

THE NEW JET SET / ISSUE 04 2023

FOUR SEASONS MAGAZINE



2024 MEDIA KIT

CONTENT APPROACH

OVERVIEW

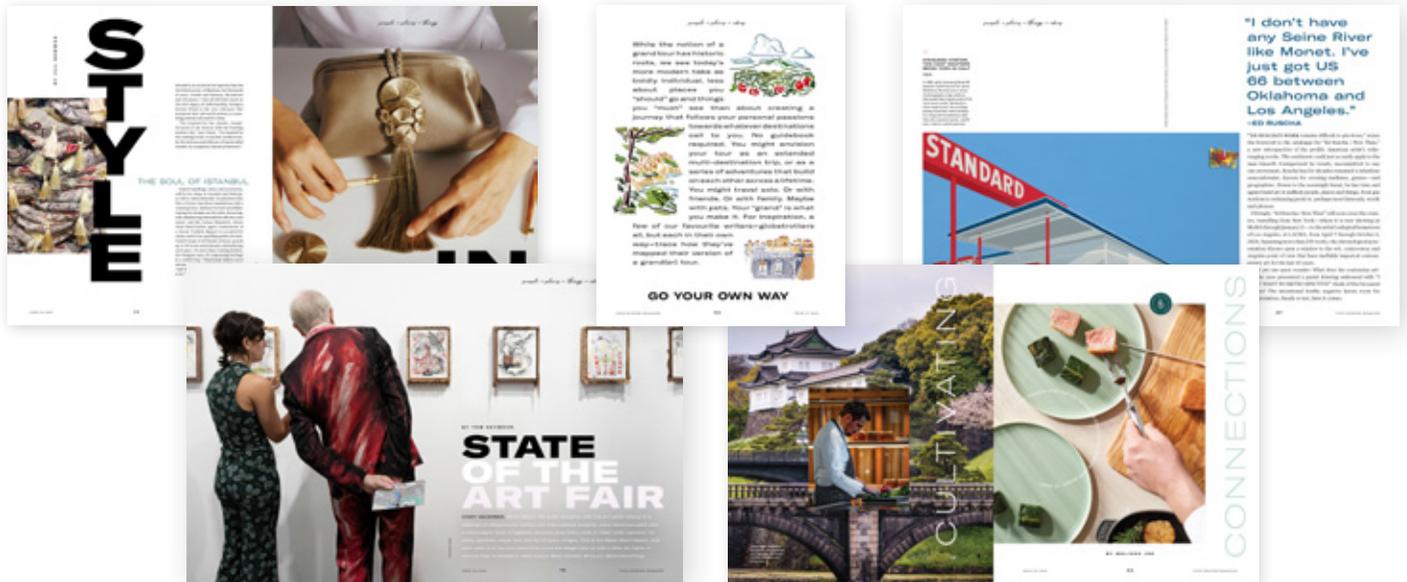
The redesigned and reimagined *Four Seasons Magazine* informs, inspires and entertains readers as an act of love.

We make the “exclusive” inclusive, inviting readers into a community that generously shares insights into the often unexpected or little-known people, places, things and ideas that have the power to enrich our lives in ways large and small. We’re passionate about sharing our love of discovery.

We offer the magazine as a gift to readers and guests, from Four Seasons and from global contributors with diverse backgrounds and compelling perspectives. It’s a tangible token of luxury made with bold creativity and genuine heart.



CONTENT APPROACH



IN EACH ISSUE

Four Seasons Magazine

We share stories of passionate exploration and endless discovery that illuminate Four Seasons values—radical empathy, creative bravery and celebration of individuality.

We push beyond the traditional magazine model by upending conventions like front-of-book, feature well, back-of-book: A great story is a great story, whatever its page number, and whether it's told in 4,000 words, 40 or none at all. Each issue follows its own carefully crafted arc, while high-quality paper and printing add to the elevated reading experience.

What we cover:

- Luxury travel experiences worldwide
- Visual and performing arts, music, film
- Tastemakers and changemakers who inspire us
- Style and design, including:
 - Fashion, accessories, jewellery, watches
 - Architecture and interiors
 - Automobiles, yachts, private jets and more
- Nuanced takes on culture, community and cuisine
- New books, including fiction, nonfiction and poetry
- Surprises, delights, and acts of love large and small

How we cover it:

- Bold, design-driven layouts
- A mix of curated and original photography
- Commissioned illustrations
- First-person impressions from writers around the world
- Interviews
- Image/artwork galleries
- First-look previews and excerpts

CONTENT APPROACH



Stories include:

How I See It

A personal POV—in words and/or visuals—from an artist, designer, innovator or other cultural figure on a topic of interest to our audience.

The Object of My Affection

A single object chosen by an individual of note to illuminate a relationship close to their heart.

In Conversation

A Q&A that explores creative thinking, cultural shifts and global connections.

The One

A short travel piece that winnows a world of options to highlight a truly singular discovery.

Welcome to My Love Story

The story behind the selfie, from a Four Seasons guest image shared on social media.

AUDIENCE PROFILE



AUDIENCE PROFILE

AUDIENCE: **1.3 million**

$$\begin{array}{r} \text{Total} \\ \text{Rooms} \end{array} \times \begin{array}{r} \text{Average} \\ \text{Occupancy} \end{array} \times \begin{array}{r} \text{Days per} \\ \text{Issue} \end{array} \times \begin{array}{r} \text{Average Guests} \\ \text{per Room} \end{array} / \begin{array}{r} \text{Average} \\ \text{Nights Stayed} \end{array} = \begin{array}{r} \text{Average Readership} \\ \text{per Issue} \end{array}$$

30,759 **75%** **90** **1.6** **2.5** **1,328,788**

DEMOGRAPHICS

Average age.....	45
Average net worth.....	US\$2.5M
Median income.....	\$450K
Graduate degree.....	61%
C-Suite executive.....	17%
Male / female.....	56% / 42%
Single / married.....	24% / 76%
Children under 18.....	35%

INVESTMENTS

Stock in company of employment.....	48%
Money market funds.....	85%
Stocks.....	83%
IRA.....	70%
Jewellery.....	48%
Diamonds.....	37%
Gold, silver.....	9%
Art.....	6%

FREQUENT TRAVELLERS

Four Seasons guests spend an average of 51.2 nights in a hotel each year.

Travel for business.....	65%
Travel for leisure.....	38%
Fly first class for business.....	18%
Fly business class for business.....	27%
Fly private / charter jets.....	23%
Repeat guests.....	23%
New guests.....	77%

TECHNOLOGY

- 85% of guests also visit the Four Seasons website
- 71% own an iPhone
- 87% own a smartphone of any brand
- 63% own a smart TV
- 91% own a personal computer or laptop

PASSION POINTS

Spa.....	82%
Discovering new restaurants.....	84%
Gym / personal training.....	68%
Wine & spirits.....	83%
Golf.....	54%
Shopping.....	50%
Art galleries.....	45%
Live theatre & musicals.....	85%
Family travel.....	42%

Sources: 2020 Four Seasons 360 Guest Survey,
2021 Ipsos Affluent Survey USA Doublebase

READER ENGAGEMENT

TIME SPENT READING

- **9 out of 10** guests looked for *Four Seasons Magazine* during their last stay at a Four Seasons property.
- **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.

Source: Four Seasons reader survey



CIRCULATION

CIRCULATION

Distributed in **130 Four Seasons hotels and resorts and 58 residential properties in 47 countries**, *Four Seasons Magazine* caters to the world's most sought-after consumers, with an estimated 1.3 million readers. Each issue, including global advertising pages, is also available in digital flipbook format at fourseasons.com/magazine.

DISTRIBUTION BREAKDOWN

- 35%** USA & Canada
- 25%** Asia / Pacific
- 14%** Europe
- 18%** Middle East / Africa
- 8%** Latin America

CIRCULATION

Property	Number of rooms				
		Vail	134	Megeve Chalet	40
UNITED STATES		Washington DC	222	Milan	118
Atlanta	244			Paris George V	244
Austin	294	MEXICO		Prague	157
Baltimore	257	Los Cabos	141	Taormina San Domenico	111
Boston	273	Mexico D.F.	240		
Boston One Dalton St	215	Tamarindo	157	ASIA / PACIFIC	
Chicago	348	Punta Mita	177	Bali Jimbaran Bay	156
Denver	239	Punta Mita Naviva	15	Bali Sayan	60
Fort Lauderdale	189	Cabo San Lucas	96	Bangkok Chao Phraya River	299
Hawaii Hualalai	243			Beijing	313
Hawaii Lanai Manele Bay	213	CANADA		Bengaluru	230
Hawaii Lodge at Koele/Sensei	102	Montreal	169	Bora Bora	107
Hawaii Maui	383	Toronto	259	Chiang Mai	99
Hawaii O'ahu at Ko Olina	370	Whistler	291	Dalian	250
Houston	468			Golden Triangle	15
Jackson Hole	158	CARIBBEAN / CENTRAL & SOUTH AMERICA		Guangzhou	344
Las Vegas	424	Anguilla	181	Hangzhou	81
LA Beverly Hills	285	Bahamas (The Ocean Club)	107	Hoi An Vietnam	100
LA Beverly Wilshire	395	Bogota	64	Hong Kong	399
LA Westlake Village	269	Bogota Casa Medina	62	Jakarta	125
Miami	221	Buenos Aires	62	Koh Samui	120
Miami Beaches Surfside	77	Costa Rica	182	Kuala Lumpur	209
Minneapolis	222	Nevis	189	Kyoto	123
Napa Valley	83	EUROPE		Langkawi	91
Nashville	143	Athens	287	Macao	360
New Orleans	341	Baku	169	Macao The Grand Suites	289
New York	368	Budapest	179	Maldives Kuda Huraa	96
New York Downtown	189	Florence	116	Maldives Landaa Giraavaru	103
Orlando	443	Grand Hotel du Cap Ferrat	74	Maldives Private Island	7
Palm Beach	210	Geneva	115	Mumbai	202
Palo Alto	200	Hampshire	133	Seoul	317
Philadelphia	219	Istanbul Bosphorus	170	Shenzhen	266
San Diego Aviara	236	Istanbul Sultanahmpt	65	Singapore	255
San Francisco	277	Lisbon	282	Suzhou	200
San Francisco Embarcadero	155	London Park Lane	193	Sydney	531
Santa Barbara	206	London Ten Trinity Square	100	Tianjin	259
Santa Fe	65	Madrid	200	Toyko Marunaouchi	57
Scottsdale	210	Megeve	38	Tokyo Otemachi	190
Seattle	147				
St. Louis	200				

CIRCULATION

MIDDLE EAST / AFRICA

Abu Dhabi	200	Doha The Pearl-Qatar	161	Seychelles at Mahe	71
Alexandria	148	Dubai Jumeriah Beach	237	Seychelles at Desroches	71
Amman	192	Dubai Financial Center	106	Sharm El Sheikh	315
Bahrain Bay	273	Johannesburg	117	Tunis	203
Beirut	230	Kuwait	284		
Cairo First Residences	262	Marrakech	139		
Cairo Nile Plaza	365	Mauritius	136		
Casablanca	186	Rabat at Kasr a Bahr	204		
Doha	232	Riyadh	274		
		Serengeti	77		

RESIDENCES

UNITED STATES

Baltimore	62
Boston	95
Boston (One Dalton Street)	160
Denver	102
Fort Lauderdale	41
Houston	113
Jackson Hole	57
Los Angeles	59
O'ahu at Ko Olina (Kapolei)	120
Miami	258
Miami (Surf Club)	152
Minneapolis	34
Napa Valley	20
Nashville	143
New Orleans	92
New York Downtown	146
Orlando at Walt Disney World® Resort	20
San Francisco	138
San Francisco (706 Mission)	146
Seattle	36
Vail	35

MEXICO

Los Cabos at Costa Palmas	15
Punta Mita	89

CANADA

Montreal	18
Toronto	210
Whistler	280

CARIBBEAN / CENTRAL & SOUTH AMERICA

Anguilla	32
Costa Rica	45
Nevis	120

ASIA / PACIFIC

Bangkok at Chao Phraya River	366
Beijing	210
Bengaluru, India	105
Hangzhou at West Lake	10
Jakarta	235
Koh Samui	11
Kuala Lumpur	269
Kyoto	57

Mumbai	26
Tianjin	108

EUROPE

Florence (Palazzo Tuornabuoni)	38
London (Twenty Grosvenor Square)	41
Madrid	22

MIDDLE EAST / AFRICA

Abu Dhabi (Al Maryah Island)	124
Cairo (New Cairo Capital at Madinaty)	75
Marrakech	43
Marrakech (M Avenue)	96
Mauritius	45
Seychelles	27
Seychelles (Desroches Island)	11
Sharm El Sheikh	146

AWARDS & ACCOLADES

***Four Seasons Magazine*—a newly redesigned and reimagined experience for Four Seasons guests**

- 2022 World Travel Awards – Leading In House Hotel Magazine Winner
- 2023 Content Marketing Awards, Finalist Visual Storytelling – Best Publication Design
- 2021 Content Marketing Institute: Agency of the Year (Pace)
- 2021 International Content Marketing Awards: shortlisted for Editor of the Year

Four Seasons—the world’s most awarded luxury hospitality company

- 51 Forbes Travel Guide Five-Star Awards: the most Five-Star ratings ever won
- by a single hotel company in a year in the guide’s 62-year history
- 16 Spas Forbes Travel Guide Five Diamond Awards
- 33 Michelin stars across 26 restaurants at 20 Four Seasons properties
- 5 Properties are listed as the best new hotel openings in 2023 by Travel & Leisure
- 40 Properties were among the Top 100 Hotels in the World (Travel & Leisure World’s Best Awards)
- Best Companies to Work For, Fortune Magazine, 2020: 23rd consecutive year being named on the list, and one of only eight organizations to be featured on the list every year since its inception
- 2 Four Seasons properties were listed as some of the Condé Nast Traveler editor’s favourite hotels in the world
- 2 Four Seasons properties were listed as some of the best new hotel openings in the world by Condé Nast Traveler Hot List
- Four Seasons received 12 awards in the second annual Departures Legends Awards (2022), including:
 - The Most Stunning Hotel Pools
 - The Best Wellness Experiences in the World
 - The Best Ski Resorts and Hotels Around the World
 - The Best Hotel Bars in the World
 - The World’s Best Hotel Views
 - The Most Stunning Buildings in the World
 - The Best New Lodges and Resorts in the World
 - The Best Meals We’ve Had All Year

CALENDAR & RATES

FOUR SEASONS MAGAZINE

2024 ISSUE	SPACE CLOSE	MATERIAL CLOSE	IN ROOM
Spring	January 25	January 31	March 17
Summer	April 20	April 27	June 16
Fall	July 20	July 27	September 15
Winter	October 18	October 25	December 15

2024 GLOBAL RATES*

	1x	2x	3x	4x
<i>Full Page</i>	\$34,156	\$32,449	\$30,826	\$29,475
<i>Spread</i>	\$63,190	\$60,030	\$57,030	\$54,527

2024 PER-PROPERTY RATES*

	1x	2x	3x	4x
<i>Full Page</i>	\$5,768	\$5,494	\$5,232	\$4,983
<i>Spread</i>	\$10,671	\$10,164	\$9,679	\$9,219
<i>CV3</i>	\$6,634	\$6,318	\$6,017	\$5,730
<i>CV3 Spread</i>	\$11,825	\$11,262	\$10,725	\$10,215
<i>CV4</i>	\$7,787	\$7,416	\$7,063	\$6,727

Global rates include all U.S. and international editions. All figures USD.

* 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.

SALES REPS

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PRINT AD SPECS

NON-BLEED ADS (ad that does not touch trim)—create page layout document to dimensions listed.

Ad Size	Trim
	Width x Height
Full Page	7.75" x 10.25" 197 mm x 260 mm
Spread	16.125" x 10.25". Keep all copy and important art at least 1/4" (7 mm) away from either side of the spine. 410 mm x 260 mm

BLEED ADS

Ad Size	Trim	Bleed	Live Area
	Width x Height	Width x Height	Width x Height
Full Page	8.375" x 10.8125" 213 mm x 275 mm	8.625" x 11.0625" 219 mm x 281 mm	7.75" x 10.25" 197 mm x 260 mm
Spread	Create and supply as a spread		

MATERIALS

File(s) should be submitted via our FTP site. PDF created using the standard PDF/X-1a:2001 setting is preferred.

Other file types accepted:

InDesign, Photoshop and Illustrator. If supplying native files, please supply all links and fonts used in the document along with a PDF to be used as a content-only proof.

For both PDF and native files, please adhere to the following guidelines:

1. If included, trim and/or bleed marks must be beyond the bleed area, not within the bleed. Alternatively, marks may be omitted.

Correct mark position outside the bleed ...



Incorrect mark position within the bleed ...



2. Small black copy should have a build of 0% C, 0% M, 0% Y, 100% K. This includes copy within logos. Gray copy should be a tint of black; for example, 0% C, 0% M, 0% Y, 50% K.
3. All images should be high-resolution (300 ppi).
4. All images must be in CMYK colour mode.
5. ICC profiles should not be assigned to images.

6. All spot colours must be converted to 4-colour process (CMYK).
7. Our maximum total area coverage / ink density is 300%.
8. For spread ads, keep all copy and important art at least 1/4" (7 mm) away from either side of the spine.

PROOF REQUIREMENTS

A contract proof is recommended but not required. Only SWOP proofs produced on an Idealliance certified system and following their guidelines will be accepted for matching colour on press. A digital control strip is required on the proof. We ask for GRACoL certification on covers and SWOP 3 certification on body pages. Go to <https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/> for more information. Publisher not responsible for colour if contract proof is not supplied. Proofs will not be returned.

BLEED ADS

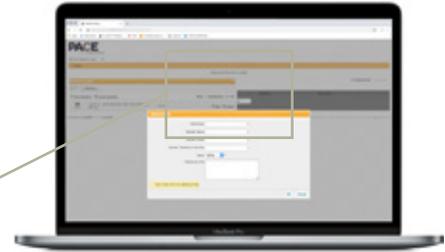
Create page layout document to trim dimension; then pull 1/8" bleed on all four sides to fulfill bleed dimension. Critical design and type elements must stay within the live area.

CONTACT

For questions regarding specs or material extensions:
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UPLOAD INSTRUCTIONS

1. <https://pacefts.paceco.com>
Username - four seasons user
Password - Pace13014s



2. Add File(s).
 - a) Select the “Add Files...” button.
 - b) Command+select on a Mac to select multiple files for upload (control+select on PC).
 - c) Select “Choose.”



3. Fill out the Upload Details window.
Filling out all fields, except for the “Additional Information” field, is required. Select “OK.”



4. Select “Start Uploading.”



5. Log out once upload is complete.

