

# MEDIA KIT 2020



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 April. The magazine is also available in-room at select luxury hotels.

The total distribution of print copies is 15,000.

- ♦ 12,000 Print copies distributed to spectators and members
- ♦ 3,000 Print copies distributed in-room at luxury resorts\*

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
- ♦ 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.

## *Sponsorship Opportunities*

Empire Polo Club offers sponsorship opportunities to luxury brands that want to reach the polo demographic. For more information about sponsorships please contact Tony Schieffer at Tel. 760-393-7298 or email [tonyschieffer@empirepolo.com](mailto:tonyschieffer@empirepolo.com).



**EMPIRE POLO CLUB**  
Tony Schieffer | Tel. 760-393-7298  
[tonyschieffer@empirepolo.com](mailto:tonyschieffer@empirepolo.com)

# Ad Information

## Rates

Full Page	\$2300
1/2 Page	\$1400
Back Cover	\$4200
Inside Cover	\$3500
Double Truck	\$4300

## Magazine Deadlines

Artwork Deadline: Oct. 15<sup>th</sup>, 2019  
Payment Deadline: Oct. 15<sup>th</sup>, 2019  
Release Date: Jan. 2020

All artwork must be provided by the Advertiser based on the specifications provided below.

# Demographics

## Annual Household Income

Average Income	\$175,000+
\$500,000+	18%
\$200,000+	29%
\$100,000+	33%
\$100,000-	20%

## 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%

# Ad Specifications

## Full Page

Bleed Area: 10.5w x 12.5t"  
Trim Area: 10w x 12t"  
Live Area: 9.25w x 11.25t"

## Full Page (Non-Bleed)

Size: 9.375w x 11.25t"

## Half Page Horizontal

9.375w x 5.5t"

## 2-Page Spread

Bleed Area: 21w x 12.5t"  
Trim Area: 20w x 12t"  
Live Area: 18.5w x 11.25t"

## AD DESIGN

300 dpi | CMYK  
Acceptable file formats:  
PDF (press quality) | EPS | TIFF | PSD

All text and type must be either embedded or converted to outlines.

Advertisers are responsible for submitting acceptable artwork as specified above.

Ad design is available for an additional fee. Please contact Imagine It! Media. directly for a quote at 760-325-6998 or email [jeff@imagineitmedia.com](mailto:jeff@imagineitmedia.com).

Submit Ads to:  
[lynn@digitalwestmediainc.com](mailto:lynn@digitalwestmediainc.com)

**EMPIRE POLO LIFESTYLE**  
Vol. 1 No. 1

**HISTORY OF POLO**  
**HIDDEN TREASURES**  
THE ART AT EMPIRE  
Dress to Impress

Polo's  
**15**  
Most  
Asked  
Questions  
and more...

**EMPIRE POLO LIFESTYLE**  
Vol. 2 No. 1

**HOLLYWOOD**  
*past & present*

**EMPIRE POLO CLUB**  
WINE PAIRING  
AT ITS FINEST

**POLO  
INSPIRED  
TIMEPIECES**

**EMPIRE POLO LIFESTYLE**  
Vol. 3 No. 1

**RACING TOWARDS  
THE FUTURE**

**NACHO FIGUERAS**  
NOT JUST A PRETTY FACE

*plus*  
LIVE GOLF COVERAGE  
OF THE TROPHY

**EMPIRE POLO LIFESTYLE**  
Vol. 4 No. 1

**101 THINGS TO DO  
IN PALM SPRINGS**  
THE STORY BEHIND  
THE BRAND:  
TITO'S  
HANDMADE VODKA

**TOP 5 MUST  
PLAY PUBLIC  
COURSES IN  
PALM SPRINGS**

**Jet-Setting  
Robert Style**

**EMPIRE OFFERS  
MORE THAN  
POLO**

**EMPIRE POLO LIFESTYLE**  
Vol. 5 No. 1

**HOLLYWOOD'S  
PLAYGROUND  
PAST & PRESENT**

**COACHELLA VALLEY  
HAS THE BEAT**

**EMPIRE  
MAKING DREAMS  
COME TRUE**

**THE DESERT  
WEDDINGS**

**PALM SPRINGS: A CITY FILLED WITH ART & CULTURE**

**EMPIRE POLO LIFESTYLE**  
Vol. 6 No. 1

**RACE TRACK ADVENTURES**

**RHYTHM, WINE & BREWS  
EXPERIENCE**

**A LOCAL'S GUIDE TO  
CRAFT BEER TASTING**

**EMPIRE POLO LIFESTYLE**  
Vol. 7 No. 1

**MEGA MUSIC DESTINATION**  
*Indio, California*

**EXTREME OUTDOOR ADVENTURES**

**RWE**  
WHERE WINE  
& BREWS  
MEET RHYTHM

**BEST ALFRESCO DINING**

**WEEKEND GETAWAYS  
IN PALM SPRINGS**

**DESERT-INSPIRED CRAFT COCKTAILS**

**EMPIRE POLO LIFESTYLE**  
Vol. 8 No. 1

**HOT HOTELS &  
POOL PARTIES**

**ART FOR THE PUBLIC**

**DAY TRIPS IN & AROUND  
PALM SPRINGS**

**THE MODERNISM EXPERIENCE**

**EMPIRE POLO LIFESTYLE**  
Vol. 9 No. 1

**HISTORIC 40-GOAL  
POLO MATCH**

**CRAFT BEER & WINE  
FESTIVAL**

**DISCOVER ART IN & AROUND  
PALM SPRINGS**

**BUILDING AN EMPIRE & BEYOND**



# ADVERTISING SPECS



## 2-Page Spread

Bleed Area: 21w x 12.5t"  
Trim Area: 20w x 12t"  
Live Area: 18.5w x 11.25t"



## Full Page

Bleed Area: 10.5w x 12.5t"  
Trim Area: 10w x 12t"  
Live Area: 9.25w x 11.25t"

## Full Page (Non-Bleed)

9.375w x 11.25t"



## 1/2 Horizontal

9.375w x 5.5t"

## AD DESIGN

300 dpi | CMYK

**Acceptable file formats:**

PDF (press quality) | EPS | TIFF | PSD

- All text and type must be either embedded or converted to outlines.
- Advertisers are responsible for submitting acceptable artwork as specified above.
- Ad/Graphic Design services can be provided under separate contract.

**Submit Ads to: [lynn@digitalwestmediainc.com](mailto:lynn@digitalwestmediainc.com)**

