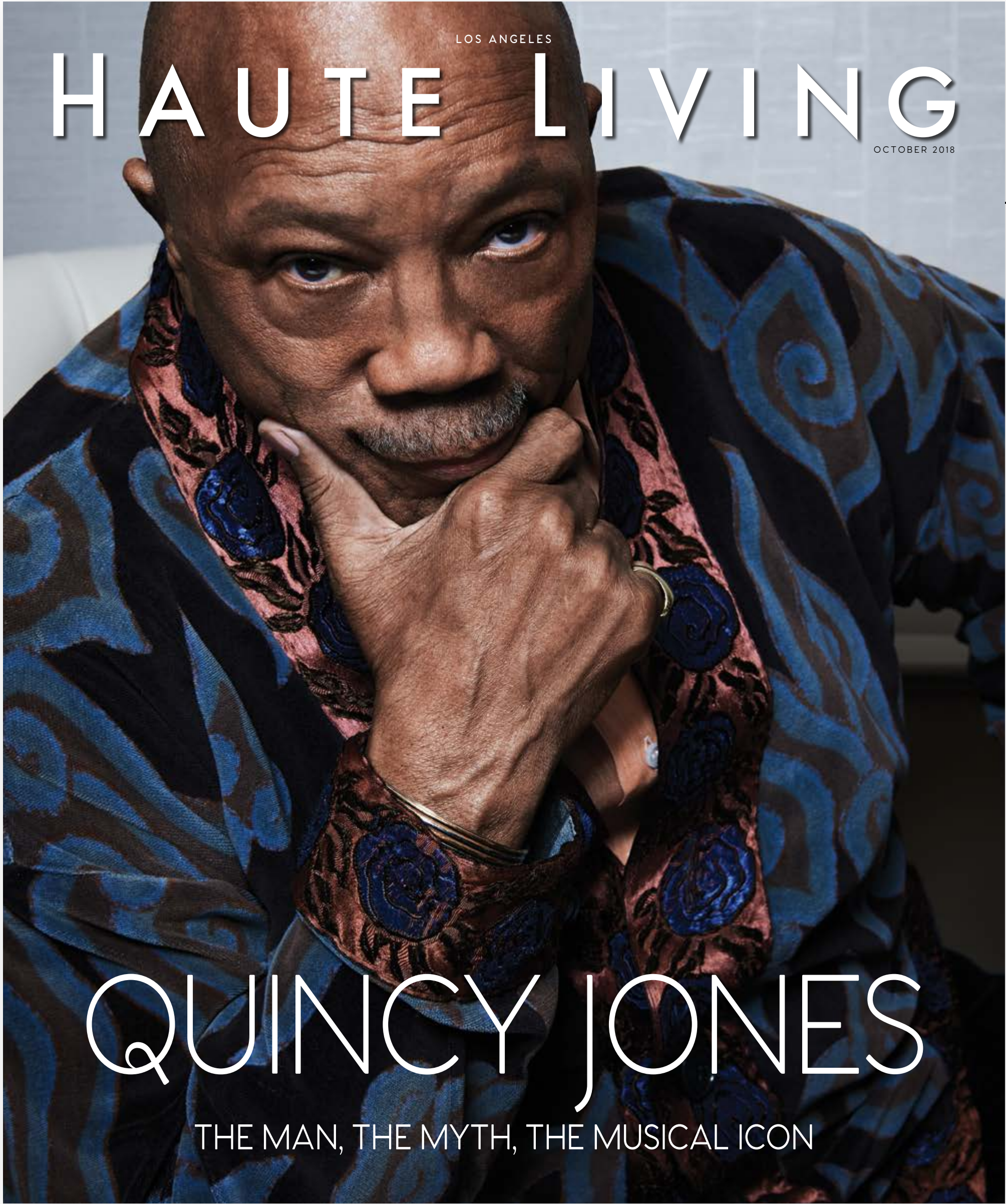
HAUTE HOMES:
Haute Living is offered in a proprietary list of homes with a starting value of \$3 million, in specific areas of New York, including New York City, the Hamptons and Greenwich, CT.

HAUTE HOTELS:
Haute Living magazines have a presence at a select, exclusive list of five-star hotels in New York, including the Baccarat and the Trump International.

HAUTE HUBS:
Haute Living magazines are distributed to elite car dealers (Ferrari, Lamborghini, Aston Martin, Rolls-Royce, Bentley) and yacht brokers throughout New York, New Jersey and Connecticut, as well as private jet FBO airports and Empire CLS limousines.

HAUTE HANDS:
The Haute Living team ensures that magazines are placed in the right hands, which is why they are distributed at our exclusive private events with high net worth guests, from celebrities to CEOs. Additionally, magazines are placed in MLB, NBA and NFL locker rooms.

HAUTE HAVENS:
To reach an even broader network, Haute Living has identified high-traffic areas for distribution, including 100 high-end buildings along Fifth Avenue, Park Avenue, Madison Avenue, Central Park, SoHo, Tribeca and the Upper East Side.



DISTRIBUTION LOS ANGELES

20,000 COPIES

Launch Date: 2008, 6x a Year

HAUTE HOMES:

Haute Living is offered in a proprietary list of homes with a starting value of \$3 million, in specific areas of Los Angeles and Orange County, including Bel Air, Beverly Hills, Hollywood Hills, Malibu, Brentwood, Pacific Palisades, Laguna and Newport Beaches.

HAUTE HOTELS:

Haute Living magazines have a presence at a select, exclusive list of five-star hotels in Los Angeles, including the Peninsula, the Montage, and the Waldorf Astoria Spa & Gym.

HAUTE HUBS:

Haute Living magazines are distributed to elite car dealers (Ferrari, Lamborghini, Aston Martin, Rolls-Royce, Bentley) and yacht brokers throughout LA, OC, San Francisco, Silicon Valley and Vegas, as well as private jet FBO airports and a Empire CLS limousines.

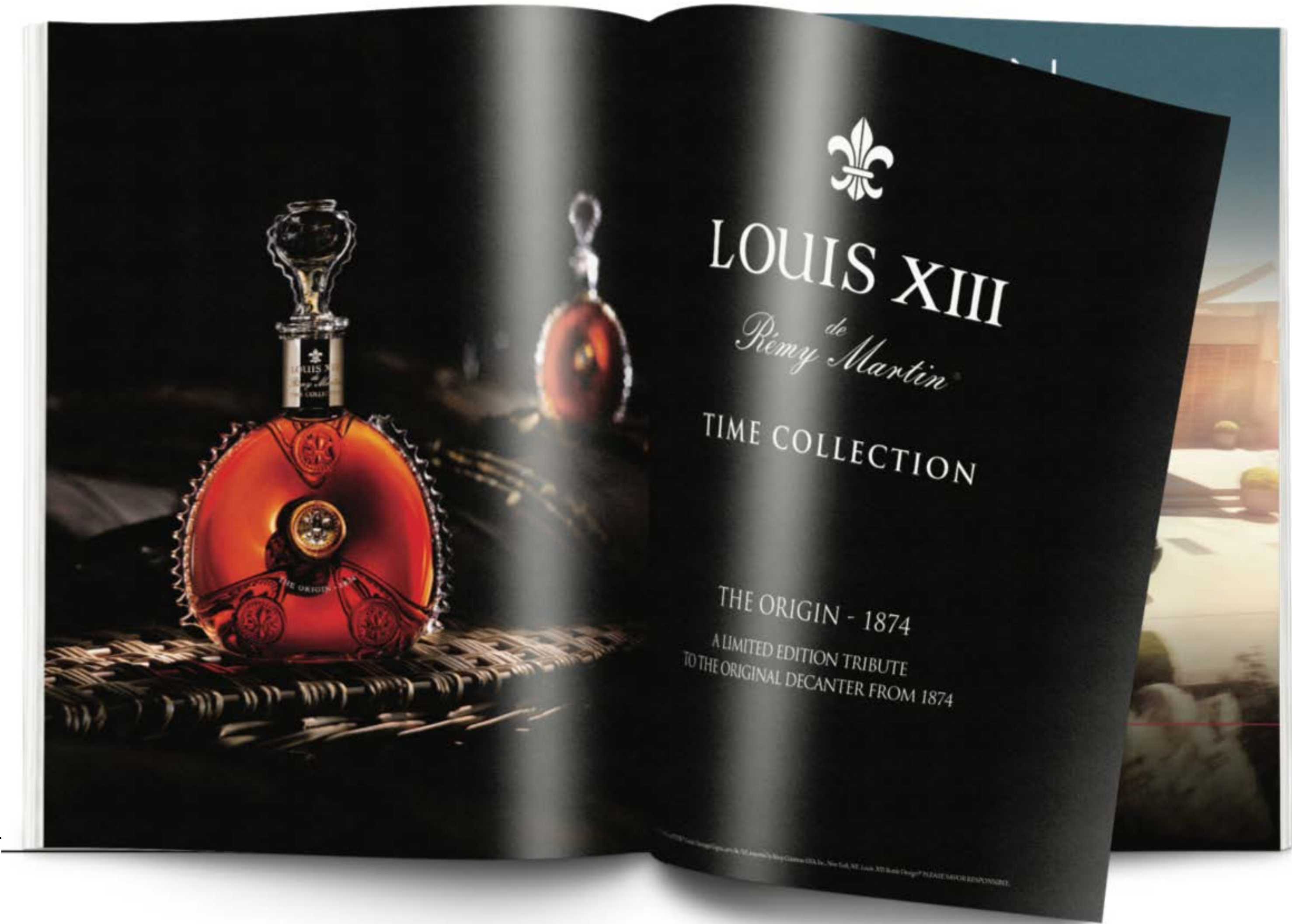
HAUTE HANDS:

To reach an even broader network, Haute Living has identified high-traffic areas for distribution, including Rodeo Drive, Melrose Avenue, South Coast Plaza and the Pacific Coast Highway in Malibu.

HAUTE HAVENS:

To reach an even broader network, Haute Living has identified high-traffic areas for distribution, including Rodeo Drive, Melrose Avenue, South Coast Plaza and the Pacific Coast Highway in Malibu.

Supporting Partners




Pernod Ricard

RICHARD MILLE


HUBLOT

Dom Pérignon



JACOB & CO

Dior

FENDI


LOUIS XIII

JETSMARTER




ONE THOUSAND MUSEUM
BY ZAHA HADID ARCHITECTS




ASTON MARTIN

GUCCI

RESIDENCES
AT
300 BISCAYNE BOULEVARD WY
MIAMI

Demographics

Haute Living offers luxury advertisers a highly efficient opportunity to target the most powerful consumers in the nation's most connected centers of wealth.





ELITE AUDIENCE

HAUTE LIVING ATTRACTS MATURE AUDIENCES



The sample is composed of:



LUXURY VEHICLES OWNERS

75% of Haute Living readers* indicated ownership/leasing of a vehicle with a minimum value of \$100,000+.

The majority of Haute Living readers* indicated a plan to purchase or lease a new car within the next 12 months.

*Of survey repondents

ELITE AUDIENCE

HOME VALUE HOMEOWNERS

96% of Haute Living readers* own their primary residence.

The majority of readers* indicated their primary residence value at \$10+ million, while approximately one quarter have a primary residence valued between \$5 million and \$9.9 million

10.4M
Average Value

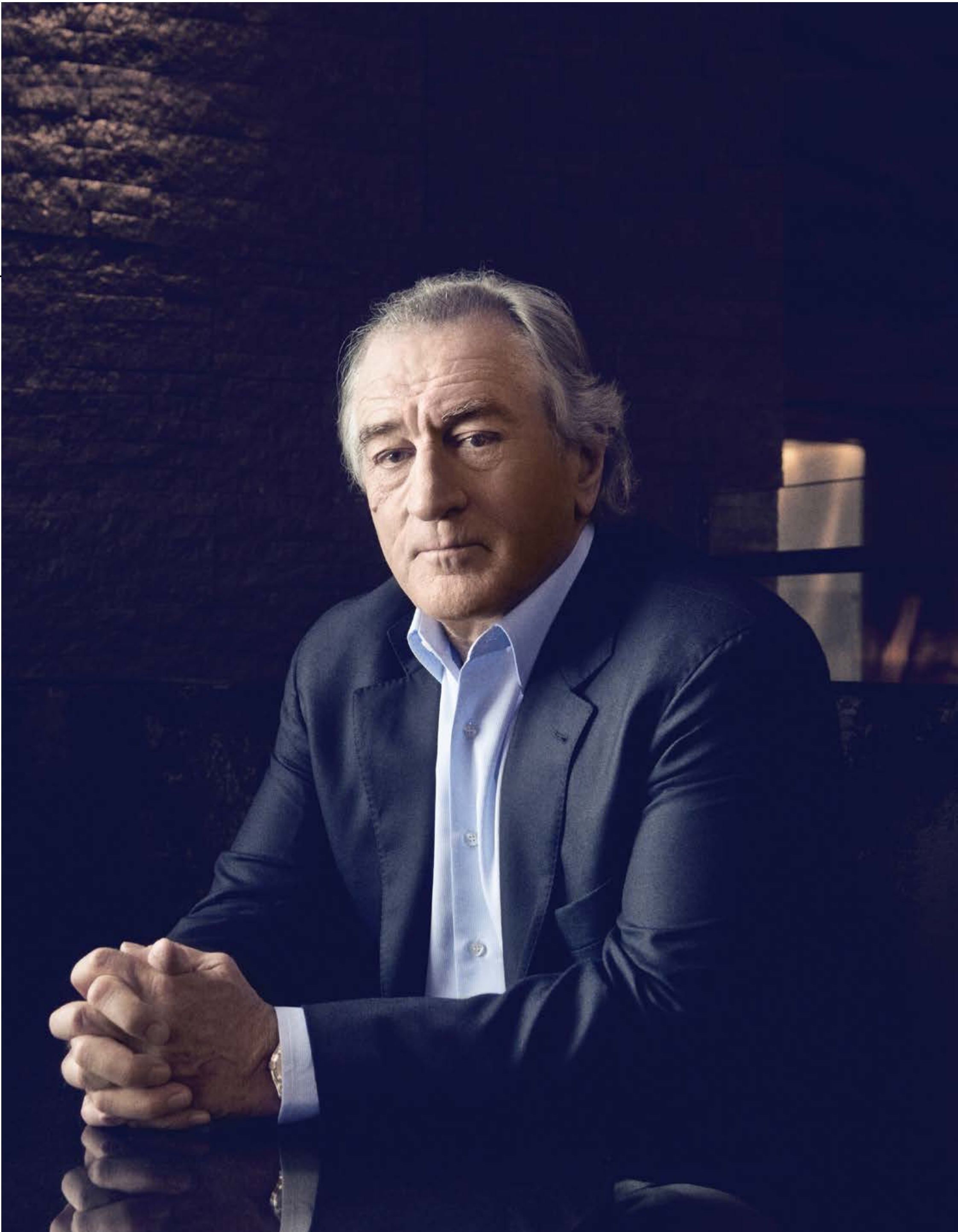
11.2M
Median Value

82% of Haute Living readers* own a second home.

7.4M
Average Value

7.6M
Median Value

*Of survey repondents

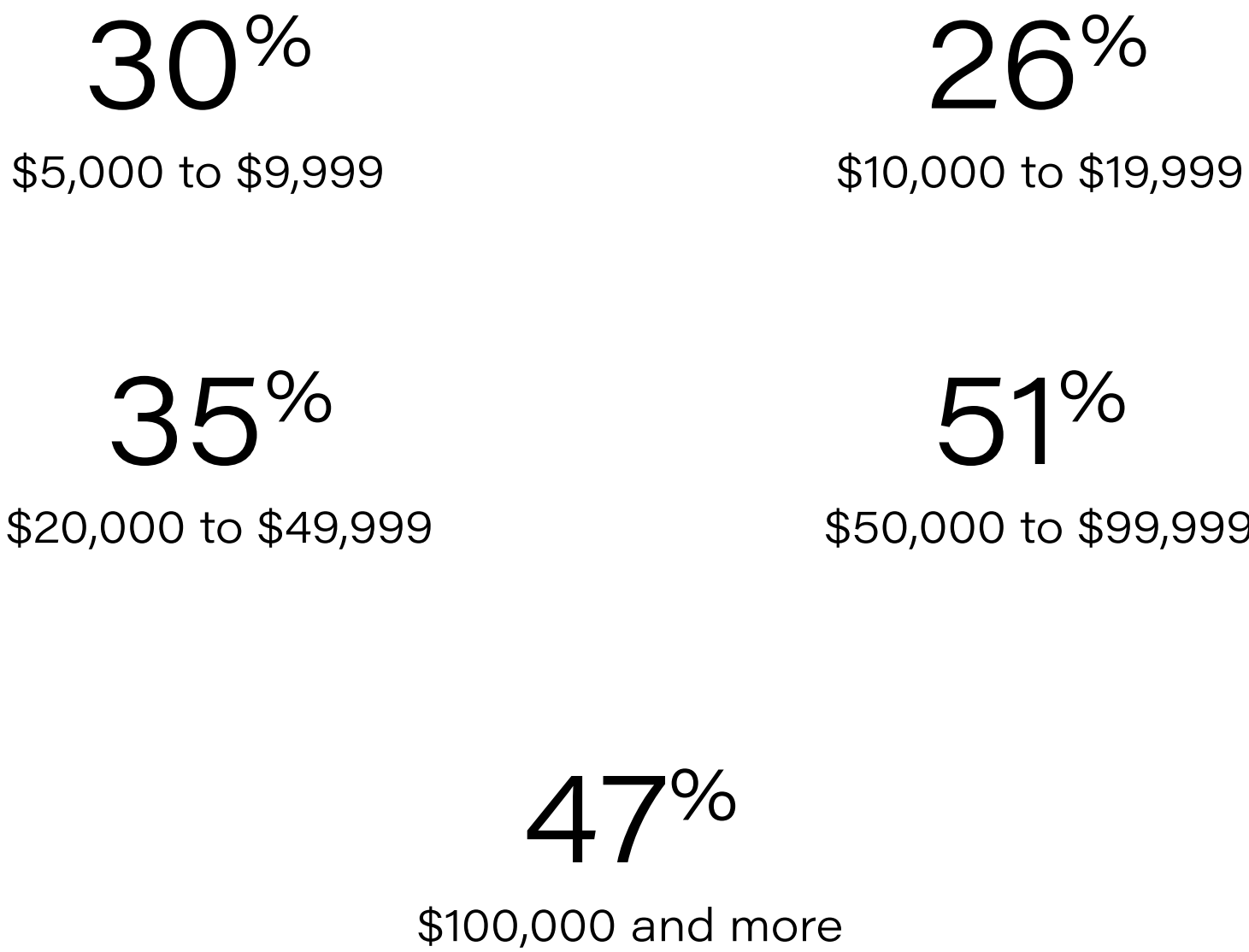




ELITE AUDIENCE

HAUTE LIVING READERS OWN LUXURY WATCHES

A sizable number of Haute Living readers own premium valued brand watches.



*Of survey repondents

SPENDING POWER

LUXURY

Close to two-thirds of the Haute Living readers surveyed (66%) report spending at least \$50,000 or more on jewelry for themselves and/or as gifts per year.

\$84,700
Average

TRAVEL

Only 1% of the Haute Living readers* use economy class for air travel.

45% of readers* fly on personally-owned private jets and 22% use rented private jets.

33% of readers fly first class and 10% on business class.

*Of survey repondents



MIAMI · NEW YORK · LOS ANGELES

2021 Editorial Calendar

DEC 2020 - JAN 2021

SPACE CLOSING
November 5

MATERIAL CLOSING
November 20

DELIVERY
Mid-December

*Additional content: Holiday gift guide issue

FEB - MAR 2021

SPACE CLOSING
January 8

MATERIAL CLOSING
January 22

DELIVERY
Mid-February

APR - MAY

SPACE CLOSING
March 5

MATERIAL CLOSING
March 19

DELIVERY
Mid-April

JUNE - JULY

SPACE CLOSING
May 7

MATERIAL CLOSING
May 21

DELIVERY
Mid-June

AUG - SEP

SPACE CLOSING
July 9

MATERIAL CLOSING
July 23

DELIVERY
Mid-August

OCT - NOV

SPACE CLOSING
September 10

MATERIAL CLOSING
September 24

DELIVERY
Mid-October

Dedicated Sections

Each issue of Haute Living has sections dedicated to subjects within the luxury space that are most relevant to our readership. These include fashion, watches, automobiles, jewelry, beauty, yachts, jets, design, children/parenting, real estate, travel, drinking, dining and more. In addition, Haute Living includes timely content revolving around culturally-relevant and seasonal events, such as the holiday season, awards season, wine & food festivals, the Super Bowl, fashion weeks, Art Basel Miami Beach, and more.



Dedicated Fashion Editorials

Haute Living works with several of the top fashion houses from all over the world on dedicated, mono-branded fashion editorials. Such fashion houses include Louis Vuitton, Dior Women, Dior Men, FENDI and Gucci, among others. This gives fashion brands the opportunity to support brand initiatives that are time sensitive and significant, beautifully showcasing them to the Haute Living readership, which also represents the target demographic for each of the brands.



Haute Living Verticals

As a natural extension of the brand, Haute Living has built out specific verticals that are relevant to our brand partners and audience, alike. In addition to dedicated print sections in Haute Living, these verticals also have independent digital and social platforms, as well as dedicated events, executed with aligned brand partners.



TOT LIVING BY HAUTE LIVING

Instagram @totliving

Tot Living by Haute Living was built for our littlest readership, focusing on the next generation of tastemakers and trendsetters. Featuring carefully curated content for children and their parents, we touch on a variety of relevant topics, including fashion, gear, toys, gifts, décor, wellness, trends, health, safety, celebrity parenting, and more. This platform has also allowed us to introduce our U.S.-based audience of parents with luxury international brands that they were less familiar with, leveraging our relationships with celebrity/influencer parents.

Executed Event Example(s) Tot Living by Haute Living hosted DJ Khaled's son Asahd Khaled's first and second birthday celebrations at LIV and the Miami Marlins Stadium, and launched the official CYBEX x Scuderia Ferrari collection of strollers and baby carriers.



HAUTE RESIDENCE + DESIGN

Instagram @hauteresidence

Haute Residence + Design is our celebrated real estate-driven platform, connecting our affluent readership with some of the top real estate and design professionals in the country and world. With a hand-selected network of regional experts and affiliations with groups like Christie's and Sotheby's, we eliminate the need for our discerning audience to execute painstaking research to find the best of the best for their real estate and design needs.

Executed Event Example(s) The annual Haute Residence Luxury Real Estate Summits take place in key markets like New York, Los Angeles and Miami, honoring some of the most prominent real estate figures like Richard LeFrak, Jorge Perez and Stephen Ross, partnering with luxury developments/venues like the Core Club in New York and the Acqualina Residences in Miami.



HAUTE TIME

Instagram @hautetime

Our world-renowned platform dedicated to luxury timepieces is called Haute Time. Created in partnership with one of the greatest NBA players in the league, Carmelo Anthony, this platform features the most up-to-date news and trends in the high-end watch world, featuring the most coveted brands like Richard Mille, Rolex, Patek Philippe, Audemars Piguet, Ulysse Nardin and Hublot.

Executed Event Example(s) Haute Time partnered with Hublot to launch its special edition Richard Orinski timepiece during Art Basel Miami Beach at the PAMM, in conjunction with Haute Living's Ricky Martin cover launch. In addition, Haute Time partnered with Ulysse Nardin for its cover launch event with Aerosmith's Steven Tyler, at the 1 Hotel Miami Beach.



HAUTE BEAUTY

Instagram @hautebeautynetwork

Haute Beauty focuses on all things high-end beauty, including the most up-to-date news and information in the fields of skincare, cosmetic procedures, aesthetic treatments, cosmetics and more. Our Haute Beauty network of field professionals and doctors also lend their expertise to a variety of relevant topics and provide our audience with a regional go-to guide for all of their cosmetic needs advanced or otherwise.

Executed Event Example(s) Most recently, Haute Beauty partnered with Juvéderm to launch its inaugural Haute Beauty Summit at Residences by Armani/Casa, which featured a VIP welcome dinner, followed by a day of informative panels/moderated discussions with some of the most sought-after doctors and professionals from across the country.

Haute Living Verticals



HAUTE AUTO

Instagram @hauteauto

Haute Auto was recently officially launched, given Haute Living's long-standing partnership with some of the most celebrated and recognized names in the world of luxury automobiles, such as Rolls-Royce, Bentley and Aston Martin. Haute Auto content focuses on the latest and greatest news and information pertaining to luxury and technology within the high-end automobile space, catering to the expansive Haute Living network of car collectors and enthusiasts across the country—this includes exclusive car launches, car events and celebrity car collectors.

Executed Event Example(s) For the 2019 Fort Lauderdale International Boat Show (FLIBS), Haute Auto by Haute Living partnered with Holman Motorcars—exclusive specialists to luxury automotive brands Rolls-Royce, Aston Martin and Bentley—for the Holman Motorcars Luxury Mansion providing an exclusive experience for VIP boat show guests, with high-end food, drink & amenities, as well as private transport directly from the mansion to FLIBS, via a tender. It was here that Bentley also unveiled its new Flying Spur car.



HAUTE YACHTS

Instagram @hauteyachts

Though recently launched, Haute Yachts is one of our fastest growing platforms. Dedicated to showcasing some of the most glorious water vessels across the globe, this, too, was a natural extension of the Haute Living brand, given our audience of yacht/yachting enthusiasts, as well as yacht owners. This has also allowed us to execute appropriate events—whether seasonal or in our warmer climate markets—with high-end yacht partners and owners for an even more special experience.

Executed Event Example(s) For the most recent Art Basel Miami Beach, Haute Yachts by Haute Living partnered with Sunreef Yachts for an exclusive, invite-only yacht cocktail party, followed by a private dinner at Boulud Sud restaurant, hosted by the restaurant owner, world-renowned and Michelin-starred Chef Daniel Boulud. Haute Yachts by Haute Living also partnered with Aston Martin Residences to host guests for a cocktail and cruise upon the Utopia III yacht, owned by SHOP.COM/Market America founders Loren and JR Ridinger, with special guest, NFL legend Ray Lewis.



HAUTE WINE

Instagram @hautewinesociety

Given that almost, if not all Haute Living events feature fine wine, Haute Wine is the most recent launch under the Haute Living umbrella. Highlighting some of the most rare, sought-after and high-end wines from the world's most coveted wine destinations like France, Italy and California, this platform also brings together the haute society of fine wine enthusiasts and collectors, including former Haute Living cover stars.

Executed Event Example(s) Two days before his debut with the NBA's Miami Heat, Jimmy Butler attended his Haute Living Miami cover launch in conjunction with Haute Wine, where several guests/collectors brought some of the highest-rated wines in the world, such as Petrus and Dana Lotus. In addition, Haute Wine hosted a private dinner with Louis Roederer Cristal Champagne for an exclusive vintage tasting, which paired perfectly with Miami hotspot Novikov's delectable fare.

Haute Ambassadors

At Haute Living, whether it be via our events or media platforms, we celebrate excellence across a range of fields within the luxury space. To provide our discerning audience with the expert information and knowledge they seek, we created our Haute Ambassador program, partnering with public figures who are leaders in their respective fields to editorially contribute to our platforms on topics and areas in which they dominate.



DANIEL BOULUD

2021 Print Ad Specs

IMPORTANT NOTES

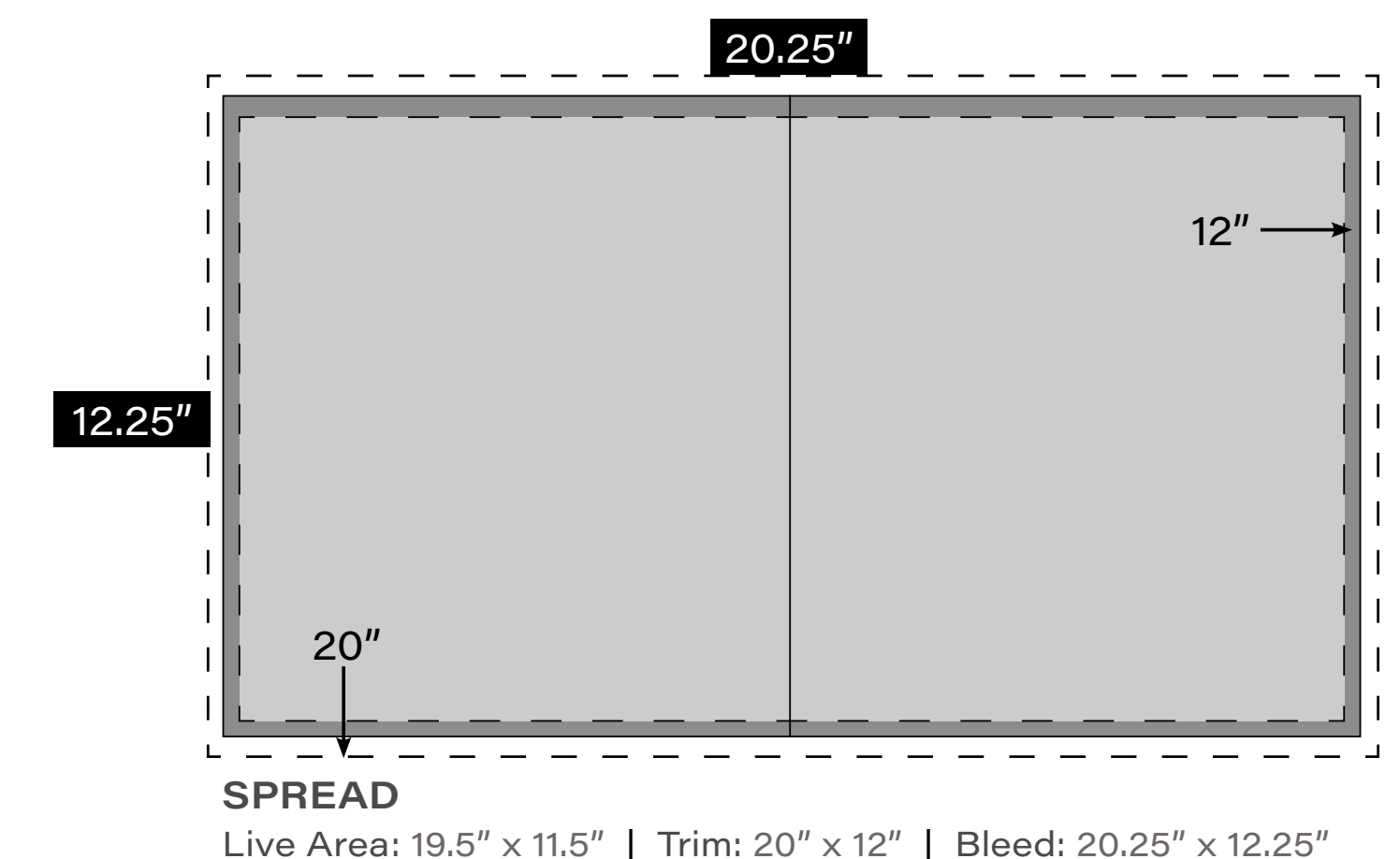
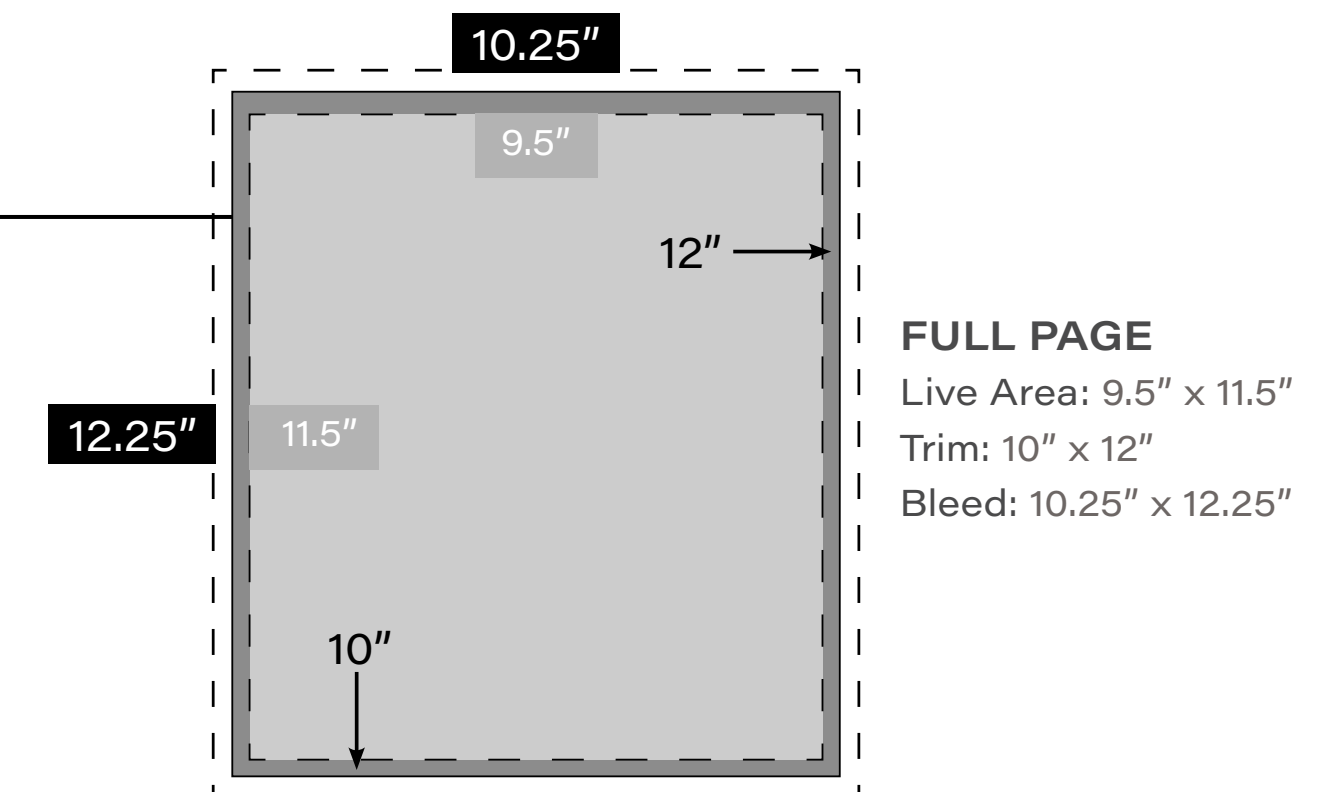
- Illustrator files must be saved as EPS files with all images
- InDesign files should be packaged with all links and fonts included
- All PSD, TIFF, JPG, and EPS files should be flattened and saved with highest resolutions
- All images in ads must be CMYK with 300 dpi resolution
(RGB, Pantone and PMS color format are not accepted)
- 3/16" safety area of no live text from trim and 1/2" from spine is recommended

PDF FILES

- Make sure documents are flattened before creating PDF when placing images in Haute Living layout program (applies to layered graphics such as Photoshop PSD files or layered Illustrator files)
- Transparency can cause a problem: flattening layouts will reveal any problems that may later arise

IN-HOUSE AD CREATION

- Image files must be at least 300 dpi at 100% of placement size
- All materials must be labeled (advertiser name, publication location, issue date) and emailed to artwork@hauteliving.com (or uploaded to FTP site)



Pricing

REGIONAL 20,000 COPIES • ONE MARKET

	1X	3X	6X
Full Page	\$6,900	\$6,325	\$5,750
Double Page Spread	\$11,500	\$9,775	\$8,625
Inside Front Cover Spread	\$18,400	\$17,250	\$16,100
Inside Back Cover	\$8,050	\$7,475	\$6,900
Back Cover	\$13,800	\$11,500	N/A

NATIONAL 60,000 COPIES • ALL MARKETS

	1X	3X	6X
Full Page	\$20,100	\$18,000	\$15,000
Double Page Spread	\$32,000	\$30,000	\$27,500
Inside Front Cover Spread	\$40,000	\$35,000	\$32,500
Inside Back Cover	\$24,000	\$21,100	\$20,000
Back Cover	\$37,500	\$33,000	N/A

