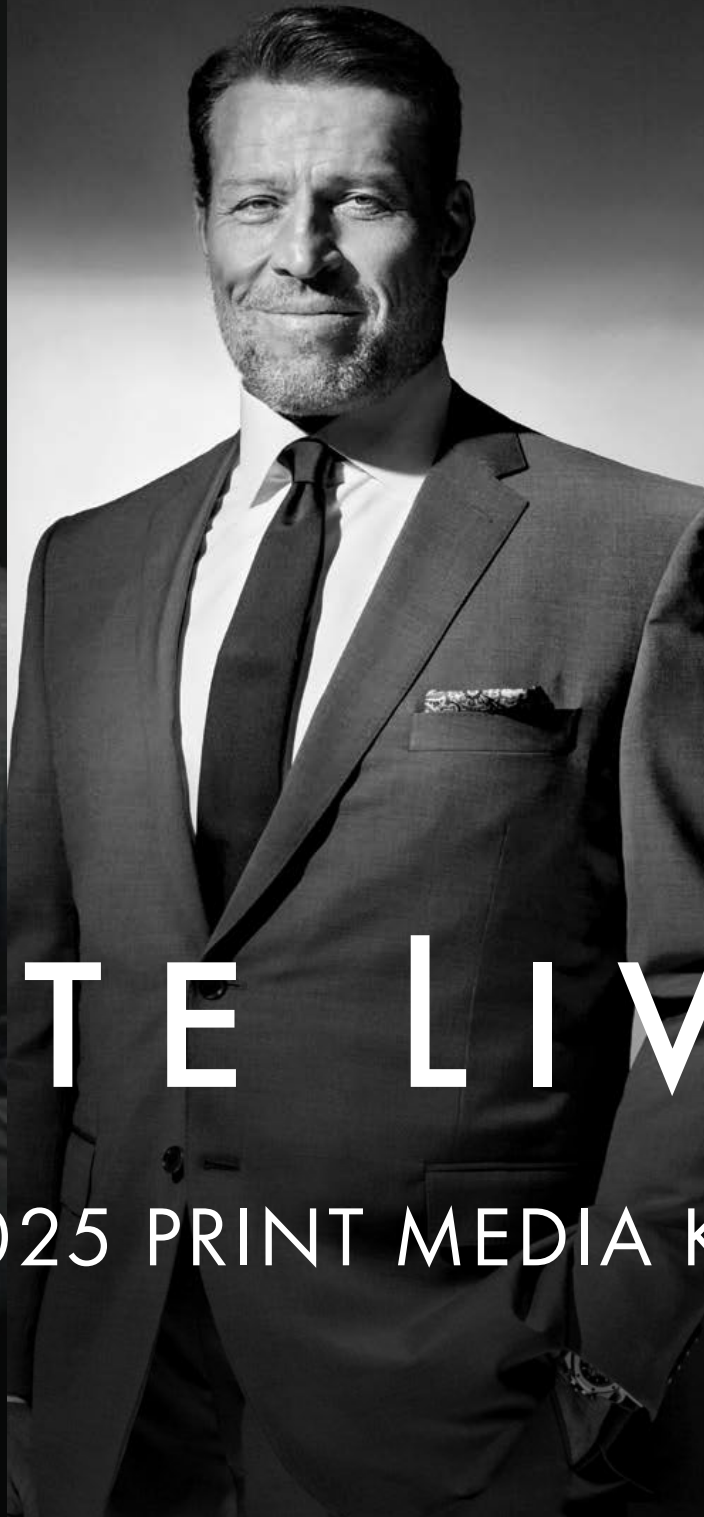


NEW YORK

MIAMI

LOS ANGELES



# HAUTE LIVING

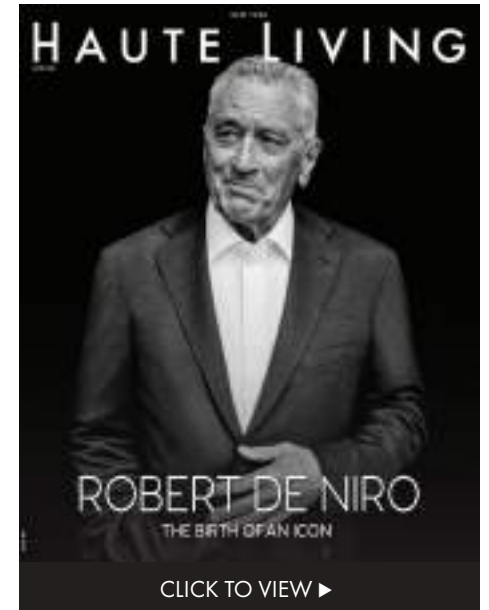
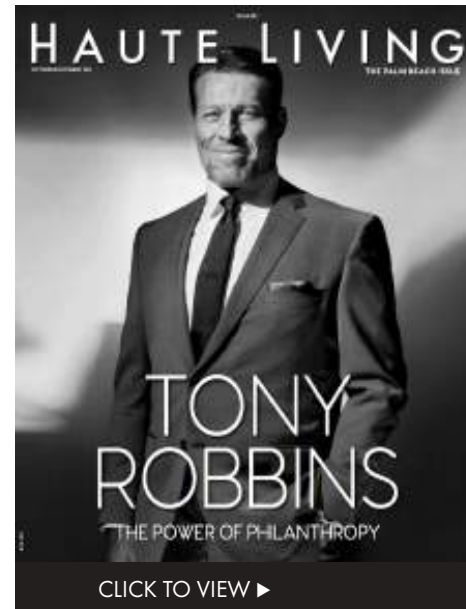
2025 PRINT MEDIA KIT

# MARKETS & MISSION STATEMENT

MIAMI · NEW YORK · LOS ANGELES · NAPLES

**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, Los Angeles, and Naples, *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.



# 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.



# SELECT PARTNERS

---

THE  
MACALLAN



GUCCI

Dom Pérignon  


  
HUBLOT

  
LOUIS XIII



NETJETS®

FENDI

Dior

  
CIPRIANI  
RESIDENCES MIAMI



ROLLS-ROYCE  
MOTOR CARS

TIFFANY & Co.

  
VACHERON CONSTANTIN

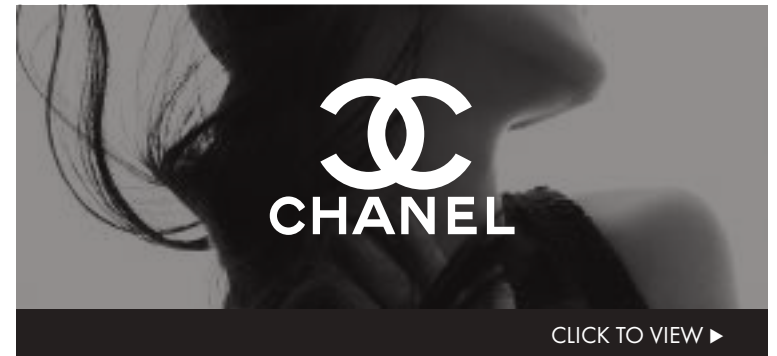
BVLGARI



# TRUSTED BY *THE BEST* *IN LUXURY*

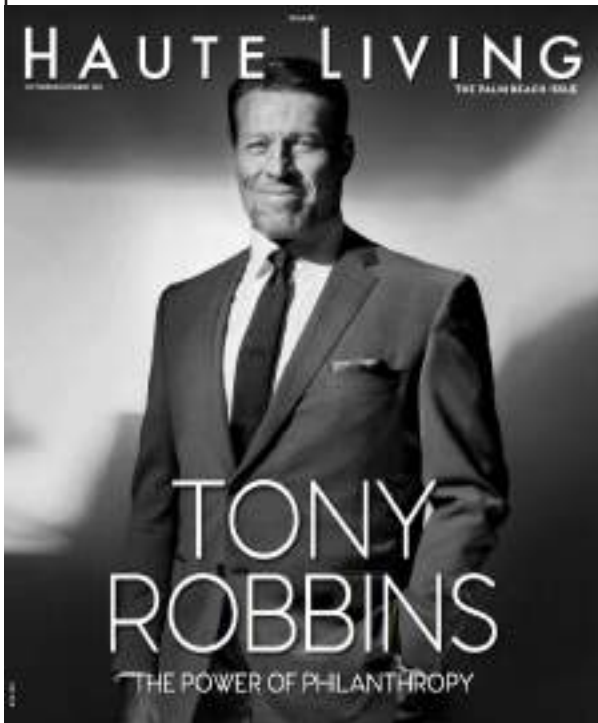
**AT HAUTE LIVING, WE PRIDE OURSELVES** on over 18 years of collaborations and partnerships with the most prestigious brands in the world. Iconic names like Louis Vuitton, Chanel, and Tiffany & Co. trust us to deliver high-quality editorial work and content to amplify their presence among influential audiences.

Brands partnering with *Haute Living* gain direct access to affluent, highly engaged consumers. We facilitate effective connections through editorial content, digital media, events, social media, influencer campaigns, and more.



# 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:**

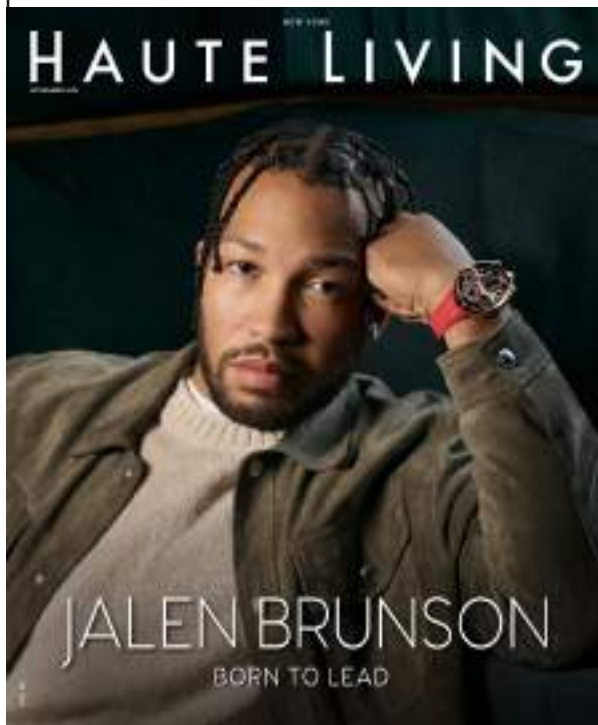
The *Haute Living* team ensures that magazines are placed in the right hands, which is why they are distributed at our exclusive private events with high net worth guests, from celebrities to CEOs. Additionally, magazines are placed in MLB, NBA and NFL locker rooms.

### **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*



### **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:**

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### **HAUTE HAVENS:**

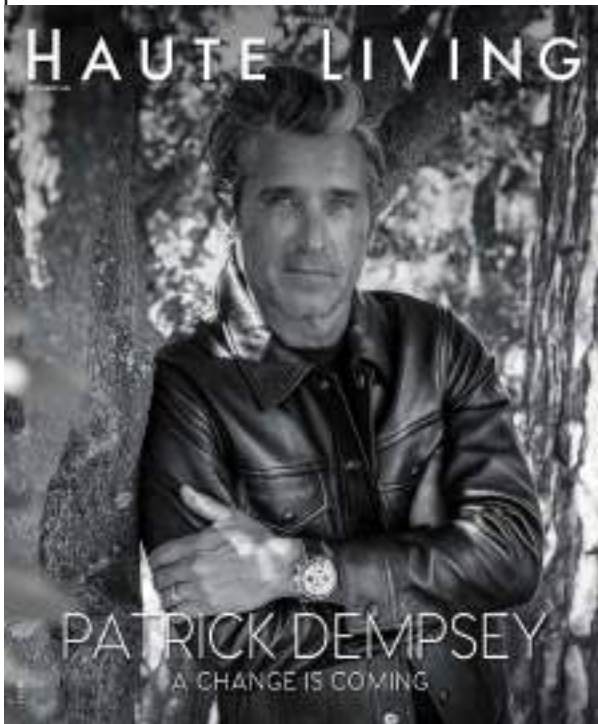
To reach an even broader network, *Haute Living* has identified high-traffic areas for distribution, including 100 high-end buildings along Fifth Avenue, Park Avenue, Madison Avenue, Central Park, SoHo, Tribeca and the Upper East Side.

**20,000 COPIES**  
**LAUNCH DATE: 2007**  
**6X A YEAR**



# DISTRIBUTION

## *LOS ANGELES*



### **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.

**20,000 COPIES**

**LAUNCH DATE: 2008**

**6X A YEAR**

# 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.



**HAUTE LIVING ATTRACTS  
MATURE AUDIENCES**

**40**

**AVERAGE AGE**

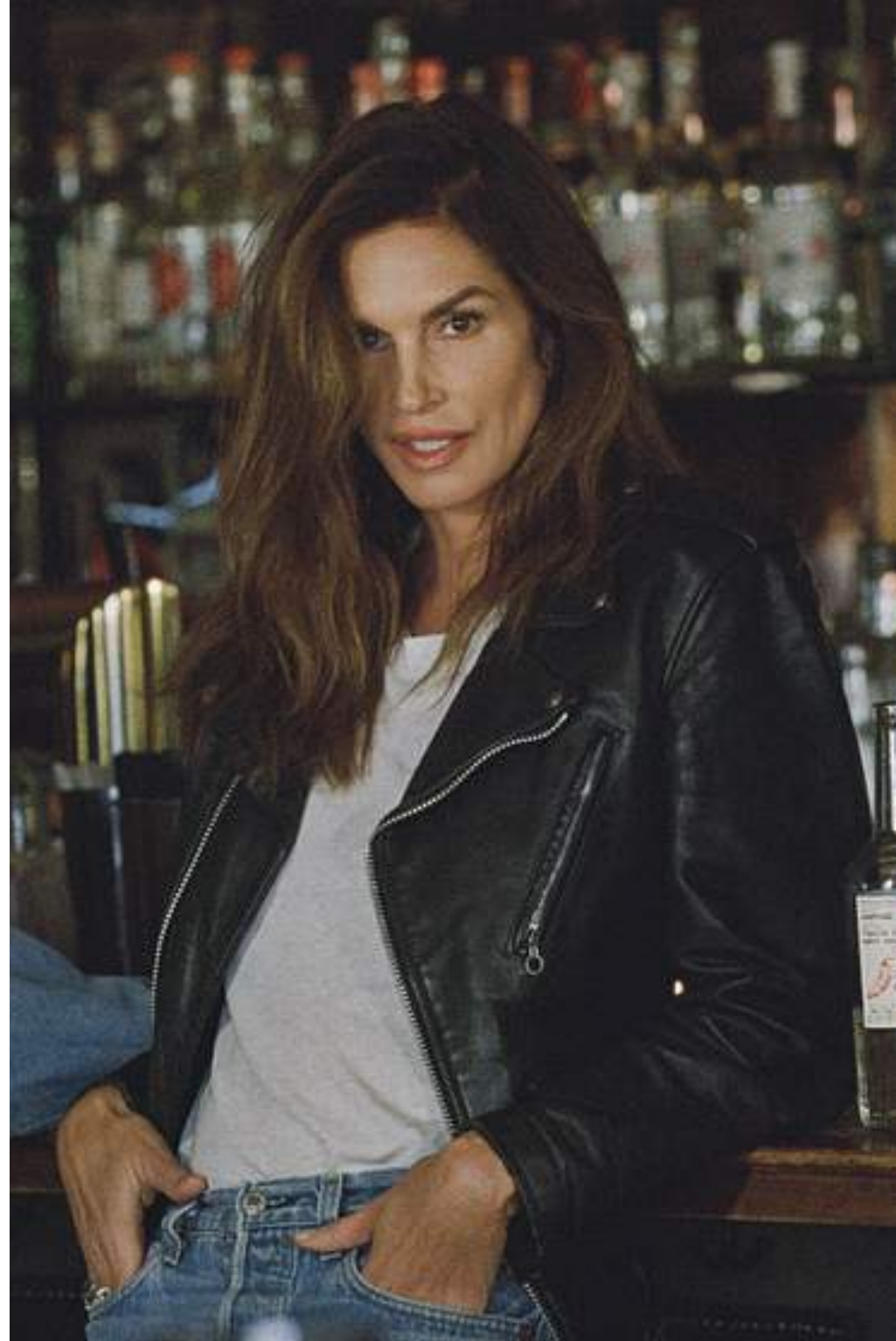
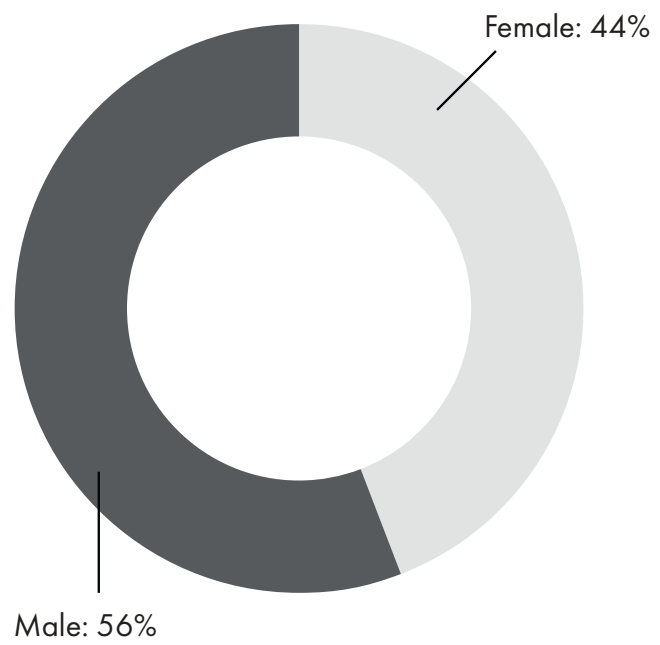
**49.1**

**MEDIAN AGE**



*As seen in Haute Living*

## GENDER



*As seen in Haute Living*

## LUXURY VEHICLE 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



As seen in *Haute Living*

HOME VALUE OWNERS

\$10.4M      \$11.2M

AVERAGE VALUE

MEDIAN VALUE

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

82% OF HAUTE LIVING READERS\* OWN A SECOND HOME.

\$7.4M      \$7.6M

AVERAGE VALUE

MEDIAN VALUE

\*OF SURVEY REpondENTS

## LUXURY WATCHES

A SIZABLE NUMBER OF *HAUTE LIVING* READERS OWN PREMIUM VALUED BRAND WATCHES.

30%

\$5,000 - \$9,999

26%

\$10,000 - \$19,999

35%

\$20,000 - \$49,999

51%

\$50,000 - \$99,999

47%

\$100,000 AND MORE

\*OF SURVEY REpondENTS



As seen in *Haute Living*

## SPENDING POWER

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



As seen in *Haute Living*



# 2025 EDITORIAL CALENDAR

MIAMI • NEW YORK • LOS ANGELES • NAPLES

**JANUARY 2025**

**Space Closing**  
December 10, 2024  
**Materials Closing**  
December 15, 2024  
**Delivery**  
Early January

**FEBRUARY 2025**

**Space Closing**  
January 10, 2025  
**Materials Closing**  
January 15, 2025  
**Delivery**  
Early February

**MARCH 2025**

**Space Closing**  
February 10, 2024  
**Materials Closing**  
February 15, 2024  
**Delivery**  
Early March

**APRIL 2025**

**Space Closing**  
March 7, 2025  
**Materials Closing**  
March 17, 2025  
**Delivery**  
Early April

**MAY 2025**

**Space Closing**  
April 7, 2025  
**Materials Closing**  
April 17, 2025  
**Delivery**  
Early May

**JUNE 2025**

**Space Closing**  
May 9, 2025  
**Materials Closing**  
May 14, 2025  
**Delivery**  
Early June

**JULY 2025**

**Space Closing**  
June 10, 2025  
**Materials Closing**  
June 15, 2025  
**Delivery**  
Early July

**AUGUST 2025**

**Space Closing**  
July 10, 2025  
**Materials Closing**  
July 15, 2025  
**Delivery**  
Early August

**SEPTEMBER 2025**

**Space Closing**  
August 7, 2025  
**Materials Closing**  
August 17, 2025  
**Delivery**  
Early September

**OCTOBER 2025**

**Space Closing**  
September 7, 2025  
**Material Closing**  
September 17, 2025  
**Delivery**  
Early October

**NOVEMBER 2025**

**Space Closing**  
October 8, 2025  
**Material Closing**  
October 15, 2025  
**Delivery**  
Early November

**DECEMBER 2025**

**Space Closing**  
November 8, 2025  
**Material Closing**  
November 15, 2025  
**Delivery**  
Early December

# 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

*As seen in Haute Living*



*Haute Living* works with the top luxury fashion houses from all over the world on dedicated, mono-branded fashion editorials. Such fashion houses include Louis Vuitton, Dior, Fendi, Gucci, and Chanel, 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. The print editorials are syndicated across *Haute Living's* website and social platforms as well.

# DEDICATED FASHION EDITORIALS



As seen in Haute Living

# DEDICATED *HAUTE TIME* & *HAUTE JOAILLERIE* EDITORIALS

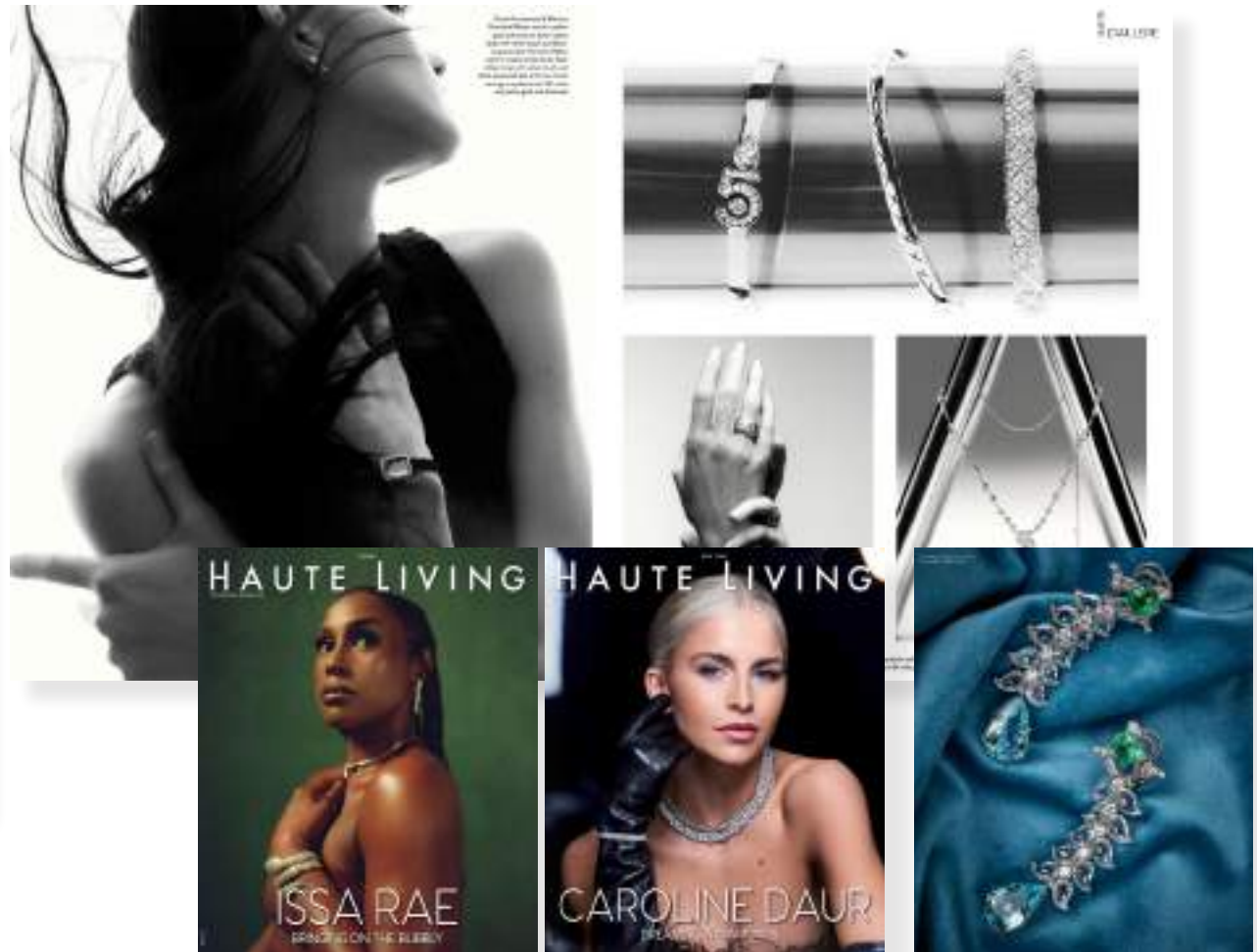


Both the *Haute Living* and *Haute Time* verticals work with the most prestigious watch and jewelry brands in the world on dedicated, mono-branded editorials. Such brands include Cartier, Tiffany & Co., Gucci, Chanel High Jewelry, and Louis Vuitton, among others. This gives the brands the opportunity 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 JOAILLERIE



As seen in Haute Living



# HAUTE TIME

As seen in Haute Living



## INTRODUCING THE CUBITUS

Patek Philippe debuts a new collection for the first time in 25 years.

BY ANDREW HARRIS

PATEK PHILIPPE PRACTICALLY BROKE THE INTERNET THIS October with the official debut of its first new collection in over two decades. The brand introduced the elegant, Calatrava collection, a daring departure from tradition that combines elegance and modernity. Featuring a distinctive square-shaped case with rounded corners, the collection debuts in three versions, each unique in its character.

The Calatrava collection expands with two additional models: the Calatrava Ref. 5021 (AA) and the Calatrava Ref. 5021 (JA). The Calatrava Ref. 5021 (AA) is a timeless rose gold and steel version, featuring a bold 45mm square case with rounded edges and a slim profile. The blue dial is set with a mix of rose gold and steel, enhancing the watch's lightness and sleek design. Powered by the caliber 29-255 C, this self-winding mechanical movement is 216,000 vph and a superlative timepiece, offering precision and functionality. The new gold and steel model features a polished 45mm case with a contemporary yet timeless appeal.

Finally, the Calatrava Ref. 5021 (JA) is a 45mm steel model with an olive green, horizontally ribbed dial. The Calatrava Patek Philippe design that blends sophistication with sportiness through

Ref. 5021 (JA) is just the subtle essence of the new Calatrava collection, but it is the heart of the watch.



# 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.



## 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 Orlinski 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 AUTO

Instagram @hautemauto

*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 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 International Real Estate and Sotheby's International Realty, 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 WINE & SPIRITS

Instagram @hautewinesociety

Given that almost, if not all, *Haute Living* events feature fine wine, *Haute Wine & Spirits* 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 & Spirits*, where several guests/collectors brought some of the highest-rated wines in the world, such as Petrus and Dana Lotus. In addition, *Haute Wine & Spirits* 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 LIVING VERTICALS



## 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 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.



## 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 LIVING* AMBASSADORS

**AT HAUTE LIVING, WE CELEBRATE VARIOUS VERTICALS WITHIN THE LUXURY** space through our events and media platforms. To provide our discerning audience with expert knowledge, we created the Haute Ambassador program. This program partners with public figures who are leaders in their respective fields, allowing them to contribute editorial content to our platforms on topics they excel in.



**JEAN-GEORGES VONGERICHTEN**



**DANIEL BOULUD**

# 2025 PRINT AD SPECS

## IMPORTANT NOTES

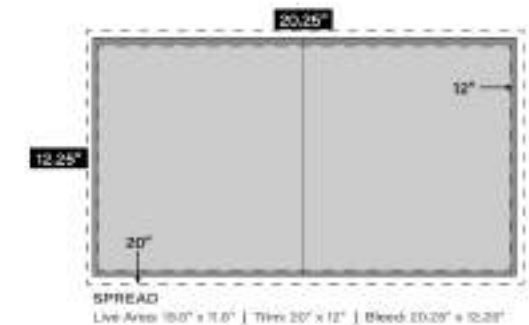
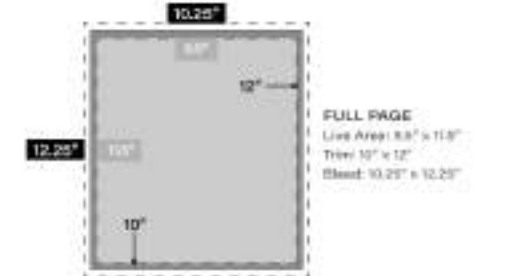
- Illustrator files must be saved as EPS files with all images
- InDesign files should be packaged with all links and fonts included
- All PSD, TIFF, JPG, and EPS files should be flattened and saved with highest resolutions
- All images in ads must be CMYK with 300 dpi resolution
- (RGB, Pantone and 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](mailto: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 back 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 back 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

