

# MEDIA KIT 2016



EMPIRE POLO LIFESTYLE MAGAZINE



# Empire Polo Lifestyle Magazine

The award-winning Empire Polo Lifestyle Magazine introduces readers to the sport of Polo and 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 Polo Lifestyle Magazine are distributed to members and spectators at Empire Polo Club events from December through March. The magazine is also available in-room at select luxury hotels. The total distribution of print copies is 12,500.

- 7,000 Print copies distributed to spectators and members
- 2,500 Print copies distributed in-room at luxury resorts\*
- 3,000 Print copies to USPA Playing Members

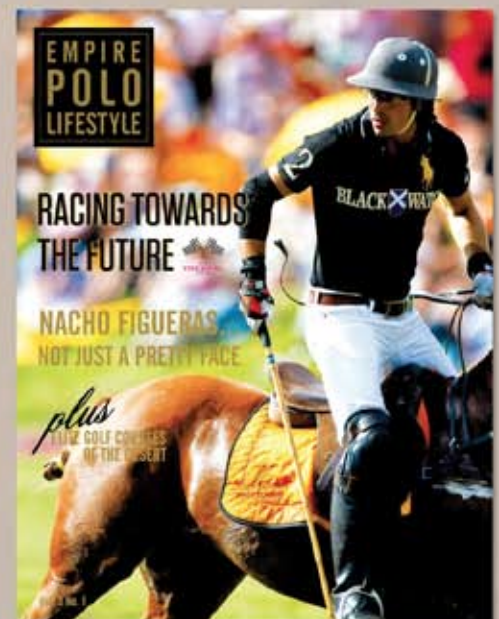
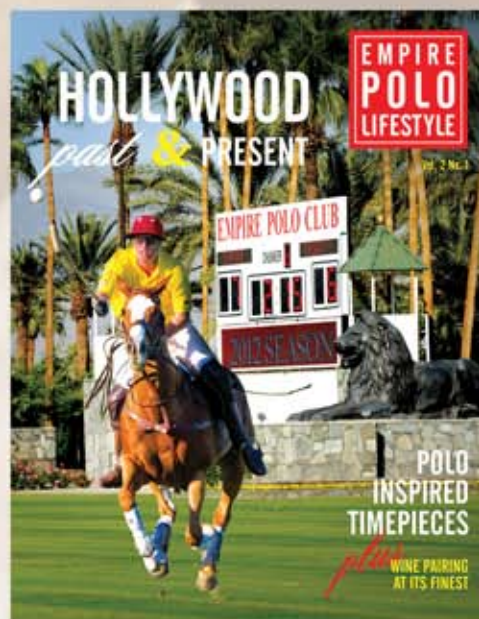
Empire Polo Lifestyle Magazine has in-room distribution at the following luxury resorts and businesses:

- La Quinta Resort & Club
- Palm Springs Hilton
- Beverly Hills Hilton
- Agua Caliente Resort & Casino
- Other hotels and businesses

\* Quarterly in-room readership is approximately 115,000 based on double occupancy.

## Award-Winning Magazine

The Empire Polo Lifestyle Magazine won the 2014 GOLD ADDY AWARD for Publication Design. The award was presented by the American Advertising Federation of Palm Springs.





# Ad Information

## Rates

Full Page	\$2100
1/2 Page	\$1250
Back Cover	\$3700
Inside Cover	\$3200
Double Truck	\$4000

## Magazine Deadlines

Artwork Deadline: Oct. 15th, 2015  
Payment Deadline: Oct. 15th, 2015  
Release Date Dec. 2016

All artwork must be provided by the Advertiser based on the specifications provided on the back of this brochure.

Ad design is available for an additional fee and is billed at a minimum of \$300 per ad.

# 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**  
Tony Schieffer | Tel. 760-393-7298  
tonyschieffer@empirepolo.com

# Sponsorship Opportunities

Empire Polo Club offers sponsorship opportunities to luxury brands that want to reach the polo demographic. For more information about Empire's Sponsorship Packages please contact Tony Schieffer, Dir. of Sales at Tel. 760-393-7298 or email tonyschieffer@empirepolo.com.





# Ad Specifications



Magazine final size:  
8.375" x 10.75"

Full Page Ads:  
8.625"w x 11.125"h (with bleed)  
8.375"w x 10.875"h (Trim size)  
7.625"w x 10.125"h (LIVE area)

Half Page Ads:  
(Bleeds not allowed)  
3.6875"w x 9.75"h (1/2 pg vertical)  
7.375"w x 4.875"h (1/2 pg horizontal)

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

Image resolution should be 300 dpi.

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

Print-ready artwork needs to be provided by Advertiser. Ad design is available for an additional fee and is billed at a minimum of \$300 per ad.

For questions regarding artwork, please contact Tony Schieffer 760-393-7298 or email [tonyschieffer@empirepolo.com](mailto:tonyschieffer@empirepolo.com).

## Full Page Ads

Bleed - 8.625 x 11.125

Trim - 8.375 x 10.875

Live - 7.625 x 10.125

## Half Page Vertical

3.6875 x 9.75

## Half Page Horizontal

7.375 x 4.875

Bleeds not allowed on 1/2 page ads

All ads must be submitted at 300 dpi.

PDF, PSD, EPS, AI

Fonts must be embedded or converted to outlines.

Ad submission: [lynn@polozone.com](mailto:lynn@polozone.com)