

BEYOND

THE ST. REGIS MAGAZINE

MEDIA PACK

ST REGIS



BEYOND

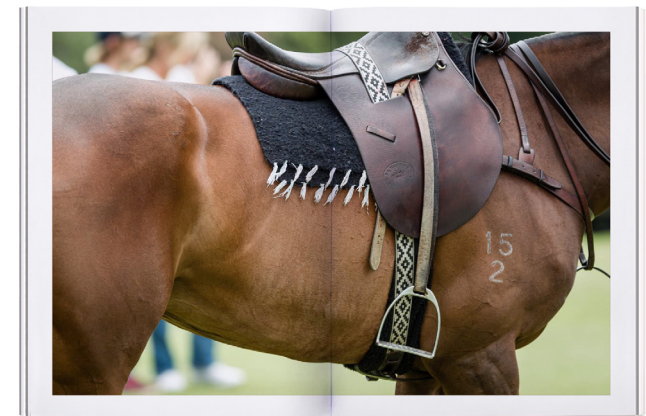
THE ST. REGIS MAGAZINE

BEYOND *The St. Regis Magazine*

Beyond is a new twice-yearly magazine for guests staying at all 33 St. Regis Hotels and Resorts around the world. Intelligent, stylish and ambitious, Beyond reflects the interests, values and passions of the St. Regis guest. It offers readers a global point of view whilst inspiring them to experience what's unique, exciting and extraordinary, wherever they're staying.

BEYOND *The St. Regis Magazine*

Combining bold photography and art direction with great journalism from an international stable of leading writers, Beyond will cover art and collecting, food and wine, fashion and luxury and, of course, travel, with insight – and a sense of wonder.



HOTELS & RESORTS


Combining classic sophistication with a modern sensibility, St. Regis is committed to delivering exceptional experiences in the best addresses around the world. Since the opening of the first St. Regis Hotel in New York City over a century ago by John Jacob Astor IV, the brand has remained committed to an uncompromising level of bespoke and anticipatory service for all of its guests, delivered flawlessly by signature St. Regis Butler Service. The St. Regis brand caters to a new generation of luxury travellers and continues to thoughtfully build its portfolio in the most sought after destinations at the heart of today's grand tour.



AFICIONADO GUIDE

Global Expertise, Local Experiences

Every issue of Beyond will include an Aficionado Guide. Each St. Regis property will have an individual page within the guide and information on what both the property and destination have to offer the sophisticated traveller, with city tips ranging from the best place for a power breakfast to private shopping and museum visits.

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PUBLICATION DETAILS

*Published twice yearly
available to all St. Regis guests and placed in every
hotel room, 6,913 in total*

Issue Three, Spring 2014

Available from end of March 2014.

Ad copy deadline February 15th

Issue Four, Autumn 2014

Available from end of September 2014.

Ad copy deadline July 29th

Issue Five, Spring 2015

Available from end of March 2015.

Ad copy deadline TBC

Issue Six, Autumn 2015

Available from end of September 2015.

Ad copy deadline TBC



GUEST DATA

The St. Regis customer is loyal

- Hotels: 33
- Rooms: 6,913
- Average number of people per room per year: 219
- Estimated readership over a year: 1,513,947
- Leisure 55%, Business 56% (including crossover)
- Over 50% of guests reside outside North America
- Almost 50% of Asia Pacific guests reside in the region
- More than 50% of guests stay 2+ times annually



GUEST DEMOGRAPHICS

Targeted at the high net worth St. Regis guest

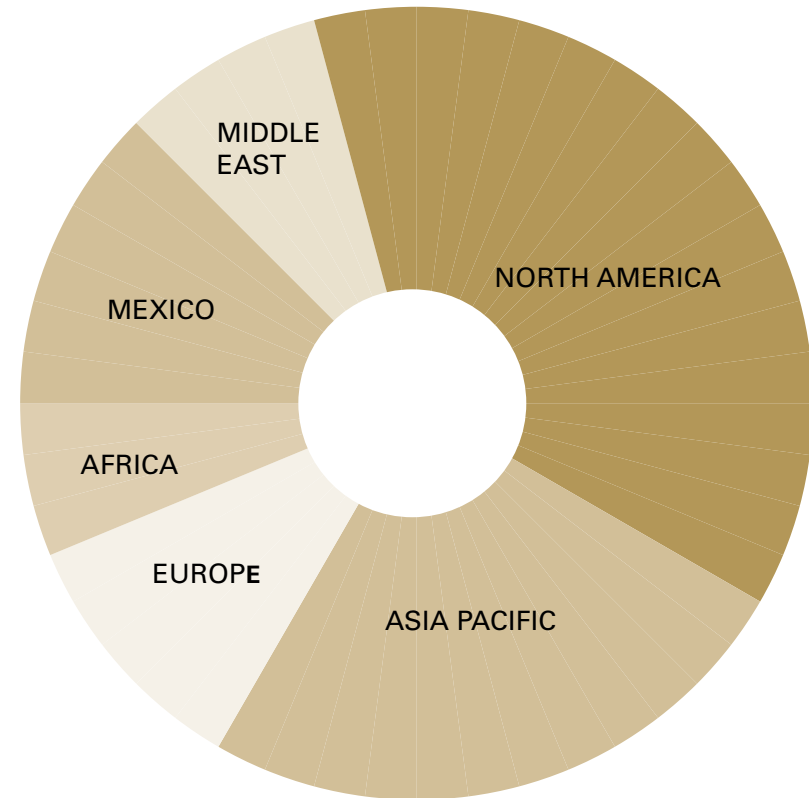
- Male 60%, Female 40%
- Typically aged 40 - 60
- Guests nearly 10x as likely to have income \$250k+
- Net worth 35% >\$499k



DISTRIBUTION TO HOTELS AND RESORTS

North America	—	18,525 copies
Mexico	—	2,400 copies
Africa	—	1,350 copies
Asia Pacific	—	28,681 copies
Europe	—	3,948 copies
Middle East	—	2,550 copies

Substitution Rate: 1 copy per room per month



Spring 2013

EXISTING LOCATIONS

NORTH AMERICA

UNITED STATES

California

Dana Point: The St. Regis Monarch Beach
San Francisco: The St. Regis San Francisco

Colorado

Aspen: The St. Regis Aspen Resort

District of Columbia

Washington: The St. Regis Washington, D.C.

Florida

Bal Harbour Miami Beach:

The St. Regis Bal Harbour Resort

Georgia

The St. Regis Atlanta

Hawaii

Kauai: The St. Regis Princeville Resort

New York

The St. Regis New York

Puerto Rico

Rio Grande: The St. Regis Bahia Beach Resort,

Puertro Rico

Texas

Houston: The St. Regis Houston

Utah

Park City: The St. Regis Deer Valley

MEXICO

Federal District

The St. Regis Mexico City

Nayarit

The St. Regis Punta Mita Resort

EUROPE

ITALY

Florence

The St. Regis Florence

Rome

The St. Regis Rome

SPAIN

Mallorca

The St. Regis Mardavall Mallorca Resort

UNITED KINGDOM

London

The Lanesborough, a St. Regis Hotel

TURKEY

The St. Regis Istanbul

AFRICA

MAURITIUS

Le Morne

The St. Regis Mauritius Resort

MIDDLE EAST

QATAR

Doha

The St. Regis Doha

UNITED ARAB EMIRATES

Abu Dhabi

The St. Regis Abu Dhabi

The St. Regis Saadiyat Island Resort,

Abu Dhabi

ASIA PACIFIC

CHINA

Beijing

The St. Regis Beijing

Guandong

The St. Regis Shenzhen

Hainan

The St. Regis Sanya Bay Resort

Tianjin

The St. Regis Tianjin

Tibet (Xizang)

The St. Regis Lhasa Resort

Sichuan

The St. Regis Chengdu

FRENCH POLYNESIA

Bora Bora

The St. Regis Bora Bora Resort

INDONESIA

Bali

Nusa Dua: The St. Regis Bali Resort

JAPAN

Osaka

The St. Regis Osaka

SINGAPORE

Singapore

The St. Regis Singapore

THAILAND

Bangkok

The St. Regis Bangkok



FUTURE OPENINGS

Q4 2014 The St. Regis Kuala Lumpur

Q2 2015 The St. Regis Zhuhai

Q3 2015 The St. Regis Lijiang Resort

Q3 2015 The St. Regis Changsha

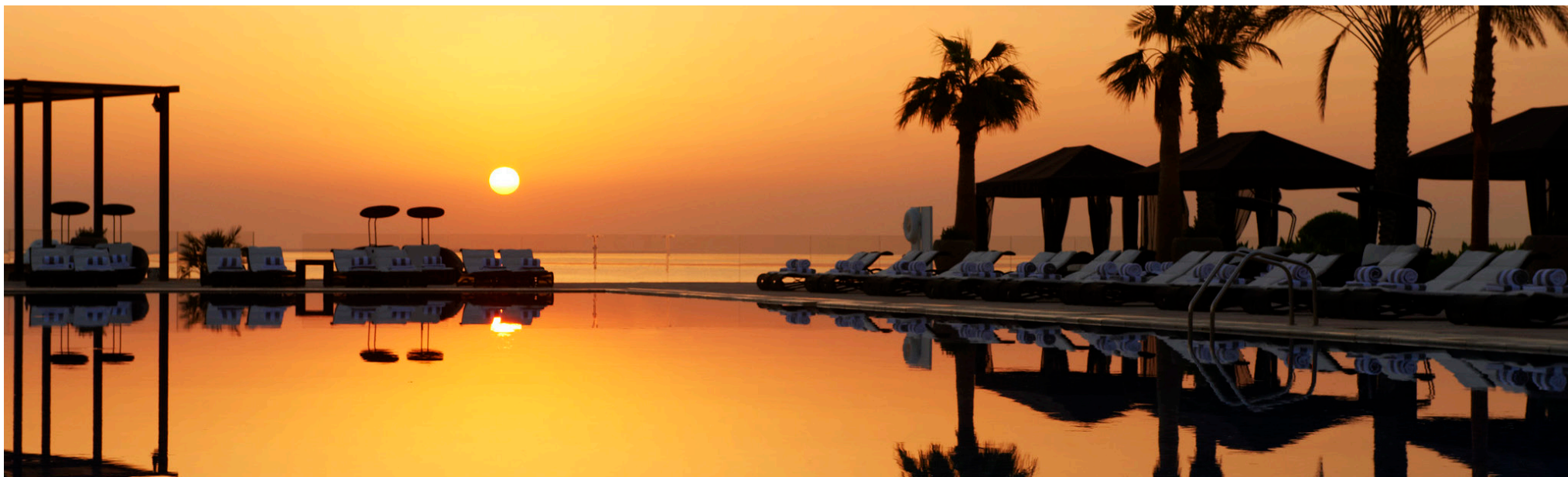
Q1 2016 The St. Regis Qingshui Bay Resort (Sanya)

Q1 2016 The St. Regis Jakarta

Q2 2016 The St. Regis Amman

Q3 2016 The St. Regis Dubai

Q1 2020 The St. Regis Haikou



GLOBAL RATES

Full Page	\$12,000
Double Spread	\$18,000
Cover 4 (outside back cover)	30% Premium
Cover 2 (inside cover spread)	25% Premium
Cover 3 (inside back cover)	10% Premium
Prime position ads	15%-20% Premium

Series discounts are available

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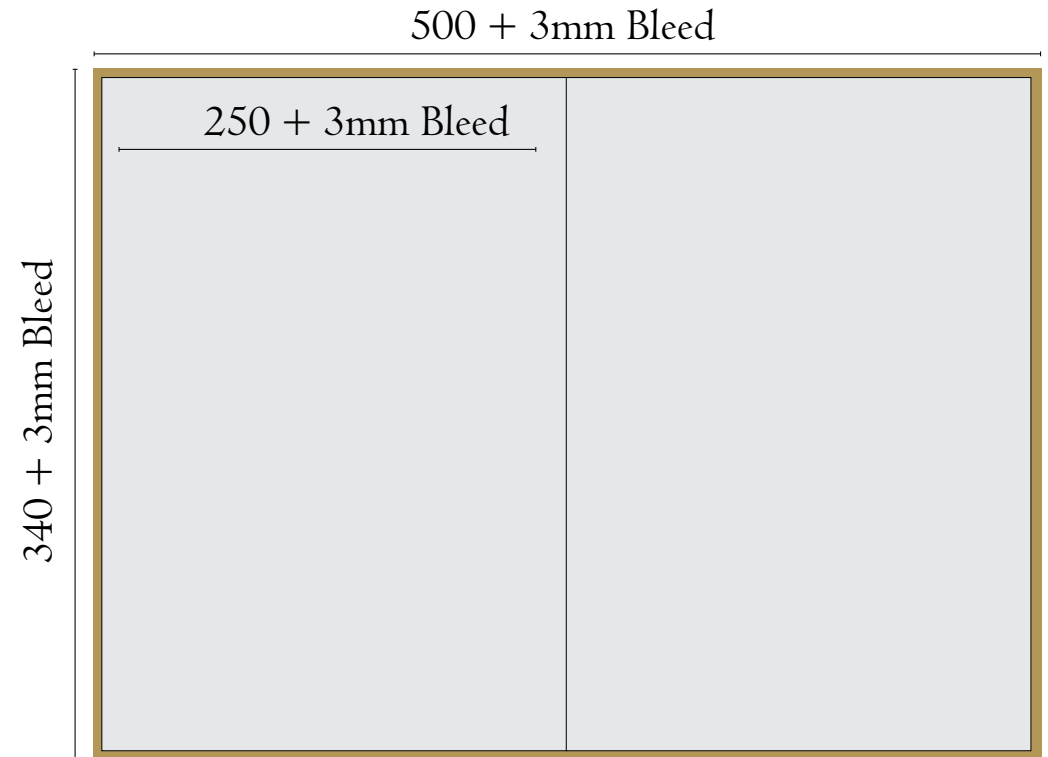
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