



MODE LIFESTYLE MAGAZINE MEDIA KIT

(NOV-DEC 2018)

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MODE LIFESTYLE MAGAZINE 2018 MEDIA KIT

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INTRODUCTION

Mode Lifestyle Magazine is an exclusive lifestyle and fashion magazine aimed at the top end of the affluent fashion conscious and lifestyle market. It explores the American experience but has a unique European flavor, a reflection of the editorial style and contributors of the publication. Readership is national in the United States.

Copies of each edition of Mode Lifestyle Magazine enjoy multiple reads due to the oversized format, elegant pictures, and interesting and targeted articles.

Mode Lifestyle Magazine is read by people living in the most exclusive areas as well as readers that are on a list of top movers-and-shakers and trendsetters across the country. Mode also enjoys a readership that includes executives, producers, actors, artists and other decision makers in the movie, music and art industries.

Mode is mailed to top designers, architects, CEOs, bankers and developers. The magazine has a diverse readership that includes subscribers that believe in enjoying the finer things in life and that aspire to living an expanded and more enjoyable lifestyle.

EDITORIAL OVERVIEW

Features

MODE brings its readers elegant and cutting edge fashion and lifestyle editorial features from locations around the world showcasing some of the most creative and talented designers, photographers, models, stylists and other creatives.

Design Décor

Mode Lifestyle Magazine explores beautiful homes, hotels, and cutting edge buildings that push the boundaries in design and the art of living.

Trend Spot

MODE travels to the most fashionable spots and brings back news and pictures that delight our readers.

Health and Beauty

How to develop a healthy body and mind as well as how to radiate the essential inner and outer beauty that each individual has is of particular interest to our readers. Mode Lifestyle Magazine takes an in-depth look at the latest health-and-beauty products and concepts and shows our readers how to apply them to enhance their wellbeing.

Profiles

We interview high achievers and trendsetters including athletes, CEOs, models, fashion designers, health and fitness experts, and an A-list of celebrities and VIP socialites.



Fashion & Style

We look at the more elegant fashion trends that are in and we employ the services of expert stylists to transform some of our readers from their day-to-day dressing style into more modern and glamorous looks.

Going Places

We research and report on places to visit for that well-earned luxurious holiday break or perhaps to satiate your sense of adventure.

Calendar of Events

Up to date lists of lifestyle and fashion events that will interest our readers.

Food & Drink Guide

Here we review and list the very best restaurants covering a wide array of tastes and cultures. We include restaurants ranging from little known out of the way local operations to ultra-exclusive restaurants.

Events

The Mode Lifestyle team covers fashion and social events across USA and Europe.

Jets, Boats & Cars

We explore the world of luxury travel. With each issue our readers discover the intricacies of private jet plane travel and ownership. Whether your interest is in chartering a small boat for a weekend river cruise or if you are looking for a new purchase to replace your 160-foot ocean going yacht, Mode Lifestyle Magazine has reviews and interviews that will help you make the right choices. For lovers of beautiful performance cars, luxury cars, and exotic cars, MODE has expert reviews and advice that will excite and enthrall.

Relationship Advice

Relationship experts divulge information on how to better manage and improve personal, social and business relationships.

Reader Writes

Our readers offer their opinions on life, fashion, politics and business and well as ask for advice from our editorial team.

MODE Art

We explore the international world of art and bring our readers articles and images that nourish their passions for creativity.



READERSHIP

Readership is 345,000 with a circulation of 115,000 per edition. Mode Lifestyle Magazine is printed bi-monthly. (Digital + Print Formats)

Circulation Areas

Luxury homes, exclusive hotels and spas, and business establishments in affluent areas nationally across the United States.

- **Red Carpet Events**
- **Luxury Real Estate Offices**
- **Subscribers Interested in High-End Lifestyle**
- **Targeted Retail Destinations**
- **Exclusive Hotels, Spas and Salons**
- **A VIP List of Who's Who as Well as A-List Celebrities**

2018 RETAIL DISTRIBUTION

***PRINT: US Retail Locations**

***PRINT: Online Order from MODE Website**

***PRINT: Amazon.com Special/Book Editions**

***PRINT: Barnesandnoble.com Special/Book Editions**

***Digital: Online Access from MODE Website**

***Digital: Amazon.com Special/Book Editions**



DEMOGRAPHICS			
Gender Ratio:		Marital Status:	
Male	38%	Married	36%
Female	62%	Single	41%
Age:		Living with Partner	
Median Age	34	Separated/Divorced	
Income:		Education:	
Average Income	\$162,000	College Degree or More	67%
Average Net worth - General: \$750,000		Graduate Degree	22%
Average Net worth – VIP: \$4.6Mill		Other	11%

Targeted Distribution

High Profile Events	5%
Luxury Real Estate Offices	1%
Subscribers	70%
Targeted Retail Destinations	10%
Exclusive Hotels, Salons and Exclusive Locations	5%
Exclusive Home Delivery	2%
VIP List of Who's Who	2%
Executive Aviation	2%
Other High Profile Events	3%

* Distribution subject to change, subject to market needs



AD Specifications & Mechanical Requirements

<p>Full Page Advert: Bleed: 9.5" W x 12.5" H Safe Area: 8.5" W x 11.5" H Trim: 9.0" W x 12.0" H</p>	<p>Half Page Vertical Advert: Bleed: 4.625" W x 12.5" H Size: 4.125" W x 11.5" H</p>	<p>Quarter Page Advert: Safe Area: 4.125" W x 5.625" H</p>
<p>Two Page Spread Advert: Bleed: 18.5" W x 12.5" H Safe Area: 8.5" W x 11.5" H/Page Trim: 18.0" W x 12.0" H</p>	<p>Half Page Horizontal Advert: Bleed: 9.5" W x 6.125" H Size: 8.5" W x 5.625" H</p>	<p>One Third Page Vertical Advert: Size: 2.625"W x 11.5"</p> <p>Two Thirds Page Vertical Advert: Size: 5.625"W x 11.5"H</p>

RATES

2018 Advertising Rates – General Rates

Circulation: 128,367 (*Print & Digital)

Readership: 345,000

RATE BASE: 115,000 Circulation

<u>Ad Size</u>	<u>x1 Edition</u>	<u>x2 Edition</u>	<u>x4 Edition</u>	<u>x6 Edition</u>
Full Page	\$ 21,965	\$ 19,329	\$ 17,572	\$ 16,474
2-Page Spread	\$ 41,734	\$ 36,725	\$ 33,387	\$ 31,300
Half Page	\$ 13,179	\$ 11,598	\$ 10,543	\$ 9,884
1/3 Page	\$ 8,786	\$ 7,732	\$ 7,029	\$ 6,590
2/3 Page	\$ 17,572	\$ 15,463	\$ 14,058	\$ 13,179
Quarter Page	\$ 6,590	\$ 5,799	\$ 5,272	\$ 4,942

Covers

2nd Cover	\$ 29,653	\$ 26,094	\$ 23,722	\$ 22,240
3rd Cover	\$ 22,240	\$ 19,571	\$ 17,792	\$ 16,680
4th Cover	\$ 32,025			

ALL RATES ARE GROSS BEFORE AGENCY COMMISSION.

ALL COPY AND CONTRACT CONDITIONS APPLY.



EDITORIAL CALENDAR NOV-DEC 2018

Issue	Description	Booking Closing Date	Artwork Deadline	On Sale
Nov	Luxury Living (20 th Anniversary Issue)	Oct 19	Oct 22	Oct 31 2018
Dec-2018 *Special Edition	“100 Most Stylish Women of 2018”	Nov 16	Nov 20	Nov 30 2018

Applications

Mode Lifestyle Magazine accepts native application ads from the following Mac or PC compatible applications: Adobe Acrobat PDF (high resolution print compatible); Adobe Illustrator (must be saved as EPS and all type converted to outlines); Adobe Photoshop (flatten all artwork, convert to CMYK, save as TIFF file, and must be at least 300 dpi).

Media

Art can be submitted on CD-ROM, DVD, or e-mailed to: **artwork@ModeLifestyleMagazine.com** using a file transfer service. It is strongly recommended that all ads be zipped to avoid possible transmission problems.

Fonts

If the fonts are not outlined, please include a copy of all fonts used in your files. If EPS images are linked, be sure to include all linked fonts as well. Be sure to include both printer and screen fonts for your files.

In-House Creation:

Mode Lifestyle Magazine also offers in-house advertisement creation. The client must provide all required high quality imagery and text copy. Please contact our sales office for terms.



Production Charges

Ad production per edition:

Full Page – from \$325

Half Page – from \$195

ADVERTISING TERMS & CONDITIONS

Commission

15% to recognized agencies. All remittances must be in United States currency. Net is due 30 days from invoice date if credit terms have previously been approved. Interest will be charged at the rate of 1.5% per month, or the maximum lawful legal rate up to 1.5% per month on invoices past their due date.

Terms

Full payment required with artwork.

Premium Positions: Add 20%

Cancellations: Cancellation requests must be submitted in writing to Mode Lifestyle Magazine at least 45 days before booking closing date otherwise full payment is due at contracted rate. Cancellation of any portion of a multi-insertion contract voids all multi-insertion discounts and position protection.

The Advertiser agrees to pay the Publisher the amount stated in the invoices rendered by the Publisher within the specified period on the invoice.

The Rates and exact measurements are subject to change without notice. Publisher reserves the right to reject, without liability, any advertisement for any reason and at any time even if previously accepted.

The Publisher, Advertiser and Agent agree that the details on the orders will be held in confidence and shall not be disclosed to third parties.

Distribution and Demographics may change over time.

Copy and contract regulations

The Publisher reserves the right to accept or cancel all advertising copy or orders for any reason at any time, and final decision on all orders will be made by the Publisher. Credit must be established ten (10) business days prior to the issue close date if prepayment is required. No allowances for errors in key numbers.



All position stipulations appearing on all orders will be treated as requests. We will not be bound by any conditions, oral or written on order blanks, in agency forms, with copy instructions or otherwise which conflict with the provisions of this rate card.

Words such as “Advertisement” may be placed with copy that, in Publisher’s sole discretion, appears as editorial content.

The Advertiser and Advertising Agency jointly and severally agree to indemnify and hold Publisher harmless against any damages and expenses of any nature incurred by Publisher arising out of the publication of material appearing in advertisements submitted for publication including, but not limited to, Publisher’s defense against suitor proceeding arising from a claim that publication of materials appearing in advertisements submitted to it was in violation of the rights of others or a law imposed by the United States or by any state or subdivision thereof.

Publisher shall have no liability to any advertiser or advertising agency because of a failure to complete advertising orders which have been accepted due to acts of God, strikes, work stoppages, fires, accidents, postal delays or other circumstances of whatever nature beyond its control. Under no circumstances shall Publisher’s direct or indirect liability to an advertiser or advertising agency exceed the invoiced cost of the advertisement.

If the Publisher engages the services of a collection agency, or files suit, to collect advertising charges due, it is understood all additional expenses and costs incurred, including attorney’s fees, shall be due and payable, and agency and/or advertiser agrees to pay same. Agency and advertiser are jointly liable for payment to Publisher.

All issues relating to advertising and the related contracts entered into will be governed by FLORIDA law. Any action or proceedings arising directly or indirectly between the Publisher and the Advertiser regarding advertising and these terms, shall be litigated in the circuit court of Miami-Dade County, Florida, or the United States District Court for the Southern District of Florida.

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