2014
INTEGRATED CONTENT NETWORK

Media Kit

FOUR SEASONS MAGAZINE
ABOUT FOUR SEASONS

Four Seasons Hotels and Resorts are the most sought-after luxury destinations among astute, passionate travelers. As the global luxury market has evolved, so has the Four Seasons Magazine content program. While the magazine still reaches affluent Four Seasons guests in rooms, the ever-evolving integrated program also distributes luxury information to guests during the critical travel planning process. The content engages consumers, travelers and guests on a new level across all channels—social, local and mobile—all within the Four Seasons network.
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 all 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 FIVE MAIN SECTIONS:

1. **ESSENTIALS: The best of the season, for your pleasure**
   
   Readers will enjoy a chorus of luxury lifestyle product pages, tips, trends, insights and interviews. The inclusion of high-end tech and sports products next to luxury accessories and jewelry broadens the editorial landscape of the section.

   **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
   - Collecting
   - Tech
   - Behind the scenes where luxury is made
   - Entertainment reviews
   - Fashion designer profiles
   - Philanthropy
   - 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 within the front of the book. These pieces, written by top-notch writers, thinkers and leaders of industry, as well as personalities of the moment, entertain and provide food for thought.

3. **FASHION: The fine art of getting dressed**
   The fashion in *Four Seasons Magazine* is compelling and rich, luxurious, classic and sophisticated. Shoots portray high fashion in a way that feels warm and fun.

4. **PORTFOLIO: Extraordinary stories from the worlds of travel, nature, business, culture and cuisine**
   *Four Seasons Magazine* will surprise the reader with features that pose intelligent arguments and questions. Multiple entry points and layers of information ensure a warm, accessible approach.

5. **THE WORLD OF FOUR SEASONS: News & Destinations**
   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 by experts from Four Seasons properties around the globe.
FOUR SEASONS AUDIENCE PROFILE

FOUR SEASONS READERS & GUESTS
Affluent, Passionate, Desirable Consumers

DEMOGRAPHICS
Average Age................................. 41
Average Net Worth...................... $4M
Average Income......................... $479K
Graduate Degree......................... 61%
Male/Female............................... 55%/45%
Single/Married......................... 25%/75%
Kids Under 18 ......................... 43%

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%
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 Theatre & 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

Sources: Four Seasons data survey conducted in 2010 by Peter Doering Consulting, Four Seasons Global Advisory Panel Profile Survey
**READER ENGAGEMENT & CIRCULATION**

**TIME SPENT READING**

- **9 out of 10** guests looked for the *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.

**CIRCULATION / DISTRIBUTION**

*Four Seasons Magazine*

Distributed in **90 Four Seasons Hotels and Resorts** in **36 countries** (with more than 24 properties opening 2013–2016), *Four Seasons Magazine* caters to the world’s most sought-after consumers with an estimated 1.1 million readers.

**DISTRIBUTION BREAKDOWN**

- **41%** North America
- **27%** Asia/Pacific
- **16%** Europe
- **13%** Middle East/Africa
- **3%** Caribbean, Central & South America

Sources: Four Seasons data survey conducted in 2010 by Peter Doering Consulting, Four Seasons Global Advisory Panel Profile Survey
THE AMERICAS

North America — West
Austin • Aviara, North San Diego
• Dallas • Denver • Hawaii, Hualalai
• Hawaii, Lana‘i at Manele Bay
• Hawaii, Lana‘i, Lodge at Koele
• Hawaii, Maui • Houston • Jackson Hole • Las Vegas • Los Angeles at Beverly Hills • Los Angeles in Beverly Hills (Beverly Wilshire)
• Los Angeles, Westlake Village
• México, D.F. • Palo Alto, Silicon Valley
• Punta Mita, México • San Francisco
• Santa Barbara • Santa Fe • Scottsdale
• Seattle • Vail • Vancouver • Whistler

North America — East
Atlanta • Baltimore • Boston • Chicago
• Chicago (The Ritz-Carlton) • Miami
• New York • Orlando* • Palm Beach
• Philadelphia • Toronto (Yorkville)
• St. Louis • Washington, DC

CARIBBEAN/ CENTRAL & SOUTH AMERICA
Buenos Aires • Barbados*
• Carmelo, Uruguay
• Costa Rica • Nevis

EUROPE
Baku • Budapest • Dublin
• Florence • Geneva • Hampshire
• Istanbul at the Bosphorus
• Istanbul at Sultanahmet
• Lisbon • London at Park Lane
• London (Canary Wharf)
• London (Heron Plaza)* • Milan

EUROPE (cont.)
• Moscow* • Paris • Prague
• Rome* • St. Petersburg Lion Palace* • Vienna*

MIDDLE EAST/AFRICA
Abu-Dhabi Sowwah* • Alexandria
• Amman • Beirut • Bahrain Bay*
• Cairo at The First Residence
• Cairo at Nile Plaza • Casablanca*
• Damascus • Doha • Doha at the Pearl*
• Dubai at Jumeirah Beach* • Jeddah*
• Marrakech • Mauritius • Riyadh
• Seychelles • Sharm El Sheikh

ASIA/PACIFIC
Bali at Jimbaran Bay • Bali at Sayan • Bangkok • Beijing-Chaoyang • Bengaluru, India*
• Bora Bora • Chengdu* • Chiang Mai
• Delhi* • Golden Triangle, Thailand
• Guangzhou • Hainan at Sanya*
• Hangzhou at City Centre*
• Hangzhou at West Lake
• Hong Kong • Jakarta • Koh Samui, Thailand • Kyoto* • Langkawi,
• Malaysia • Macau • Maldives Four Seasons Explorer • Maldives at Kuda Huraa • Maldives at Landaa Giraavaru
• Mumbai • Okinawa* • Qingdao*
• Shanghai • Shanghai Pudong
• Shenzhen* • Singapore • Singapore (The Regent) • Suzhou* • Sydney
• Tianjin* • Tokyo at Chinzan-so
• Tokyo at Marunouchi

90 Four Seasons Properties in 36 Countries Currently Open
*Properties projected to open by 2016
NEW OPENINGS SCHEDULED FOR 2014

EUROPE
FOUR SEASONS HOTEL MOSCOW
• Opening Q3 2014
• 180 rooms

THE AMERICAS
FOUR SEASONS RESORT ORLANDO AT
WALT DISNEY WORLD® RESORT
• Opening Q3 2014
• 444 rooms

MIDDLE EAST/AFRICA
FOUR SEASONS HOTEL WESTCLIFF JOHANNESBURG
• Opening Q3 2014
• 117 rooms

FOUR SEASONS RESORT DUBAI AT JUMEIRAH BEACH
• Opening Q4 2014
• 220 rooms

FOUR SEASONS HOTEL BAHRAIN BAY
• Opening Q4 2014
• 263 rooms
INTEGRATED CONTENT NETWORK

FOUR SEASONS MAGAZINE (PRINT)
- **Content** – sophisticated travel, fashion and lifestyle editorial from celebrated writers, and inspiring design from distinguished illustrators and photographers
- **Reach** – distributed in-room at 90 properties in 36 countries—1.1 million readers
- **Mobile** – an optimized experience for mobile devices

TABLET
- **New Four Seasons initiative** to provide iPads in hotel rooms
- **Print** will be mobile optimized for tablet readership

FOURSEASONS MAGAZINE.COM
- **Content** – travel and lifestyle media property highlighting travel, food and style. Features include actionable ideas and recommendations from local experts.
- **New content** published DAILY
- **Reach** – site average of 50,000 unique visitors monthly
- **Flipbook** version of print publication posted on website

E-NEWSLETTER
- **Content** – surfaces the most popular and highest priority content on magazine.FourSeasons.com, including special offers and promotions on FourSeasons.com
- **Reach** – monthly newsletter distributed to 500,000 readers, averaging a 30% open rate

SOCIAL
- **Facebook** – total fan base of more than 200,000 including corporate and property pages
- **Twitter** – total follower count of more than 181,000 including corporate and property accounts
AWARDS AND ACCOLADES

• Four Seasons Hotels and Resorts was named a J.D. Power 2014 Customer Service Champion (one of just 50 companies in the U.S. to receive the distinction)
• 42 Four Seasons Hotels and Resorts received 117 TripAdvisor’s Traveler’s Choice Awards
• 22 Four Seasons hotels earned AAA’s Five Diamond rating in 2014
• 18 properties are Forbes Travel Guide Five-Star Hotels in 2014
• Listed in Fortune Magazine’s 2014 100 Best Companies to Work For for the 17th consecutive year
• Four Seasons Hotels and Resorts won the Telegraph Ultratravel Awards for Best Hotel Group 2013
• 20 Four Seasons hotels ranked in the top 100 of the Institutional Investor’s The World’s Best Hotels 2013
• Listed in Travel + Leisure’s It List with the Four Seasons Hotel Lion Palace St. Petersburg

FOUR SEASONS MAGAZINE

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

2013
• HSMAI Adrian Awards; Gold – Four Seasons Magazine Website
• HSMAI Adrian Awards; Gold – Four Seasons Weddings Blog
• HSMAI Adrian Awards; Silver – Four Seasons Magazine Newsletter
• Content Marketing Awards; Gold – Best Overall Digital Magazine
• Content Marketing Awards; Silver – Best Overall Website
• Pearl Award; Silver – Best Redesign
• Folio Awards; Eddie, Content Marketing, Less than 6 times a year, Full Issue – Four Seasons Magazine, Issue 2/Summer 2013

2012
• Pearl Award; Gold, Design – Best Cover
• Pearl Award; Bronze, Design – Best Opening Spread
• Folio Awards; Ozzie, Gold Award – Best Cover, Custom
## CALENDAR & RATES

*Four Seasons Magazine*

<table>
<thead>
<tr>
<th>2014 ISSUE</th>
<th>SPACE CLOSE</th>
<th>MATERIAL CLOSE</th>
<th>IN ROOM</th>
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<tbody>
<tr>
<td>Spring</td>
<td>January 21</td>
<td>January 31</td>
<td>March 14</td>
</tr>
<tr>
<td>Summer</td>
<td>April 17</td>
<td>April 24</td>
<td>June 6</td>
</tr>
<tr>
<td>Fall</td>
<td>July 17</td>
<td>July 25</td>
<td>September 5</td>
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<tr>
<td>Winter</td>
<td>October 13</td>
<td>October 20</td>
<td>December 5</td>
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### 2014 GLOBAL RATES*

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<thead>
<tr>
<th></th>
<th>Full Page</th>
<th>Cover 4 Back Cover 35% Premium</th>
<th>Cover 2 Fr. Int. Cover 25% Premium</th>
<th>Cover 3 Inside Back Cover 15% Premium</th>
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</thead>
<tbody>
<tr>
<td><em>Four Seasons Magazine</em></td>
<td>$30,981</td>
<td>$41,824</td>
<td>$38,726</td>
<td>$35,628</td>
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</tbody>
</table>

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.
FASHION & ACCESSORIES
Anne Fontaine
Armaggan
Belstaff
Brioni
Brunello Cucinelli
Canali
Chanel
Dennis Basso
Donna Karan
Franck Namani
Giorgio Armani
Giuseppe Zanotti
Gucci
Guess
Kiton
Louis Vuitton
Marc Jacobs
Max Mara
Michael Kors
Milady
Missoni
Nancy Gonzalez
Paul & Shark
Polo.georgis
Prada
Ralph Lauren
Salvatore Ferragamo
Santiago Gonzalez
Shop Odile
Tom Ford
Valentino
Van Heusen
Versace
Zilli

JEWELRY & WATCHES
Aaron Basha
Bedat & Co.
Bell & Ross
Blancpain
Boucheron
Breguet
Carl F. Bucherer
Cartier
Cellini Fine Jewelers
Chanel
Charles Krypell
Chopard
Christian Dior
Christophe Claret
Christopher Designs
Citizen
Damiani
David Morris
David Yurman
Delaneau
Di Modolo
Gemvara
Graff Diamonds
Gumuchian
Harry Winston
Judith Ripka
Kronometry
Leviev
Loree Rodkin
Mikimoto
Montres Parmigiani
Norman Silverman
Officine Panerai
Omega
Piaget
Richard Mille
Roberto Coin
Rolex
Roni Blanshay
Tamara Comolli
Tiffany & Co.
Ulysse Nardin
Vacheron Constantin
Van Cleef & Arpels
Vhernier
Vincent Berard
William Goldberg

HOME
Brookstone
Claremont Rug Company
Fendi Casa
Guarisco Gallery
La Cornue
Rex Fabrics
Royal Botania
Sub-Zero

RETAIL
Bal Harbour Shops
Hediard
Neiman Marcus

FINANCIAL
BNP Paribas
Visa Black Card

TRAVEL
Delta Air Elite
Marquis Jet
# Sales Reps

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+447766256830  
leonardo@oberonmedia.com
PRINT AD SPECS

NON-BLEED ADS (ad that does not touch trim)
Create page layout document to dimension listed.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Trim Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8” x 9.875” 203 mm x 251 mm</td>
</tr>
<tr>
<td>Spread</td>
<td>Create as two Single Pages</td>
</tr>
</tbody>
</table>

BLEED ADS

<table>
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<tr>
<th>Ad Size</th>
<th>Trim Width x Height</th>
<th>Bleed Width x Height</th>
<th>Live Area Width x Height</th>
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<td>9.25” x 11.0625” 235 mm x 281 mm</td>
<td>8” x 9.875” 203 mm x 251 mm</td>
</tr>
<tr>
<td>Spread</td>
<td>Create as two Single Pages</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MATERIAL REQUIREMENTS
Macintosh-formatted CD or DVD with a contract proof. You must provide a color laser at 100% scale if a contract proof is not supplied. Media will not be returned. PDF created as PDF/x-1a:2001 is our preferred file format. Other file types accepted: InDesign, QuarkXpress, Photoshop and Illustrator. If supplying native files, please supply all links and fonts used in the document.

PROOF REQUIREMENTS
A contract proof is recommended. Only SWOP-certified proofs such as Kodak Approval, Creo Iris and Fujifilm FinalProof are acceptable for matching color on press. A standard GATF or SWOP color bar is to be included on the proof, but is not necessary in the digital file. Go to www.swop.org for more information. You must provide a color laser at 100% scale if a contract proof is not supplied.

DIGITAL FILE REQUIREMENTS
For both PDF and native files, please adhere to the following rules.

1. Make sure that all images are high-resolution (300 ppi) and are in CMYK mode. Note that enlarging an image with a resolution of 300 over 125% in the page layout file will lower the resolution to the point that image quality degradation may be noticeable when printed.
2. Convert all spot colors to 4 color process (CMYK).
3. Our maximum total area coverage/ink density is 300 dpi.
4. For spread ads, keep all copy and important art at least .375” (.95 cm) away from the gutter on each side.

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
**DIGITAL AD SPECS**

**FILE FORMATS** - Flash, GIF, JPG, HTML

<table>
<thead>
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<th>Ad Product</th>
<th>Dimensions</th>
<th>Rich Media</th>
<th>Max Initial File Size</th>
<th>Max Polite File Size</th>
<th>Total File Size (initial + polite)</th>
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<tbody>
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<td>80k</td>
<td>120k</td>
<td>500k/lo bw 1MB/hi bw</td>
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**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 x 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 x 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 x 1 tag along with their image.