

BEVERLY HILLS

MAGAZINE



THE ULTIMATE GUIDE TO WEALTH AND LUXURIOUS LIVING

www.BeverlyHillsMagazine.com

Beverly Hills Magazine TV

With class and style Jacqueline Maddison, takes viewers into the exclusive world of fame and fortune bringing all the elements of the magazine to the screen in Beverly Hills Magazine TV.

Each episode showcases the world's most luxurious brands, products and services, while giving the audience a glimpse into the most extravagant lifestyle. From exclusive restaurants, to opulent hotels and upscale venues, exotic cars, yachts and private jets, jewelry & watches, the most sought after fashion and style for him and her, the best in health & beauty, once in a lifetime travel destinations and experiences, PLUS up close and personal interviews with today's hottest celebrities in music and entertainment.



OUR CLIENTS:

Worldwide luxury goods market revenues will grow as much as 50 percent faster than global GDP, with an expectation on track to break the \$250 billion sales threshold by mid-decade; this according to Bain & Company, the leading advisor to the global luxury goods industry. Some of our luxury clients include McLaren, MAC Cosmetics, Luxe Hotels, and more.

WHAT: Absolute luxury items (consisting of high-end products, highest quality materials, and exquisite craftsmanship) lead the way.

WHERE: High consumer confidence among the affluent.

WHY: The key for winning in the luxury market over the next 10 to 15 years, says Bain, is "to get ready for Luxury 2.0," where success will be defined by a relentless focus a basic luxury goods principle...

Superior Customer Experience.

Luxury will depend more than ever on word-of-mouth promoters who share their delight with products and experiences. Consumers expect every interaction in stores, online, and on mobile devices to be premium, differentiated, and targeted to their tastes and preferences.

*****Marketing must maintain a persistent drumbeat of innovation in media and messaging to keep consumers connected to what's new.**

We recognize the vital need for luxury brands to engage their consumers in a superior experience that has never been done before; we have created **a unique and interactive luxury magazine via television.**

To allow luxury brands to successfully remain on the forefront of the ever growing marketplace, we offer them a unique one of a kind marketing tool to deliver an entertaining brand experience in modern format that is popular and has been well received across the globe for many decades.



TELEVISION ADVERTISING FACTS:

TV is among the most influential and most favored advertising media – if not the most highly rated. Following is a select list of studies touting TV advertising's influence (most confined to the US). Among paid media, TV still commands the broadest degree of influence, cited by almost two-thirds of respondents. Therefore, we conclude that launching into television offers the highest market penetration to our advertisers while reaching the broadest audience receptive to its impact.

- ▶ **TV advertising is the top way** in which Americans learn about new products and brands.
- ▶ **TV is the top advertising medium** for reaching affluent adults, and is rated one of the most effective by luxury buyers.
- ▶ **College students are less likely to avoid TV ads** than a variety of online ad types, such as ads on social media sites, pre-roll ads, and pop-up or banner ads.
- ▶ **Multiscreen consumers are more open to advertising on TV** than on computers, tablets, gaming consoles, and mobile phones.
- ▶ **TV is the dominant driver** of word-of-mouth, both online and offline.
- ▶ **2 in 3 consumers find TV commercials** to be more effective than online advertising – although only half of marketers agree.
- ▶ **Affluents are more receptive to TV ads** than to any other traditional ad types.
- ▶ **Local TV is the primary driver** throughout the purchase funnel, from awareness through purchase.

ADVERTISE WITH US:

Premium TV Spots Available Per Episode

Featured Episode	▶ \$50,000
Featured Segment	▶ \$25,000
Presented By Sponsor	▶ \$15,000
Product Placement	▶ \$10,000

Digital TV Spots

Mini-Feature	▶ \$15,000
TV Commercial	▶ \$5,000

Display Advertising Banner Ads Available at Monthly Rates

Home Page Banner Ads:

POP-Up Interactive Video	▶ \$15,000
Side Banner Ad 300 X250	▶ \$2,500

Interior Page Banner Ads:

Side Banners 300x 250	▶ \$1,500
Embedded Video Ad	▶ \$1,250
Online Advertorial	▶ \$1,000

Book Now!



BECOME A TV SPONSOR

As a valued client of ours you have several television options to choose from. Our highly experienced production team will work with you to produce either a high quality full length 30 minute episode, a featured segment for broadcast networks, or 5-7 minute Mini-Feature digital segments shining the highest of light on your business, brand, product or service. The choice is yours!



Get Your Mini-Feature Now!

- ▶ **All Things Luxury** (This will include yachts, jets, jewelry, watches, furniture and technology)
- ▶ **Business Talk** (Interviews with Business Leaders in All Industries)
- ▶ **Culinary Delights** (Fine Dining & Restaurants)
- ▶ **Exclusive Escapes** (Travel Destinations)
- ▶ **Fashion World** (Style For Him & Her)
- ▶ **Fine Automobiles** (Luxury Cars)
- ▶ **For A Good Cause** (Highlighting Charities Around the World)
- ▶ **Healthy Living** (Health & Fitness)
- ▶ **Hollywood Spotlight** (Celebrity Interviews)
- ▶ **Mega-Mansions** (Luxury Real Estate)
- ▶ **True Beauty** (Cosmetics, Products, & Accessories)

**IT'S ALL
ABOUT YOU!**



SPECIAL ANNUAL PRINT EDITION

Beverly Hills Magazine is the official publication for the world famous city of Beverly Hills, California. The leader in presenting content of the highest quality including; personal, professional and celebrity features, luxury estates, business & wealth management, fine automobiles, health & fitness, beauty, fashion & style, travel and luxury lifestyle.

Beverly Hills Magazine gives global community a whole new meaning bringing the world's most luxurious brands together into one beautiful and entertaining magazine for all to enjoy. Readers will appreciate top notch insight into luxurious living while advertisers can promote their business and brands to an exclusive international audience of the most discerning taste.

Printed once a year, the special annual print edition of Beverly Hills Magazine is the perfect luxury keepsake.

CIRCULATION & DEMOGRAPHICS

DISTRIBUTION:

- Affluent Community Residents and Businesses
- Luxury Hotels, Golf Resorts, Private Jets
- Salons, Fitness Clubs, Spas, and Boutiques
- Community Country Clubs
- International Private Subscribers
- International Digital/Online Readership

Age range of targeted readership: 18-65 adults

■ Web Readership	2,000,000+
■ Private Subscribers	Unavailable
■ Community Events	Unavailable
■ Digital Subscribers	20,000+
■ Digital Distribution	500,000+
Total Annual Readership	2,500,000+



PRINT EDITION

\$3,585,000	Median single family home price
60	Percent of college educated adults
\$1,545,631	Effective Buying Income (EBI) per household
45%	of women readers
55%	of men readers
\$575,000	Average income

Average Education Level:
Bachelor's Degree or Master's



BEVERLY HILLS MAGAZINE

SPONSORSHIP FORM

DATE:

Sponsor (Company name):

Contact:

Title:

Address:

City:

State/Province:

Country:

ZIP/Postal code:

Phone:

Fax:

E-mail:

Agency (if applicable):

Contact:

Title:

Address:

City:

State/Province:

Country:

ZIP/Postal code:

Phone:

Fax:

E-mail:

Film Schedule: ☐ January ☐ February ☐ March ☐ April ☐ May ☐ June ☐ July ☐ August ☐ September ☐ October ☐ November ☐ December

Annual Insertion

Frequency: ☐ 1X ☐ 2X ☐ 3X ☐ 4X ☐ 5X ☐ 6X ☐ 7X ☐ 8X ☐ 9X ☐ 10X ☐ 11X ☐ 12X

TV SHOW ☐ Commercial **\$5,000** ☐ Product Placement **\$10,000**

☐ Presented By Sponsor **\$15,000** ☐ Featured Segment **\$25,000** ☐ Featured Episode **\$50,000**

Online Options ☐ Online Advertorial **\$1,000** ☐ Embedded Video **\$1,250** ☐ Interior Page Side Banners 300 x 250 **\$1,500**

☐ Homepage Side Banner Ad 300 x 250 **\$2,500** ☐ Product Placement **\$5,000** ☐ Mini-Feature **\$15,000**

Print Mag Options ☐ Half Page **\$3,500** ☐ Full Page **\$6,500** ☐ Print Advertorial **\$8,500** ☐ 2 page Spread **\$15,000**

☐ Back Cover **\$40,000** **Ad Packages** ☐ Silver **\$25,000** ☐ Gold **\$45,000** ☐ Diamond **\$75,000**

Special Instructions:

Episode Cost:

+ other

= **Contract Total (in US Dollars)**

Billing: (check one) ☐ Credit Card ☐ Check/Cash ☐ Paypal ☐ Payoneer ☐ Wire Transfer

(Enclosed is my check for \$_____. I understand that this money is non-refundable and agree to follow all advertising conditions listed on this contract and in the rate card.)

Please charge my: ☐ MasterCard ☐ VISA ☐ American Express ☐ Allow Recurring Billing

Card Number _____ Exp. Date _____

CVV _____ Cardholder's Name _____

Cardholder's Signature _____ Authorized signature _____

Date _____ Email _____

Please sign and return original to: Beverly Hills Magazine

(Please make a copy for your files) Phone: 877-773-7331 Fax: 310-388-5890

Online: www.BeverlyHillsMagazine.com

Email: advertising@beverlyhillsmagazine.com

By signing this form, you are hereby agreeing to all terms set forth in the Advertising Contract incorporated into this agreement, as Exhibit A.

Sign Here _____

FOR OFFICE USE ONLY

Date rec'd _____ Check no./Amount _____ CC Auth. #: _____

BEVERLY HILLS MAGAZINE – ADVERTISING CONTRACT EXHIBIT A.

This Advertising Contract ("Agreement") is hereby incorporated into the Ad Reservation Form and is entered into as of _____ by _____ ("Advertiser") and between Beverly Hills Magazine ("Publisher").

Advertising Policy

Publisher reserves the right to reject any advertisement for any reason that he/she deems inappropriate matter for Beverly Hills Magazine print/digital flipbooks and Beverly Hills Magazine TV. The publisher also reserves the right to label as "paid advertisement" any advertisement which may be mistaken for editorial matter. Publisher reserves the right to hold advertiser and its advertising agency jointly liable for such monies as are due and payable to the publisher. Rates, conditions and space units are subject to change without notice. Advertiser materials will be kept on file for one year after publication date unless the advertiser has made special arrangements. After one year materials will be destroyed.

Payment Information

Prepayment is required for all new and recurring customers. Multiple issue or multiple episode contracts are to be paid upfront and in full to guarantee placement. Payment by Check, VISA or MasterCard accepted.

Short Rate and Rebate Information

Rates are based on total number of insertions within the print/digital flipbook issues or Beverly Hills Magazine TV episodes and used within each contract year. When total number of insertions upon which rate is based is not used within six months from date of contract, advertiser or agency agrees to pay short rate bill. If more space than that contracted is used, it is agreed the advertiser or agent shall be given all benefits in prices and discounts earned thereby.

Contract Rates

Insertion orders or contracts should specify a definite schedule of insertions within specific issues or episodes to qualify for a specific rate. A contract year begins with the first ad and extends for 12 months. When ad frequencies set forth in the contract schedule are not completed, the advertiser/agency will be re-billed at the actual rate earned for all advertising during the subsequent contract year.

Changes & Cancellations

Changes in contracts terms or cancellations shall be made no later than 72 hours of reservation form execution. Cancellations are not accepted after 72 hours after execution of AD Reservation Form and Advertising Contract. Cancellations received after 72 hours of execution of such forms, shall be non-refundable. Cancellations must be received in writing via email or in person by Publisher representative no later than 72 hours after execution of contract in order to be deemed cancelled and fully refundable.

Publisher Copy Protective Clause

Advertisers and advertising agencies assume liability for all content (including text, videos, representations, illustrations, photos, sketches, map, labels, logos, trademark or other copyrighted matter) or advertisements printed or featured on air, and also assume responsibility for any claims arising therefore made against the publisher. The publisher reserves the right to reject any advertising that does not conform to publication standards.

Financial Responsibility

Advertisers are financially responsible for the account upon agency's failure to pay. All executed Ad Reservation Forms and Advertising Contracts are due and payable at the time of execution and no later than 72 hours after execution of such forms. If payment is not received by Publisher within 72 hours of execution of such forms without notice of contract cancellation, Advertiser shall be charged a late payment penalty fee of 10% of the total contract value.

Indemnity

It is understood that the advertiser agrees to indemnify and protect Beverly Hills Magazine from any claims or expense resulting from the unauthorized use of any name, photo, sketch, design or words protected by copyright or registered trademarks, or labels in connection with the advertising referred to in this order.

Proofs

Voice-over copy must be received and approved 5 days prior to deadline of production schedule dates otherwise; proofs will be sent for record only with no opportunity for corrections. Advertiser hereby agrees to hold harmless and indemnifies publisher of any and all liability, should any claims arise out of un-approved copy published in Beverly Hills Magazine print/digital flipbooks or Beverly Hills Magazine TV.

Positioning

Publisher will make every effort to comply with position requests but will not be bound by any conditions appearing in contract, insertion order or written instructions regarding position of advertising. Publisher reserves the right to decide placement and/or position of advertisements at their sole discretion.

_____ Advertiser Initials

_____ Publisher Initials

Digital Image Requirements

Latest version of: Quark XPress, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, PDF/Acrobat. PDF that can be opened in Illustrator or Photoshop. Mac/PC formatted. CD/DVD. Files fewer than 4 MB can be e-mailed to production office. FTP site available, call for instructions. All graphics: TIFF or EPS. Images: 300 DPI. Colors: CMYK. Please include both screen and printer fonts.

Digital Video Requirements

File-based content should be delivered in NTSC, file format MPEG 4, video format H.264 with 1920x1080 resolution if HD or 16:9 (720x480) if SD. Preferred frame rate: 23.98/59.97 if HD or 29.97 if SD, 192 bit rate/48 kHz for audio, along with associated metadata.

Failure to Publish or Telecast

If, due to public emergency or necessity, force Majeure events, restrictions imposed by law, acts of God, labor disputes or for any other cause, including mechanical or electronic breakdowns, beyond Publisher's control, an interruption or omission of any commercial announcement or program contracted to be published hereunder, Publisher may suggest a substitute time period for the telecast of the interrupted or omitted commercial announcement or program in which Advertiser was to be featured.

Substitution of Program, Features or Advertisements

Publisher has the right to cancel and/or substitute any advertisement thereof covered by an advertising contract in any issue of a digital/print flipbook of Beverly Hills Magazine or episode of Beverly Hills Magazine TV, which, in its absolute discretion, it deems to be of public significance.

In the case of cancellation, Publisher will notify Advertiser in advance, but where such notice cannot reasonably be given, Publisher will notify Advertiser within one business day after such advertisement has been canceled.

Authority

The person executing the application and contracts on behalf of applicant acknowledges that he/she has the authority to do so, and by its execution it has caused applicant and third parties to be jointly and severally bound by the terms hereof.

All parties hereby agree to the terms set forth in this agreement, and by signing below agree to adhere to all outlined terms and expectations hereunto.

Corporate Sponsors

Publisher reserves the right to receive an exchange of services in lieu of financial payment for said insertions, whether in print, television or online. All sponsorship agreements are negotiated separately and such terms are exclusive to the parties with whom they are made. Publisher makes no guarantees to duplicate or offer same terms to individual corporate sponsors. They are formed on a case by case basis.

Advertiser Signature: _____ **Date Signed:** _____

Advertiser (Print Name) _____

Address: _____

Email: _____ **Phone:** _____

Publisher Signature _____ **Date Signed:** _____

Publisher Representative
(Print Name) _____



"GROWING YOUR BUSINESS, THROUGH OURS"



BEVERLY HILLS MAGAZINE

"Welcome To The World of the Rich and Famous"

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advertising@beverlyhillsmagazine.com

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