

FOUR SEASONS MAGAZINE



2023 MEDIA KIT

CONTENT APPROACH

OVERVIEW

The newly 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

The new *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



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AUDIENCE: **1.2 million**

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

$$28,039 \times 75\% \times 90 \times 1.6 / 2.5 = 1,211,284$$

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,
2019 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

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Distributed in **124 Four Seasons hotels and resorts and 50 residential properties in 47 countries**, *Four Seasons Magazine* caters to the world's most sought-after consumers, with an estimated 1.2 million readers. Each issue, including global advertising pages, is also available in digital flip book format at fourseasons.com/magazine.

DISTRIBUTION BREAKDOWN

- 41%** USA & Canada
- 22%** Asia / Pacific
- 14%** Europe
- 19%** Middle East / Africa
- 4%** Latin America

CIRCULATION

Property	Number of rooms			
		Vail	134	London at Ten Trinity Square
UNITED STATES		Washington, DC	222	Madrid
Atlanta	244			Megève
Austin	294	MEXICO		Megève (Les Chalets du Mont d'Arbois)
Baltimore	257	Los Cabos at Costa Palmas™	141	Milan
Boston	273	Mexico City	240	Paris
Boston (One Dalton Street)	215	Punta Mita, México	177	Prague
Chicago	348	Punta Mita (Naviva®)	15	Taormina
Denver	239	Tamarindo, México	157	
Fort Lauderdale	189			ASIA / PACIFIC
Hawaii, Hualalai	243	CANADA		Bali at Jimbaran Bay
Hawaii, Lana'i	213	Montreal	169	Bali at Sayan
Hawaii, Lana'i (Sensei)	102	Toronto (Yorkville)	259	Bangkok at Chao Phraya River
Hawaii, Maui	383	Whistler	291	Beijing (Chaoyang)
Hawaii, O'ahu at Ko Olina	370			Bengaluru at Embassy One
Houston	468	CARIBBEAN / CENTRAL & SOUTH AMERICA		Bora Bora
Jackson Hole	158	Anguilla	181	Chiang Mai
Las Vegas	424	Bahamas (The Ocean Club)	107	Dalian
Los Angeles	285	Buenos Aires	165	Golden Triangle, Thailand
Los Angeles (Beverly Wilshire)	395	Bogotá	64	Guangzhou
Los Angeles, Westlake Village	269	Bogotá (Casa Medina)	62	Hangzhou at West Lake
Miami	221	Cartagena	*	Hoi An, Vietnam (The Nam Hai)
Miami Beaches, Surfside	77	Costa Rica at Peninsula Papagayo	182	Hong Kong
Minneapolis	222	Nevis	196	Jakarta
Napa Valley	83			Koh Samui
Nashville	143	EUROPE		Kuala Lumpur
New Orleans	341	Athens (Astir Palace)	287	Kyoto
New York Downtown	189	Baku	169	Langkawi
Orlando	443	Budapest	179	Macao
Palm Beach	210	Florence	116	Macao (The Grand Suites)
Palo Alto, Silicon Valley	200	French Riviera (Grand-Hôtel du Cap-Ferrat)	74	Maldives at Kuda Huraa
Philadelphia	219	Geneva	115	Maldives at Landaa Giraavaru
San Diego, Aviara	236	Hampshire	133	Mumbai
San Francisco	277	Istanbul at the Bosphorus	170	Seoul
San Francisco at Embarcadero	155	Istanbul at Sultanahmet	65	Shenzhen
Santa Fe	65	Lisbon	282	Singapore
Scottsdale	210	London at Park Lane	193	
Seattle	147			
St. Louis	200			

CIRCULATION

Suzhou	*	Beirut	230	Mauritius	136
Sydney	531	Cairo at Nile Plaza	365	Riyadh	274
Tianjin	259	Cairo at the First Residence	262	Serengeti	77
Tokyo at Marunouchi	57	Casablanca	186	Seychelles	71
Tokyo at Otemachi	190	Doha	232	Seychelles (Desroches Island)	71
		Doha at the Pearl	*	Sharm El Sheikh	315
		Dubai at Jumeirah Beach	237	Tunis	203
		Dubai at DIFC	106		
		Johannesburg	117		
		Kuwait at Burj Alshaya	284		
		Marrakech	139		
MIDDLE EAST / AFRICA					
Abu Dhabi	200				
Alexandria	148				
Amman	192				
Bahrain Bay	273				

RESIDENCES

UNITED STATES		MEXICO		Mumbai	26
Baltimore	62	Los Cabos at Costa Palmas	15	Tianjin	108
Boston	95	Punta Mita	89		
Boston (One Dalton Street)	160			EUROPE	
Denver	102	CANADA		Florence	
Fort Lauderdale	41	Montreal	18	(Palazzo Tuornabuoni)	38
Houston	113	Toronto	210	London (Twenty	
Jackson Hole	57	Whistler	280	Grosvenor Square)	41
Los Angeles	59			Madrid	22
O'ahu at Ko Olina (Kapolei)	120	CARIBBEAN / CENTRAL & SOUTH AMERICA		MIDDLE EAST / AFRICA	
Miami	258	Anguilla	32	Abu Dhabi (Al Maryah	
Miami (Surf Club)	152	Costa Rica	45	Island)	124
Minneapolis	34	Nevis	120	Cairo (New Cairo Capital	
Napa Valley	20			at Madinaty)	75
Nashville	143	ASIA / PACIFIC		Marrakech	43
New Orleans	92	Bangkok at Chao Phraya		Marrakech (M Avenue)	96
New York Downtown	146	River	366	Mauritius	45
Orlando at		Beijing	210	Seychelles	27
Walt Disney World® Resort	20	Bengaluru, India	105	Seychelles (Desroches Island)	11
San Francisco	138	Hangzhou at West Lake	10	Sharm El Sheikh	146
San Francisco (706 Mission)	146	Jakarta	235		
Seattle	36	Koh Samui	11		
Vail	35	Kuala Lumpur	269		
		Kyoto	57		

* Opening 2023

AWARDS & ACCOLADES

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

- 2021 AMCP MarCom Awards: 2 Platinum, 3 Gold and 1 Honorable Mention awards for Photography, Illustration, Design and Writing
- 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

- 46 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
- 19 Five Diamond Awards in 2020
- 29 Michelin stars across 20 restaurants at 15 Four Seasons properties
- 59 TripAdvisor Travelers Choice Awards across 31 Four Seasons properties
- 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
- 6 Four Seasons properties were listed as some of the *Condé Nast Traveler* editor’s favourite hotels in the world
- 3 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, 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

2023 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

2023 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

2023 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	Create and supply as a spread

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 file, 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 file, 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 0.37" (0.95 cm) away from the gutter on each side.

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 both cover and body pages. Go to <https://idealliance.org/systems-certification-certified-hand-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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Greensboro, NC 27401, USA

UPLOAD INSTRUCTIONS

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



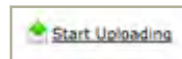
2. Add File(s).
 - a) Select the "Add Files..." button.
 - b) Command+select on a Mac to select multiple files for upload (control+select on PC).
 - c) Select "Choose."



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



4. Select "Start Uploading."



5. Log out once upload is complete.

