

# MEDIA KIT 2012



EMPIRE POLO CLUB

## Introduction

The Empire Polo Lifestyle Magazine introduces readers to the sport of Polo and it serves as a season guide for players and fans. Articles featuring local venues, events, fashion and polo provide a glimpse into the lifestyle of the polo enthusiast.

## Distribution

Complimentary copies of Empire Lifestyle Magazine are distributed to members and spectators at Empire Polo events from Nov. 2011 through April 1st, 2011. The magazine is also available in-room at select luxury hotels. The total distribution of print copies is 10,000.

5,000 Print copies distributed to spectators, club members & guests  
2,000 Print copies distributed in-room at luxury resorts  
3,000 Print copies to all USPA Members  
Digital distribution of the magazine on Empire's website

Empire Polo has in-room distribution at the following luxury resorts and businesses:

La Quinta Resort & PGA West  
The Hilton Palm Springs  
Indian Palms Country Club Hotel & Golf Shop  
Other hotels and businesses

This year we will have a digital copy of the Empire Lifestyle Magazine available for viewing on our website which will extend our readership beyond our hard-copy distribution.

## Pricing

Full Page	\$1600
1/2 Page	\$ 800
1/4 Page	\$ 400
Back Cover	\$2500
Inside Cover	\$2500
Double Truck	\$3000

## Magazine Deadlines

Artwork & Payment Deadline: Sept 1st, 2011  
Release Date Nov. 2011



# Ad Specifications

## Full Page

7.5"x10" no bleed

8.75"x11.25 with bleed

8.5"x11" trim size

## 1/2 Page

7.5"x4.75 no bleed

8.75"x5.625" with bleed

8.5"x5.5" trim size

## 1/4 Page

3.5"x4.75" no bleed

4.375"x5.625" with bleed

4.25"x5.5" trim size

Ads are 4-color (CMYK) and will be accepted in digital format on CD, Email, or via FTP.

Include fonts and support files for non-pdf files.

Image resolution should be 300 dpi.

Files accepted: In-Design, Photoshop, Illustrator, and Adobe PDF.

Artwork needs to be provided by advertiser.

For questions regarding artwork, please contact Lynn Bremner at 760-619-2401 or [lynn@polozone.com](mailto:lynn@polozone.com).





# Demographics

## Annual Household Income

Average Income	\$175,000+
\$500,000+	8.5%
\$200,000+	53.8
\$100,000+	51.8%

## Age, Education & Lifestyle

Average Age	49 yrs.
College Educated	93%
Own Stocks/Bonds	86%
Own Life Insurance	74%
Country Club Memberships	40%
Health Club Memberships	52%
Yacht Club Memberships	15%



# EMPIRE POLO CLUB

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