



WALDORF ASTORIA MAGAZINE

MEDIA PACK

2016

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WALDORF
ASTORIA®
HOTELS & RESORTS

Waldorf Astoria Hotels & Resorts are unified by a culture of True Waldorf Service and exceptional experiences. Touched by the spirit of the original Waldorf Astoria New York, each property's inspirational environments offer timeless luxury set in some of the world's most sought-after destinations.



WALDORF ASTORIA MAGAZINE

Waldorf Astoria Magazine is a biannual publication covering the epitome of fashion, design, art and unique experiences. Each issue is a curated collection of articles meant to inspire the reader to dream and explore at some of the world's most iconic landmark destinations.

REGULAR CONTRIBUTORS INCLUDE

Lucia van der Post, Financial Times' How To Spend It
Jonathan Bell, Wallpaper*
Rory Ross, The Telegraph Luxury

QUALITY DESIGN

The Waldorf Astoria magazine is upmost in luxury from the over-sized format to the superior paper stock. Coupled with original photography, each article is written with the discerning traveler in mind. Content is curated based on the rich in life mindset - knowing our reader values time, family and lasting memories.





DISTRIBUTION

40,000

COPIES DISTRIBUTED WORLDWIDE

Waldorf Astoria magazines are distributed to the global portfolio of Waldorf Astoria Hotels & Resorts, and are available in every guest room and public areas at Waldorf Astoria Hotels & Resorts worldwide.

The Waldorf Astoria Hotels & Resorts brand has experienced unprecedented growth to 29 distinctive hotels and resorts in some of the world's most sought-after destinations. In the coming years, the brand will add additional properties in iconic locations including Doha, Beverly Hills, Bali and more.

GLOBAL HOTEL LOCATIONS

THE AMERICAS

WALDORF ASTORIA CHICAGO: Chicago, Illinois
WALDORF ASTORIA NEW YORK: New York, New York
WALDORF ASTORIA ORLANDO: Orlando, Florida
WALDORF ASTORIA PANAMA: Panama City, Panama
WALDORF ASTORIA PARK CITY: Park City, Utah
ARIZONA BILTMORE, A WALDORF ASTORIA RESORT: Phoenix, Arizona
BOCA BEACH CLUB, A WALDORF ASTORIA RESORT: Boca Raton, Florida
BOCA RATON RESORT & CLUB, A WALDORF ASTORIA RESORT: Boca Raton, Florida
CASA MARINA, A WALDORF ASTORIA RESORT: Key West, Florida
EL CONQUISTADOR, A WALDORF ASTORIA RESORT: Fajardo, Puerto Rico
GRAND WAILEA, A WALDORF ASTORIA RESORT: Maui, Hawaii
LA QUINTA RESORT & CLUB, A WALDORF ASTORIA RESORT: La Quinta, California
LAS CASITAS VILLAGE, A WALDORF ASTORIA RESORT: Fajardo, Puerto Rico
THE REACH, A WALDORF ASTORIA RESORT: Key West, Florida
THE ROOSEVELT NEW ORLEANS, A WALDORF ASTORIA HOTEL: New Orleans, Louisiana

EUROPE

ROME CAVALIERI, WALDORF ASTORIA HOTELS & RESORTS: Rome, Italy
TRIANON PALACE VERSAILLES, A WALDORF ASTORIA HOTEL: Versailles, France
WALDORF ASTORIA AMSTERDAM: Amsterdam, Netherlands
WALDORF ASTORIA BERLIN: Berlin, Germany
WALDORF ASTORIA EDINBURGH - The Caledonian: Edinburgh, United Kingdom

THE MIDDLE EAST

WALDORF ASTORIA PALM JUMERIAH : Dubai, U.A.E.
WALDORF ASTORIA JEDDAH - QASR AL SHARO: Jeddah, Saudi Arabia
WALDORF ASTORIA JERUSALEM: Jerusalem, Israel
WALDORF ASTORIA RAS AL KHAIMAH: Ras Al Khaimah, U.A.E.

ASIA PACIFIC

WALDORF ASTORIA BEIJING: Beijing, China
WALDORF ASTORIA SHANGHAI ON THE BUND: Shanghai, China

UPCOMING DEVELOPMENTS

WALDORF ASTORIA BALI: Bali, Indonesia
WALDORF ASTORIA BANGKOK: Bangkok Thailand
WALDORF ASTORIA BEVERLY HILLS: Beverly Hills, California

WALDORF ASTORIA CHENGDU: Chengdu, China
WALDORF ASTORIA DOHA WEST BAY: Doha, Qatar
WALDORF ASTORIA DUBAI INTERNATIONAL FINANCIAL CENTRE: Dubai, U.A.E.



READERSHIP

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The Waldorf Astoria traveler considers themselves to be **sophisticated**, likes to try new things and likes **excitement** in their life.

They are very interested in the **fine arts** and **foreign cultures**, and believe that traveling internationally allows them to learn about both.

They believe it's worth it to **pay more** for **high quality products** and **travel experiences**.

AUDIENCE

Median age

44

Education

75%

College degree or higher

Median Salary

\$200K

Status

70%

Married



WALDORF ASTORIA DIGITAL MAGAZINE

Waldorf Astoria digital magazine allows the reader to further engage with the content through shoppable experiences, products and additional features and stories.

The digital magazine is optimized for any device to provide ease of access no matter how readers want to experience content. With a range of informative features readers are provided easy visibility to unforgettable experiences wherever they travel.

As advertising partners, this medium allows for enhanced content, dynamic units including rich media and advertorial opportunities. The content will be refreshed on a regular basis thus allowing advertisers to continually update and provide seasonal or new content to an expanded audience beyond print.

As part of the Waldorf Astoria Magazine distribution and communication strategy elements of the digital magazine will be shared in Waldorf Astoria hotel brand level e-communications, social media and public relations channels reaching engaged, loyal, luxury guests during every phase of the customer journey.

RATE CARD

PAGE RATES

STANDARD RATES AND POSITIONS

Single page	£7,475	\$8,970
Double page spread	£10,725	\$12,870
Inside front cover spread	£13,975	\$16,770
Inside back cover	£7,605	\$9,126
Outside back cover	£16,250	\$19,500
Guaranteed position	+10%	



TECHNICAL SPECIFICATIONS

PRINTED MAGAZINE

MATERIALS

Cover - 300gsm Silk Board

Text - 115gsm Arctic Volume Coated

MECHANICAL DATA

Single Page Advertisements

Page trim: 327 x 239mm

Page bleed: 337 x 249mm

(trim plus 5mm bleed on each edge)

Double Page Spread Advertisements

Pages trim: 327 x 478mm

Page bleed: 337 x 488mm

(trim plus 5mm bleed on each edge)

All advertisements should be supplied as single page print quality high-resolution PDF files.

When supplying PDF files for DPS advertisements these must be supplied as single pages. All PDF files must contain crop marks. For DPS advertisements where images run across the spine, please ensure you allow an extra 4mm of image in the gutter for the loss into the spine when binding.

During preparation of artwork to generate print quality high-resolution PDF files, ensure that all images used are converted to CMYK or Greyscale and are no less than 300 DPI in resolution.

ONLINE MAGAZINE

Three sizes of advertisement are available for the digital magazine.

Wide Skyscraper Advertisement

Size 160px x 600px

Bespoke Skyscraper Advertisement

Size 240px x 600px

Bespoke Square Advertisement

Size 240px x 240px

All advertisements should be supplied as 72dpi RGB .png files and emailed to nick@fms.co.uk.

Note: Please ensure all contact telephone numbers contain an international dialing code prefix.