



SPAFAX HIGH NET WORTH BRANDS

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ENTER THE EXCLUSIVE WORLD OF SPAFAX HIGH NET WORTH BRANDS

We invite you to explore Fairmont, Experience and Mercedes-Benz magazines, a trio of luxury publications that present their elite readership with the latest trends in travel, lifestyle and society.

It's a journey that includes luxurious hotels, private aircraft, high-performance vehicles and the finest things in life. Join us in 2016 as we make meaningful connections with the world's most affluent individuals.

Natasha Mekhail
Editor-in-Chief, Luxury Brands



HIGH-NET-WORTH AUDIENCE

The Ultra-High-Net-Worth Market

Our unique portfolio of publications offers direct access to an Ultra-High-Net-Worth (UHNW) audience through targeted distribution. We also offer the ideal environment in which to showcase our client’s products and services to this discerning audience through our superior editorial offerings.

Why is this audience important?

The world’s UHNW population accounts for 0.004% of the global population but controls almost 13% of the world’s wealth. This large concentration of wealth in the hands of these few individuals means they tend to have a large degree of influence on the global economy. According to the 2014 Wealth-X and UBS World Ultra Wealth Report, there are 211,275 UHNW individuals globally and over one million people with “access” to ultra wealth, when factoring in family members. This population is considered “recession-proof,” in that they weather economic shifts without noticeable changes to their spending habits.

Where do they spend?

The average UHNW individual spends US\$1.1 million annually on luxury goods and services and represent approximately 20% of the entire luxury market. For UHNW individuals, many luxury items and experiences are part and parcel of their lifestyle and are not necessarily considered a luxury.

	ANNUAL UHNW SPEND (US \$ BILLION)	SHARE OF LUXURY MARKET
TOTAL	234	18.9%
TRAVEL/HOSPITALITY	45	22.5%
AUTOMOBILES	40	8.9%
ART	25	37.9%
JEWELLERY/WATCHES	25	35.2%
PRIVATE AVIATION	23	82.1%
YACHTS	22	88.0%
APPAREL	15	20.0%
ACCESSORIES	12	14.1%
HOME	8	28.1%
WINES/SPIRITS	8	10.1%
FOOD	7	11.8%
BEAUTY	4	6.5%
OTHER FASHION	1	8.5%

(2014 Wealth-X Report)



WE WILL DELIVER YOUR MESSAGE TO THE ULTRA-HIGH-NET-WORTH MARKET

The UHNW audience is hard to reach through traditional media channels:

67%	WATCH ONE HOUR/DAY OR LESS TELEVISION
63%	SPEND LESS THAN ONE HOUR/DAY ON THE INTERNET (RECREATIONALLY)
86%	LOVE TO READ FOR SELF-IMPROVEMENT

(Rich Habits, December 2014)

THE AUDIENCE

	CIRCULATION	READERSHIP	DISTRIBUTION
FAIRMONT	93,000	1,095,000 (CAN Edition) 1,598,000 (INT'L Edition)	Placed on each hotel bed upon turn-down service and in hotel public spaces (lounges, restaurants, etc.) across all Canadian and International hotels.
EXPERIENCE	13,500	19,500	Mailed to homes and personal offices of jet owners and top prospects; VIP events; Private jet airport lounges; and Bombardier sales offices.
MERCEDES-BENZ	104,400	210,000	Mailed to homes of Mercedes-benz owners, exclusive events and dealerships across Canada.



FAIRMONT MAGAZINE

Packed with lush travel features and lifestyle inspiration, Fairmont Magazine is the in-room publication at more than 70 luxury hotels and resorts around the globe, reaching an audience of 2.7 million people every issue.

Fairmont Magazine is not a hotel magazine. It's a luxury travel and lifestyle publication that reflects the world of Fairmont Hotels & Resorts guests.

By engaging readers with award-winning travel features, eye-catching product pages, luxurious fashion spreads and captivating lifestyle content, it speaks directly to the affluent individuals who make Fairmont their choice of hotel in every destination.



EXPERIENCE

BOMBARDIER BUSINESS AIRCRAFT MAGAZINE

A travel, lifestyle and business magazine as exclusive as its readership, Experience reaches Bombardier private-jet owners: individuals who can go anywhere, do anything, buy anything. What they want is an unforgettable experience.

Bombardier is a world leader in aviation, producing the Learjet, Challenger and Global brands of private aircraft. Owners of these celebrated jets receive Experience at their homes and C-Suite offices by way of a carefully guarded distribution list. To appear in the pages of Experience is to receive a personal invitation into the lives of the wealthiest demographic on earth.

The editorial and design of the magazine reflect the global savvy of this readership, exploring an elite world of innovation, design, travel, gastronomy, fashion and philanthropy reserved only for those with the financial capacity to acquire the best that the world has to offer.



MERCEDES-BENZ MAGAZINE

Smart design meets uncompromising luxury in a lifestyle magazine that reflects the world of Mercedes-Benz owners.

In addition to sneak peeks at upcoming Mercedes-Benz designs that have not yet been made public, Mercedes-Benz magazine brings the worlds of travel, architecture, design, technology, fashion and the arts to the most discerning drivers (and readers) in the country. Mercedes-Benz magazine reaches owners in their homes and targets brand enthusiasts at exclusive events, auto shows and dealerships across Canada.

