



## Editorial Mission

*Resorts & Great Hotels Luxury Traveler* explores the good life made possible through fine resorts and hotels worldwide. Focused exclusively on the crème de la crème, the magazine points the way to new experiences, both classic and trendy, all from a connoisseur's viewpoint. Behind every word and image lie ideas, contacts, and inspiration for sophisticated readers to plan and live out their dreams.

### Positioning

The magazine addresses the interests, needs, and aspirations of well-heeled travelers planning business trips and holidays each year. The content encompasses all aspects of luxury travel, with the emphasis on experiences possible only through the support and hospitality of first-class resorts and hotels.

Our special advertorial section upholds the 20-year tradition of *Resorts & Great Hotels* magazine, which sets us apart even further as a trusted guide to luxury properties worldwide.

### Frequency

Quarterly: Spring, Summer, Winter, and Fall

### Demographics

A 2007 survey of subscribers to the RGH on-line newsletter revealed our readers are:

- Mostly baby boomers—average age 50
- Educated—92% attended college
- Employed—82%
- Retired—10%
- Affluent—mean income \$114,600, HH net worth \$1,085,700
- Mostly married—70%
- 61% female, 39% male

Our readers are enthusiastic travelers. They take an average 4.2 personal trips per year and 4.3 business trips per year—for a combined average of 8.5 trips per year.

**Web Site:** [RGHonline.com](http://RGHonline.com)

## *Resorts & Great Hotels* Luxury Traveler

A DIVISION OF BONNIER CORPORATION

135 East Ortega Street, Santa Barbara, CA 93101

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Web Site: [RGHonline.com](http://RGHonline.com)

### OFFICES

Winter Park, FL • Santa Barbara, CA • Cancún, Mexico

### CORPORATE HEADQUARTERS

460 North Orlando Avenue, Suite 200, Winter Park, FL 32789

Phone: (407) 628-4802 Fax: (407) 628-7061

# *Resorts & Great Hotels* Luxury Traveler

2007–2008 Rate Card

DISPLAY ADVERTISING



## 2007–2008 Display Ad Rates

	1x	2x	3x	4x	5x	6x
<b>Spread</b>	\$9,900	9,158	8,415	7,673	6,930	6,188
<b>Full Page</b>	5,900	5,458	5,015	4,573	4,130	3,688
<b>1/2 Page</b>	3,900	3,608	3,315	3,023	2,730	2,438
<b>1/3 Page</b>	0,000	0,000	0,000	0,000	0,000	0,000

### PREMIUM POSITIONS

<b>Spread</b>	\$12,870	11,905	10,940	9,974	9,009	8,044
<b>Full Page</b>	7,670	7,095	6,520	5,944	5,369	4,794

**Insert Card:** \$6,000. Must be backed by a full page. Business reply cards must comply with all USPS regulations. Contact the Production Department at (805) 690-9817 for further information.

**Other Inserts:** Consult Publisher

**Bleed:** Additional 10%

**Agency Commissions:** 15% to recognized agencies

**Terms:** Net 30 days. Invoices are rendered upon publication. Interest is charged on past due balances at the rate of 1.5% per month.

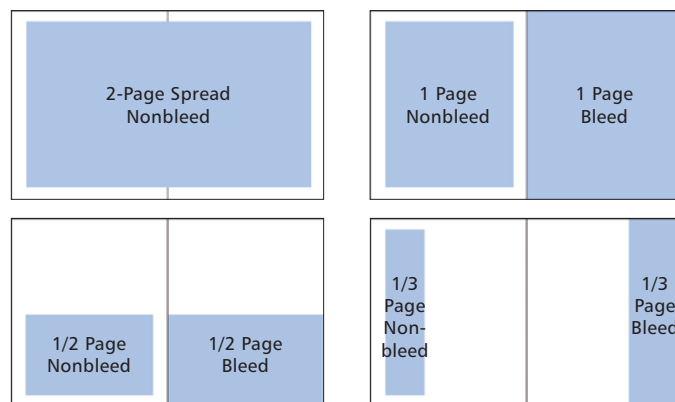


## Mechanical Requirements

**Finished Size:** 9" x 10.875" perfect bound

Page Unit Sizes	Width x Height
2-page spread bleed . . . . .	18.25" x 11.125"
2-page spread nonbleed . . . . .	16.375" x 9.5"
Full page bleed . . . . .	9.25" x 11.125"
Full page nonbleed . . . . .	7.375" x 9.5"
1/2 page bleed (horizontal) . . . . .	9.25" x 5.5"
1/2 page nonbleed (horizontal) . . . . .	7.375" x 4.625"
1/3 page bleed (vertical) . . . . .	2.25" x 9.5"
1/3 page nonbleed (vertical) . . . . .	3.325" x 11.125"

*Keep all live matter 5/16" from trim. On gutter bleed spreads, allow 1/2" either side of gutter for live matter.*



## Submission Information

**Accepted Formats:** PDF/X1a or 3, or InDesign for Macintosh with associated graphic files and fonts. Print-ready PDF, native desktop application files (InDesign, Quark, Illustrator or Photoshop), TIFF/IT, Scitex, CEPS CT, LW files. Supply proofs that conform to SWOP standards, including a color bar and rule-up showing correct positioning.

Please contact the Production Department—michelle.villegas@bonniercorp.com, (805) 690-9817—for more information on other acceptable formats. Files received in formats other than those specified will be converted at advertiser's expense.

**Submission Methods:** Digitized ads will be accepted on CD ROM, DVD or posted to FTP.

### Material Shipping Instructions

Send all display ad material to:  
RGH Luxury Traveler  
Attn: Production Manager, Advertising  
135 E. Ortega Street  
Santa Barbara, CA 93101  
Phone: (805) 690-9817

### FTP Instructions

Host: ftp.islands.com  
User ID: ftpuser  
Password: 4Islands  
Directory: RGH

## Publishing Schedule

### Fall 2007

Space Close: 8/3/07  
Materials Due: 8/10/07  
On Sale: 10/9/07

### Winter 2007

Space Close: 10/5/07  
Materials Due: 10/12/07  
On Sale: 12/11/07

### Spring 2008

Space Close: 1/8/08  
Materials Due: 1/17/08  
On Sale: 3/8/08

### Summer 2008

Space Close: 4/11/08  
Materials Due: 4/18/08  
On Sale: 6/10/08

### Fall 2008

Space Close: 7/1/08  
Materials Due: 7/7/08  
On Sale: 9/2/08

### Winter 2008

Space Close: 10/8/08  
Materials Due: 10/15/08  
On Sale: 12/2/08

## General Conditions

1. Contents of all advertisements are subject to the approval of Resorts & Great Hotels Luxury Traveler ("Publisher"). Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause.
2. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication.
3. Advertisements not received by material closing date may be subject to late material fee.
4. Positioning of advertisements is at the discretion of Publisher, except when a request for a specific preferred position is acknowledged by Publisher in writing.
5. Publisher is not liable for delays in delivery in the event of fire, flood, insurrection, riot, explosion, embargo, strike, labor or material shortage, action by any governmental entity, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery.
6. Advertisers and advertising agencies agree to be responsible for payment to Publisher for all space purchased under this rate card. Disclaimers are not permitted. Advertisers and advertising agencies agree to reimburse Publisher for its attorneys' fees and costs in collecting any unpaid charge.
7. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. Publisher's liability for any error will not exceed the cost of the space occupied by the error.
8. All insertion orders are accepted subject to provisions of current rate card. No conditions other than those set forth in this rate card shall be binding on Publisher unless specifically agreed to in writing by Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card.