



# LUXURY MAGAZINE

2017 MEDIA KIT

LUXURY CARD™



Exclusively for Luxury Card members

# *Patented Card Construction*

All three state-of-the-art Luxury Card products feature a patented design and construction. The MasterCard® Gold Card™ includes a 24K-gold-plated front and a carbon back. Both the MasterCard® Black Card™ and MasterCard® Titanium Card™ are engineered with a unique stainless steel front and carbon back. US Patents D677,330 and 8,640,948.



**24K-Gold-Plated/Carbon Card**



**Stainless Steel/Carbon Card**



**Made of Stainless Steel**

# *Life Without Limits™*

Luxury Card is a global services company offering three world-class, premium credit cards—each with a distinctive, patented metal design and construction. Each of our card options offers a lifestyle experience so that every day is extraordinary.



MasterCard®  
Gold Card™  
**Annual Fee: \$995<sup>1</sup>**

- 24K-Gold-Plated/Carbon Card—Patented Design
- Industry-Leading Rewards
- DOUBLE POINTS When Redeemed for Airfare
- 2% Value for Cash Back Statement Credit Redemptions
- Luxury Card Concierge™
- VIP Airport Lounge Access
- \$200 Annual Airline Credit Toward Qualifying Airline Purchases
- \$100 Global Entry and TSA Pre-✓® Application Credit
- Luxury Gifts
- Members-Only LUXURY MAGAZINE



MasterCard®  
Black Card™  
**Annual Fee: \$495<sup>1</sup>**

- Stainless Steel/Carbon Card—Patented Design
- Industry-Leading Rewards
- DOUBLE POINTS When Redeemed for Airfare
- 1.5% Value for Cash Back Statement Credit Redemptions
- Luxury Card Concierge™
- VIP Airport Lounge Access
- \$100 Annual Airline Credit Toward Qualifying Airline Purchases
- \$100 Global Entry and TSA Pre-✓® Application Credit
- Luxury Gifts
- Members-Only LUXURY MAGAZINE



MasterCard®  
Titanium Card™  
**Annual Fee: \$195<sup>1</sup>**

- Brushed Stainless Steel/Carbon Card—Patented Design
- Industry-Leading Rewards
- DOUBLE POINTS When Redeemed for Airfare
- 1% Value for Cash Back Statement Credit Redemptions
- Luxury Card Concierge™
- Members-Only LUXURY MAGAZINE

***Luxurycard.com* | 844.LUX.CARD**

<sup>1</sup>Offers subject to credit approval. These offers are available to new Cardmembers only. For information about rates, fees, the Annual Fee, other costs and the rewards program rules (including accrual rate, awards, etc.) and benefits associated with the use of these credit card programs, please see the terms and conditions for each of the three card offers at [luxurycard.com](http://luxurycard.com).





# About

Welcome to LUXURY MAGAZINE, the quarterly publication exclusive to Luxury Card members. Our team of editors, designers, and writers deliver informed and global content tailored to our affluent audience. Both timely in relevance and evergreen in appeal, each story expands on Cardmembers' already wide array of interests and passions. Every issue covers a broad range of categories—from travel and fashion to home design, real estate, vehicles, and technology. Ours is the ideal publication for advertisers to reach the sought-after demographic of sophisticated individuals.

*4x*

**FREQUENCY PER YEAR**

*110,000+*

**DISTRIBUTION PER ISSUE**

*306,000*

**TOTAL READERSHIP**

**TOP 10 CARDHOLDER MARKETS (IN ORDER):**

California • NY Metro (including NJ & CT) • Florida • Texas • Illinois • Georgia • Massachusetts •  
Colorado • Arizona • Nevada

**ADDITIONAL BONUS CIRCULATION IN SELECT PRIVATE AIRPORTS INCLUDE:**

Scottsdale, AZ • Burbank, CA • Los Angeles, CA • San Diego, CA • Santa Ana, CA • Van Nuys, CA • Denver, CO • Boca Raton, FL • Miami, FL •  
West Palm Beach, FL • Atlanta, GA • Chicago, IL • Boston, MA • Detroit, MI • Engelwood, NJ • Teterboro, NJ • Las Vegas, NV • JFK, NY • White  
Plains, NY • Nashville, TN • Austin, TX • Dallas, TX • Houston, TX





# *Reader Profile*

The LUXURY MAGAZINE audience comprises affluent men and women across the United States who have an interest in and passion for quality, service, and value. It is the ideal publication for high-end advertisers looking to market their products and services to a sophisticated and difficult-to-reach clientele.

*\$414,900*

AVERAGE PERSONAL INCOME

*\$715,325*

AVERAGE HOUSEHOLD INCOME

*51/49*

MALE/FEMALE

*48*

AVERAGE AGE



# *The LUXURY MAGAZINE*

## *Audience Has Spending Power*

### RETAIL

*\$667M*

Our top spending category: Cardmembers' annual total spend on retail was \$667 million.

**BRANDS INCLUDE:** Ascot Chang • Bally • Barneys • Bottega Veneta • Bergdorf Goodman • Bloomingdale's • Brioni • Brooks Brothers • Brunello Cucinelli • Burberry • Calvin Klein • Celine • Chanel • Coach • Dior • Dolce & Gabbana • Etro • Fendi • Ferragamo • Ghurka • Giorgio Armani • Gucci • Hermès • Hugo Boss • Isaia • J.Crew • Jimmy Choo • Loro Piana • Louis Vuitton • Max Mara • Michael Kors • Moncler • Neiman Marcus • Net-A-Porter • Paul & Shark • Ralph Lauren • Saks Fifth Avenue • St. John • Stefano Ricci • Tod's • Tom Ford • Valentino • Versace • YSL • Zegna

### LUXURY GOODS

*\$150M*

Our Luxury Card audience spares no cost when it comes to having the latest and greatest accessories, fashion, and high-end technology.

**BRANDS INCLUDE:** Audemars Piguet • Breguet • Buccellati • Bulgari • Chanel • Cartier • Chopard • David Yurman • Fred Leighton • Graff • Harry Winston • IWC • Kwiat • Mikimoto • Omega • Panerai • Patek Philippe • Piaget • Pomellato • Rolex • Richard Mille • Shinola • Tiffany • Vacheron • Van Cleef & Arpels

# *The LUXURY MAGAZINE*

## *Audience Has Spending Power*

### HOME IMPROVEMENT

*\$151M*

Cardmembers spent a total of \$151 million on home improvement.

**BRANDS INCLUDE:** Armani Casa • California Closets • DDC • Fendi Casa • Flexform • Ligne Roset • Minotti • Restoration Hardware • Roche Bobois • Thermador • Viking

### TRAVEL

*\$213M*

Cardmembers spent a total of \$213 million on travel services.

**AIRLINES INCLUDE:** American • Delta • El Al • Emirates • Etihad • Korean • Swiss Air • United

### LUXURY ACCOMMODATIONS

*\$90M*

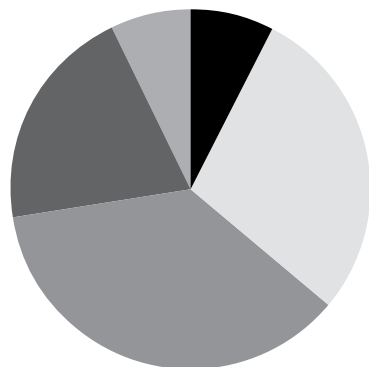
Cardmembers spent a total of \$90 million on luxury accommodations while traveling.

**HOTELS INCLUDE:** Bellagio • Cafe Royal • Caesars • Canyon Ranch • Fairmont • Four Seasons • Mandalay Bay • Mandarin Oriental • Montage • One & Only • Peninsula • Rosewood • Starwood • St. Regis • The Ritz-Carlton • W Hotels • Waldorf Astoria • Wynn Resorts • Venetian Hotel

**AVERAGE SPENT ON HOTEL  
PER NIGHT: \$805**

## AGE

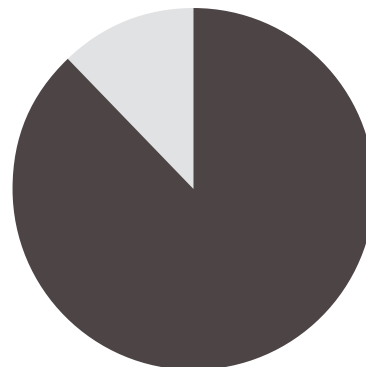
Average Age: 48



21-34: 12%  
35-49: 45%  
21-49: 57%  
50-64: 32%  
>65: 11%

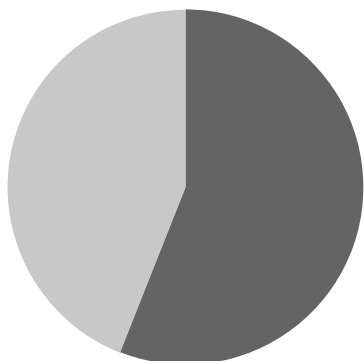
## HOME OWNERSHIP

Average Value of Principle  
Residence: \$1,152,000



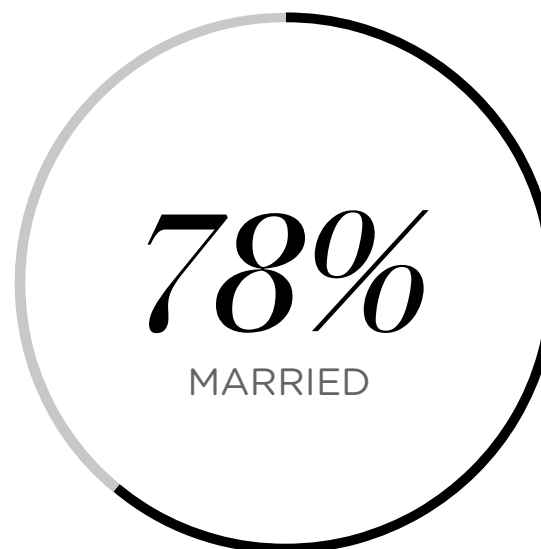
Own: 88%  
Rent: 12%

## CHILDREN IN HOME



No Children in HH: 57%  
Have Children in HH: 43%

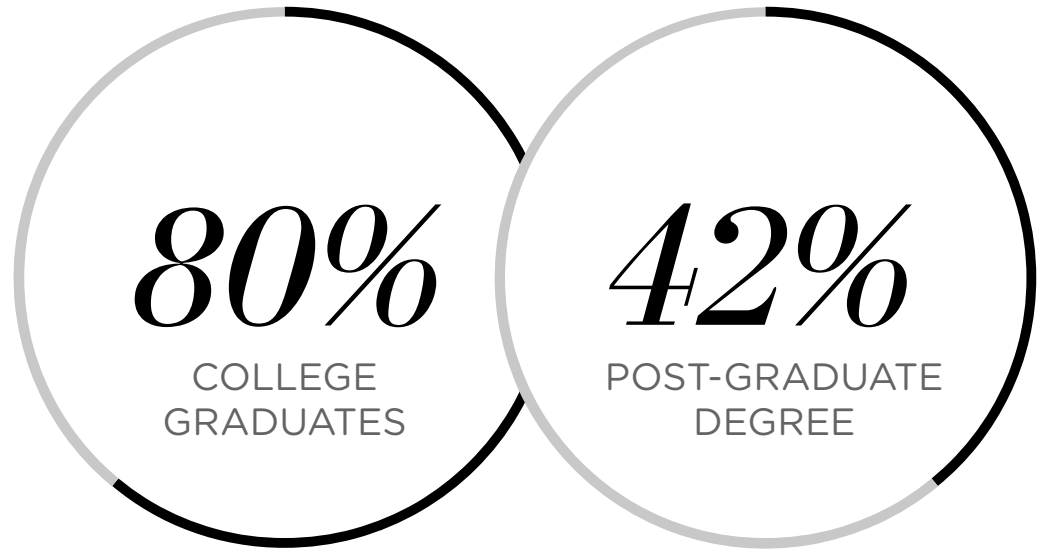
## MARITAL STATUS



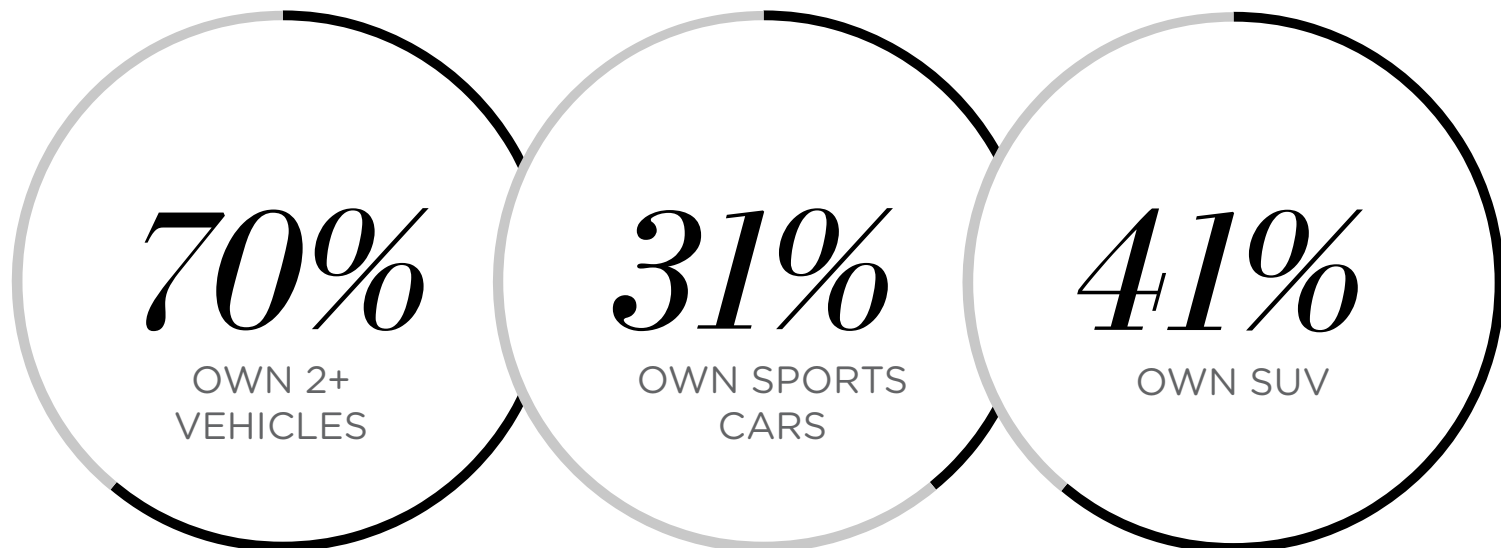
AVERAGE NET WORTH

*\$3,746,720*

EDUCATION



AUTOMOBILE TYPE OWNED





# World-Class Editorial

Our lifestyle publication features a range of luxury categories in every issue, each with a seasonal theme and focus.

## EDITORIAL BREAKDOWN:

Travel: 20%

Architecture/Design: 20%

Fashion & Watches: 18%

Food, Spirits, Wine: 12%

Automotive: 9%

Home Furnishings: 9%

Tech: 7%

Art: 5%



## SEA *the* WORLD

*Smaller than a traditional cruise, less commitment than a charter, these 11 boating trips offer a bevy of unusual experiences only available by cruising the coasts.*

**RAJA AMPAT ARCHIPELAGO** *A traditional sailing vessel explores the storied Indonesian Sea.*

**A**mandira, Aman Cruises' new two-masted, 171-foot wooden phinisi, embarks upon six- and seven-day voyages through Indonesia's Raja Ampat archipelago and Komodo National Park, respectively. Custom built by the Konjo people, Amandira sails up to 10 guests through one of the world's richest marine environments, home to Komodo dragons, the world's largest lizard, and giant rays gliding on 15-foot wingspans. Both charter-only sailings explore 25,000 square miles of Indian Ocean with itineraries customized to suit guests' specific interests. Larger groups often charter the six-passenger, 104-foot Amanikan cruiser as well.

Home to over 1,500 species of tropical fish and close to 600 coral varieties, guests rarely see another vessel after they embark from Sorong to explore the coves and lagoons surrounding the Raja Ampat Islands. The onboard PADI-certified dive master leads divers and snorkelers to several famed dive sites in search of rare ghost pipefish and blue-ringed octopus among hundreds of brilliantly colored equatorial species. A mangrove cove anchorage is followed by a morning jungle expedition to Mount Pindito visits. Gourmet picnics and lounges are often arranged on white-sand atolls.

Prior to sailing to Komodo National Park, a UNESCO World Heritage Site, guests experience two nights at Amaniwana, a sumptuous tent camp on Moyo Island, a nature preserve. Guests dive and kayak off the park's outer islands, returning in time to observe the evening's silhouetted fruit bat migration. A naturalist-led expedition explores Rinca Island, home to the largest concentration of magnificent 8-foot-long Komodo dragons. The visit concludes with a 100-candle-illuminated Wanulu island dinner, followed by native entertainment from the talented 14-member crew.

Amandira features three king-bed cabins, two twin-bunk staterooms, and a library-lounge well stocked with local field and marine guides. The stern is reserved for the master suite, the foredeck outfitted with chase fenders and other comforts. A chef prepares fresh juices and menus from local ingredients, including *nyatafel*, a traditional jasmine rice tower surrounded by a dozen delectable curries, salads, and vegetables.

Single-cabin sailings from \$43,000, includes all meals and beverages, excursions, activities, and two nights at Amaniwana. aman.com >

—Crai Bower

*Amanikan*

*Amandira*

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Her: Sweater, The Row, \$990, [therow.com](#); Sunglasses, Komono, \$220, [komono.com](#)  
Him: Sweater, Burberry, \$1,895, [us.burberry.com](#); Sunglasses, RetroSuperFuture, \$265, [retrosuperfuture.com](#); Bag, Ghurka, \$1,755, [ghurka.com](#)

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## BUILDING the FUTURE

The look of things to come in  
21ST-CENTURY ARCHITECTURE.  
by JORGE S. ARANGO

**N**ew building materials, innovative construction technologies, and the daring, unbridled imagination of architects are giving our cities and towns a futuristic makeover. The uncannily talented Pritzker Architecture Prize-winning Zaha Hadid—who left us too young earlier this year—believed architecture “should be able to excite you, to amaze you, to make you think.” Every one of the projects featured here accomplishes one or more of these objectives in audacious, creative ways. From a modern tent house in New Zealand to a digitally printed igloo on Mars, it is clear that architecture has broken free of all boundaries. >

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# CRAFTING PERFECTION

EXPLORING THE VAST AND VARIED WORLD OF LUXURY AUTOMOBILE CONSTRUCTION.

by MATTHEW ASKARI



From America to Affalterbach, carmakers are either painstakingly keeping handcrafted traditions alive or forging high-tech innovations that take manufacturing to a new level. Before the next pride in the stable comes home, explore where it comes from—and be inspired to visit one of these ten carmakers. >

# Categories

FASHION

ART

WATCHES

NATURE

JEWELRY

ADVENTURE

TRAVEL

HEALTH

AUTOS

BEAUTY

ARCHITECTURE

FOOD

DESIGN

WINE

YACHTS

SPIRITS

TECH

FURNISHINGS

EDITORIAL TO ADVERTISING RATIO: 80/20

**244 PAGES PER ISSUE:** 194 pages of editorial content and 50 pages of luxury advertising

# GET SMART

In February, the Federation of the Swiss Watch Industry reported that Swiss watch exports had dropped for the eighth consecutive month. Conversely, in its annual report to the Securities and Exchange Commission, Apple reported that its smartwatch accounted for "more than 100 percent" of annual growth in its "other products" category. Some reports suggest that that growth accounted for \$1.7 billion in sales. Considering that Apple Watches range in price from \$550 to \$1,300, the report would suggest that Apple sold a lot of watches.

Complicated timepieces were once revered for their precise timekeeping, but with the advent of smartphones—and now smartwatches—many people, especially younger generations, have new sources to go to for the time. This paradigm shift is leading many high-end watch manufacturers to re-evaluate the primary motives behind their work. Precise timekeeping will always be paramount, but watchmakers are beginning to put more emphasis on aesthetics and cutting-edge, experimental design, since consumers are buying complicated timepieces as much for their beauty and style as for their functionality. "Complicated, mechanical timepieces are now innovative in their design," says Jonathan Snellenburg, the director of fine watches and clocks at Bonhams, "but retro in the idea behind them."

The fact that precise timekeeping is the standard definition of a timepiece but no longer its compelling function means that for the first time in centuries watchmakers have latitude to approach their craft and their creations from a new direction. That sense of freedom carries inherent risks, namely a compulsion to manufacture even more complicated timepieces that ultimately offer no new functionality or precision despite their enhanced intricacies. Risks aside, this new reality is capturing the fascination of mechanical watch enthusiasts. "These are exciting times," says Thomas Mao, a Los Angeles-based watch enthusiast and entrepreneur who has collected highly complicated timepieces for more than four decades. His expertise is so regarded, in fact, that some watch manufacturers have enlisted his help in popularizing their new models in foreign markets. "The watch industry has always been innovative in micromechanics but always tradition-bound in design," he continues. "Now, the whole issue of time from your cell phone has freed watchmakers to explore the limits of technical and

Glockström from top left, Moer & Cie, Audemars Piguet, Hublot.

*The influx of high-tech watches encourages new advancements in traditional timekeeping.*

by SHAUN TOLSON



aesthetic boundaries. Manufacturers can stretch their creative muscles and create something interesting just for the sake of being interesting and beautiful."

For most watchmakers, innovative designs and experimental aesthetics today are linked to the use of highly specialized, synthetic materials. Those materials and how they are used may be groundbreaking, but the origins of this movement began more than three decades ago when Omega and Audemars Piguet began producing limited-edition watches that featured tantalum, a rare metal commonly used in telecom applications. Today, revolutionary developments in luxury watchmaking include the use of forged carbon, polished ceramics, and other high-tech alloys.

The following complicated timepieces are the newest and most radical examples from some of the industry's most forward-thinking brands. Not only do they encapsulate the freedom of expression in this brave new world of watchmaking, they also offer a glimpse into the prospective future of complicated timepieces. >



# Covers

Perhaps the most distinguishing feature of our signature publication is that every issue showcases an artist's work as its cover, as well as inside with an exclusive feature story. The result delivers Cardmembers a limited-edition collector's item. Previous artists have included Kelsey Brookes, Picasso, Christo, Massimo Vitali, Frank Stella, Hiroshi Sugimoto, Ran Ortner, Leo Villareal, and John Baldessari.



A man and a woman are standing next to a dark-colored luxury car with its door open. The woman is wearing a white one-shoulder top and shiny silver shorts. The man is wearing a black leather jacket with blue stripes on the sleeves, a black t-shirt, and white pants. He is also wearing sunglasses and a watch. The background is a modern building with vertical glass panels.

# *Advertising Partners*

Top brands in the industry are gracing the pages of LUXURY MAGAZINE.



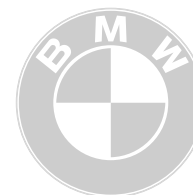
**BOSS**  
HUGO BOSS



THE  
**BRITISH**  
VIRGIN ISLANDS

  
**MASERATI**  
EXCELLENCE THROUGH PASSION

**BELSTAFF**



**RICHARD**



**roberto cavalli**



BOTTEGA VENETA

**Ermenegildo Zegna**

**PORSCHE**

**DONNA KARAN**  
NEW YORK

n varvatos

**NETJETS®**

**BALLY**

**G HURKA**

**BURGESS**

**J.MENDEL**



**PANERAI**



# *Luxury Lounges*

The first Luxury Card Lounge will open its doors fall of 2016 in New York City at 645 Madison Avenue. This will be the perfect venue to host collaborative events with partners.

Additional lounges will open in Tokyo and Shanghai in 2017.

# *24/7 Concierge*

Cardmembers enjoy access to Luxury Card Concierge™—a dedicated group of consultants offering knowledge and assistance in locales near and far. Whether it's planning travel, personalizing shopping services, or purchasing an item an item seen in LUXURY MAGAZINE, our concierge team is available 24/7/365. As a result of the editorial brand mentions and the advertisements that appear in each issue, our Luxury Card Concierge receives many inquiries and requests to purchase the featured products.

# *2017 Rate Card*

**DISTRIBUTION PER ISSUE: 110,000+**

ISSUE SCHEDULE	ISSUE RELEASE	SPACE RESERVATION	MATERIALS DUE
Spring 2017	March 1, 2017	January 15, 2017	February 1, 2017
Summer 2017	June 1, 2017	April 15, 2017	May 1, 2017
Fall 2017	September 1, 2017	July 15, 2017	August 1, 2017
Winter 2017/2018	December 1, 2017	October 15, 2017	November 1, 2017

AD SIZE	RATES	
Full Page	\$29,500	
Spread	\$59,000	
Cover 2 Spread	20% premium/page	
Cover 3 Spread	15% premium/page	
First 1/3 of Book	10% premium/page	



# *Specs*

AD SIZE	TRIM			BLEED			LIVE AREA	
	WIDTH		HEIGHT	WIDTH		HEIGHT	WIDTH	HEIGHT
Full Page	10"	x	12"	10.25"	x	12.25"	9.5"	x 11.5"
Spread	20"	x	12"	20.25"	x	12.25"	19.25"	x 11.5"

## DIGITAL FILE REQUIREMENTS

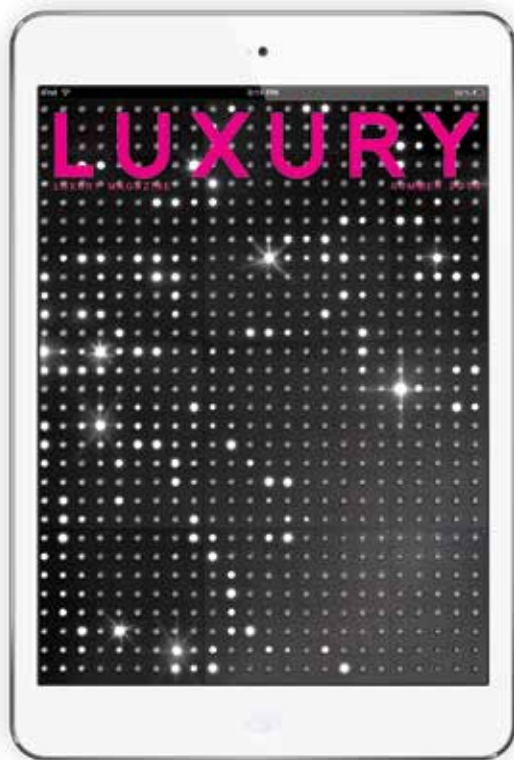
- Images must be high resolution (300 ppi) and in CMYK mode. (Note that enlarging an image with a resolution of 300 over 125% in the page layout file will lower the resolution to the point that image quality degradation may be noticeable when printed.)
- Convert all spot colors to 4-color process (CMYK).
- Maximum total area coverage/ink density is 300.
- For spread ads, keep all copy and important art at least .5" away from the gutter on each side.
- Required file format is PDF. Send files electronically through Hightail, WeTransfer, or similar transfer website.

## PROOF REQUIREMENTS

A contact 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. For more information, go to [swop.org](http://swop.org). Materials will not be returned.

# Digital

A growing following among Cardmembers and the trend-setting elite—access LUXURY MAGAZINE anytime, anywhere, on any device at ***luxurymagazine.com***.



# Luxury Card Advertising

We Are Focused on Growth.

Luxury Card has an extensive advertising campaign. Both brand and acquisition marketing can be seen online, outdoors, and in national and major local newspapers such as *The Wall Street Journal*, *The New York Times*, *LA Times* and *Chicago Tribune*. In addition, our ads regularly appear in a variety of luxury titles such as *Robb Report*, *Harper's Bazaar*, *CN Traveller*, *W*, *GQ*, *Architectural Digest*, *Esquire*, and *Vanity Fair*.

# Social Media

Amplify your brand. Select partners will receive additional brand or product exposure through our growing social media channels.

Minimum page insertions are required.

INSTAGRAM @luxurycardllc  
FACEBOOK Luxury Card  
TWITTER @luxurycardllc  
TUMBLER @luxurycardLLC  
GOOGLE + Luxury Card  
PINTEREST Luxury Card  
#luxurymagazine  
#luxurycard





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