

DEMOGRAPHICS //

GENDER	FEMALE	52.4%
	MALE	47.6%

The magazine tends to appeal to women but has a substantial male readership.

MARITAL STATUS	MARRIED	68.8%
	SINGLE & OTHER	28.3%

Nearly seven out of ten readers are married.

NUMBER OF ADULTS	ONE	8.0%
	TWO	50.5%
	THREE+	41.7%

Note the large number of 2+ adult households.

CHILDREN AT HOME	0	63.0%
	ONE	6.6%
	TWO	21.7%
	THREE+	8.8%

For the most part, we're talking about people who no longer have the financial responsibility of child rearing. Those with children, have older children.

NUMBER OF INCOMES	ONE	27.9%
	TWO	36.6%
	THREE+	17.6%
	RETIRED	23.2%

The high level of one-income families and retirement income suggests a great deal of disposable personal income.

Sources: The Media Audit, Nov 2010/May 2011; Scarborough Research, Release 1, 2011

EDUCATION	SOME COLLEGE	26.4%
	COLLEGE DEGREE	25.1%
	ADVANCED COLLEGE	23.3%

Nearly ¾ have some college education.

HOME OWNERSHIP	OWN	77.9%
	RENT	19.5%

Approximately eight out of ten *Luxury* readers are home owners.

CAR OWNERSHIP	ONE	27.3%
	TWO	47.6%
	THREE+	24.1%

More than one in four readers owns more than two cars.

MEDIAN AGE	45.9
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Seven out of ten readers are between 35 and 64.

AVERAGE HOUSEHOLD INCOME*	CLARK COUNTY RESIDENT	\$68,700
	LUXURY READER	\$97,600

Our readers have an average household income that is 52% above that of Clark County residents.



For questions regarding advertising, call the Sales Department at **702.383.0365**.

For questions regarding ad preparation or production, call the Creative Department at **702.387.5235**

Please send all materials to: **1111 West Bonanza Rd, Las Vegas NV 89106-3545**.

Luxury Las Vegas is Verified Audited. Visit our website for more information, www.luxurylv.com



LUXURY

2012 MEDIA KIT LAS VEGAS



ABOUT US

Established in 2003, *Luxury Las Vegas* magazine has become the dominate force serving the Southern Nevada marketplace as the city's premiere, high-end lifestyle magazine. Each month we present our devoted readership with an exclusive look at the latest fashion and beauty trends, the city's newest gourmet food and wine hot spots, amazing home and architecture features, art and culture news, and, of course, profiles of Las Vegas' most interesting and glamorous residents as well as celebrities.

A full-color, 8.5" x 11" magazine with 55,000 copies distributed monthly, *Luxury Las Vegas* magazine targets the top 15 percent most affluent residents of Southern Nevada. If you aspire to live the life of a luxurista, then you are reading this unparalleled guide to all things haute, hip, and happenin'.

Luxury Las Vegas continues to be Las Vegas' premier metropolitan magazine offering *Extraordinary Living for Extraordinary Lives.*

DEADLINES

ISSUE DATE	EDITORIAL CALENDAR	SPACE AND MATERIALS	FINAL APPROVAL
01//JAN	Leading the Way — A Trend Report	11.21.11	12.2.11
02//FEB	Jewelry/Bridal Issue	12.26.11	1.6.12
03//MAR	Spring Fashion	1.27.12	2.3.12
04//APR	Focus on Home	2.24.12	3.2.12
05//MAY	Experiences & Excursions	3.23.12	3.30.12
06//JUN	Food & Wine (Bridal Supplement)	4.27.12	5.4.12
07//JUL	Crème de le Crème	5.25.12	6.1.12
08//AUG	Men's/Golf Issue	6.22.12	6.29.12
09//SEP	Fall Fashion (Philanthropy Supplement)	7.27.12	8.3.12
10//OCT	Health & Beauty	8.24.12	8.31.12
11//NOV	The Wish List (Gift Guide issue)	9.28.12	10.05.12
12//DEC	Entertainment	10.26.12	11.02.12

AD RATES

SIZE	OPEN	3 ISSUES	6 ISSUES	12 ISSUES
BACK COVER	\$5,301	\$4,788	\$4,309	\$3,767
INSIDE COVER	\$4,743	\$4,284	\$3,856	\$3,366
SPREAD	\$4,883	\$4,410	\$3,969	\$3,465
1/3 SPREAD	\$3,906	\$3,528	\$3,175	\$2,772
FULL PAGE	\$2,790	\$2,520	\$2,268	\$1,980
2/3 PAGE	\$2,093	\$1,890	\$1,701	\$1,485
1/2 PAGE	\$1,674	\$1,512	\$1,361	\$1,188

* ²/₃ page vertical only.

Prices are quoted at net rates. For guaranteed placement, add 15% to ad space units. Insert rates and special projects available upon request. Credit cards accepted.

1/3 spread: This position is a "book end" position. 1/3 ad resides on the left and the full page is on the right page. Positions available in premium placements only. Call for availability.

SIZES

SPREAD	Live: 16.25 x 10.25	² / ₃ PAGE	4.625 x 9.75 [vertical]
	Trim: 16.75 x 10.875		
	Bleed: 17.25 x 11.375		
FULL PAGE	Live: 7.785 x 10.375	¹ / ₂ PAGE	3.50 x 9.75 [vertical]
	Trim: 8.375 x 10.875		7.225 x 4.75 [horizontal]
	Bleed: 8.875 x 11.375		4.75 x 7.225 [island]
		¹ / ₃ PAGE	2.375 x 9.75 [vertical]
			4.625 x 4.75 [square]

METHODS

Supported Format: Macintosh
Supported Software:

[CS4 or lower]
• InDesign
• Adobe Illustrator
• Adobe Photoshop

Accepted Transfer Methods:

- addesk.stephensmedia.com
- CD-ROM
- DVD-ROM
- FTP

File Preparation:

- High resolution PDF files are preferred.
- All images should be 300dpi and converted to CMYK.
- Save images in EPS or TIF format where possible.
- Convert type to outlines in Illustrator.
- All colors used in your document should be CMYK. Do not use spot colors.
- Do not apply font attributes, use the proper font (bold, italic, condensed).

Please include the following with your ad:

- All support files.
- Fonts: Use only postscript fonts and include both the screen and printer versions.
- InDesign document
- High resolution PDF files are accepted.
- A color proof of the ad must accompany the file.

NOTE: Two proofs included. Charges may apply for additional changes. Any ads produced by *Luxury Las Vegas* are the property of the publication.