



The Billionaire MAGAZINE



2017 MEDIA PACK

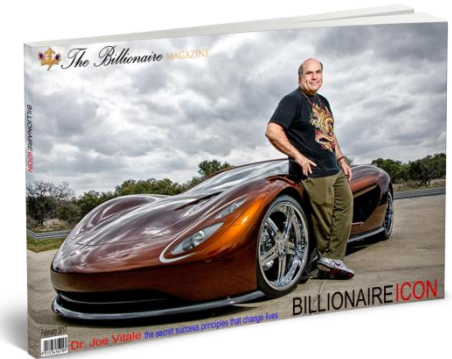
 *The Billionaire* MAGAZINE

As the ultimate magazine for the exclusive international lifestyle. It covers all things which are of interest to the wealthy community: luxurious cars, boats, yachts and private jets, high-class hotels, restaurants, and other leisure spots around the world, exquisite watches & jewellery, fashion, the latest gadgets, entertainment, health, beauty, and wellness, a calendar and coverage of exclusive events, profiles of top private collections, and insightful quotes and inspirational articles written by the affluent community. Billionaire's motto, "*Dream, Struggle, Victory*," expresses its holistic understanding of luxury and achievement.

Sincerely,

Lawrence Colbert

Founder / CEO



DREAM refers to intangibles: the ideas and philosophy that powers achievers. Billionaire feeds the soul by wisdom and inspiration to help our influential audience go for their accomplishments in advancing the cause of mankind.

STRUGGLE because Billionaire Magazine is for and about people: the most influential and accomplished people in our society. They are high-achievers who have worked hard to achieve their positions of great responsibility. We celebrate their attainments and offer knowledge to enrich their lives and further their ability to inspire our society.

VICTORY means a lifestyle that emphasizes quality. It embraces progress and eschews mere fads. Billionaire Magazine keeps the affluent community in touch with the trends that represent the best and brightest of today's offerings in all aspects of life, including art, fashion, yachting, aviation, automobiles and technology.

READERSHIP AND DEMOGRAPHICS



MICRO-TARGETED MARKETING

When your targeted demographic represents 1% of consumers who control more than 50% of the world's wealth, reaching them can present a challenge.

Billionaire Magazine connects your brand to our targeted readership of the wealthiest 1%, with additional coverage throughout hundreds of private jet terminals, yacht clubs and other exclusive locations. Soft-back magazine published monthly and hard-back published quarterly, Billionaire Magazine offers you advertising opportunities that are well-positioned to heavily influence major buying decisions.

DEMOGRAPHICS

Gender Male 52%, Female 48%

Married/Partnered 63%

Median Age 48

Median HHI \$2.6MM

ON-LINE

Over 1,100,000 website visits per month

Twitter Followers 314,000

Facebook Fans 90,000

Global Alexa Rank 17,000

Average Time on Site 5 min 39 sec

Bounce Rate 14.2%

BILLIONAIRE MAGAZINE READERS COLLECTIVELY SPEND

Automobiles: \$1.7 Billion

Home Furnishings: \$1.4 Billion

Consumer Electronics: \$625 Million

Fine Art and Collectibles: \$323 Million

Hotels and Resorts: \$361 Million

Watches and Jewellery: \$609 Million

CIRCULATION

On Board Private Jets

Private Jet Terminals (FBOs)

Private Jet Charter Companies

Yacht Brokers, Clubs and Marinas

VIP Subscribers High-End Car Services

Corporate Flight Departments

Corporate Suites

Fractional Jet Ownership Companies

First Class Lounges and Cabins

Suites at Top Hotels and Resorts

Exclusive Events

Women's Fashion: \$762 Million

Men's Fashion: \$467 Million

Real Estate: \$139 Billion

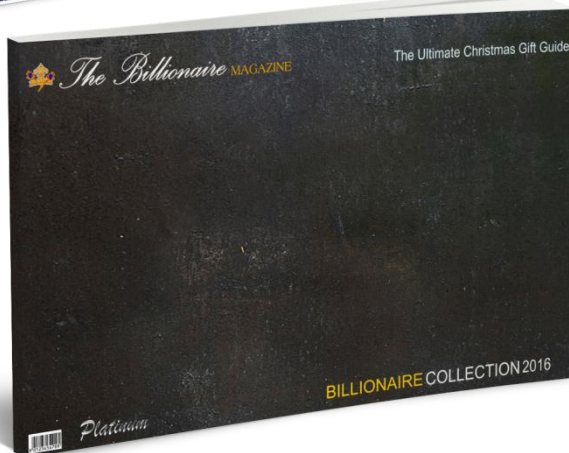
Exclusive Memberships: \$1.2 Billion

Private Aviation: \$14.7 Billion

Cosmetic Procedures: \$2.5 Billion



2017 EDITORIAL CALENDAR



ISSUE 1 – BILLIONAIRE CAR

- 2017 Luxury Car Preview
- Wine, Dine, Taste & Tour
- Elegant Adornments: The Finest Jewellery & Timepieces in the World
- 2017 London Fashion Week

ISSUE 2 – BILLIONAIRE AIR

- Dream Trips - Flying Private
- Unplugged: Extreme Luxury Adventure Travel
- Elite Private Aviation: Best Private Jet Charter Services
- Global Concierge Connections

ISSUE 3 – BILLIONAIRE YACHTING

- 2017 Yacht Buyers Guide
- Resort Golf Experiences
- Waterworks: Exotic Island Getaways
- Fall Fashion Preview

ISSUE 4 – BILLIONAIRE ESTATES

- High-Roller Experiences
- Members Only: The Most Exclusive Private Clubs
- White Glove Winter Excursions
- Rising Higher: Homes In The Sky

BILLIONAIRE COLLECTION

- Holiday Gift Guide 2017

2017 PRINT ADVERTISING RATES

2017 PRINT ADVERTISING RATES (£GROSS)

Four Colour Rates	One Issue	Two Issues	Three Issues	Four Issues
2 Page spread	10000	9000	8000	7000
Full Page	6000	5000	4000	3000
½ Page (horizontal)	3500	3000	2500	2000
¼ Page	2000	1750	1500	1250

2017 PREMIUM ADVERTISING RATES (GROSS)

Four Colour Rates	One Issue	Two Issues	Three Issues	Four Issues
Back Cover	15000	12000	10000	8000
Inside Cover Spread	12000	10000	8000	6000
Inside Back Cover Spread	11000	9000	7000	5000
Full Page (opposite Masterhead & E.L.)	8000	7000	6000	5000
½ Page (Masterhead & E.L.)	4500	4000	3500	3000

*E.L. = Editor's Letter

ISSUES AND CLOSING DATES

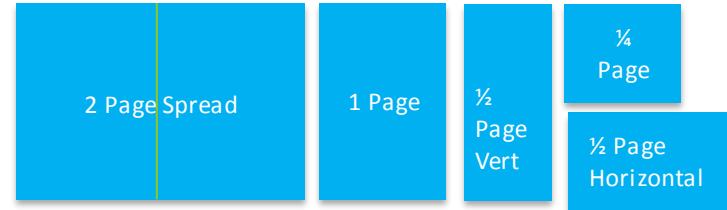
Issue	Space Deadline	Est. Release Date
ISSUE 1	March 17	April 17
ISSUE 2	June 17	July 17
ISSUE 3	August 17	September 17
ISSUE 4	October 17	November 17

Display your brand to the wealthiest demographic in the world while they are relaxed and captive via private jet, private residence, vacation home or luxury yacht. Billionaire Magazine is for the most elite and prestigious reader, and defines luxury for its audience with rich editorial and display advertising.



AD SIZE REQUIREMENTS

Space Unit	Full Bleed	Final Trim Size
2 Page Spread	17" x 11.125"	16.75" x 10.875"
Full Page	8.625" x 11.125"	8.375" x 10.875"
½ Page (Horizontal)	7.65" x 5"	7.65" x 5"
½ Page (Vertical)	4.375" x 11.125"	4.125" x 10.875"
¼ Page	3.75" x 5"	3.75" x 5"
Front and Back Cover	8.625" x 11.125"	8.385" x 10.875"



DIGITAL FILE REQUIREMENTS – PDF ONLY GENERAL GUIDELINES

Ensure that all images are a minimum of 300dpi at 100% of final placement size.

Convert all spot/special colours to four-color process. Please provide CMYK files and

images only. Do not submit files in RGB, or files containing additional channels.

PLEASE NOTE

- PDF files must contain only 4-color process images (CMYK).
- Billionaire Magazine is not responsible for PDF files prepared incorrectly.
- All artwork must be designed per the specified dimensions. If they are not, the artwork will be resized to fit the designated space.
- SAFETY: All live/readable text/matter should be 1/4" from the trim line on all four sides.

Billionaire Magazine is not be responsible for any information or live matter placed outside the safety that is trimmed or cut off.

- When using pure BLACK in your design, please use: C=40, M=30, Y=30, K=100
- All ads submitted should be suitable to print as is. Billionaire Magazine is not responsible for any errors in content.
- If files are prepared improperly and mechanical requirements are not met, Billionaire Magazine can not guarantee the reproduction of the advertisement.

SUBMITTING FINAL MATERIALS

OPTION 1: EMAIL FILES

Prepare your ad file(s) then email to:
design@thebillionairemagazine.com

Multiple files must be put into a .ZIP file.

If you have any questions about the digital requirements or if you are having difficulty conforming your ad to our specifications, **contact our**

**Design Department at
+44 (0) 207-112-5170**

OPTION 2: SEND DISK

CD, DVD or Flash Drives accepted. Along with the disk please provide contact info, issue date or insertion order, advertiser name, and agency name.

Disks will be returned if requested. All final ad materials should be shipped to the Design Department (address listed below).

Attn: Design Department

Billionaire Magazine

US Office: 300 Delaware Ave, Suite 210-A, Wilmington, New Castle County, Delaware DE 19801

UK Office: 548 Elder House, Milton Keynes MK9 1LR

SUMMARY OF OPTIONS

Billionaire Magazine offers luxury advertisers a wide choice of options for interactive media, banner displays and rich content to promote their brands:

- Unique and exclusive editorial
- Web features/custom-branded native content featured on the Homepage or in specific category sections of the website (Art, Aviation, Real Estate, Travel, Yachts etc.)
- Premium web feature placement in a specific category on the homepage or exclusive run-of-site featured listing
- Search engine optimized meta tags for each web feature to increase search authority and keyword rankings
- Luxury newsletter releases and dedicated emails sent to **Billionaire Magazine's** database of opted-in subscribers
- Social media promotion to **Billionaire Magazine's** Facebook and Twitter followers
- Banner/display advertising in a select category or site section through standard IAB units
- Supplied video hosted on **thebillionairemagazine.com**



SUBSCRIBER PROFILE

- 52% Male
- 48% Female
- Average Age: 48
- Median HHI: 2.6 Million
- Monthly Page Views: 1 Million +
- Customized Tracking Provided

TRAFFIC & AUDIENCE ENGAGEMENT

- Global Alexa Ranking: 17,000
- U.S. Alexa Ranking: 7,500
- Bounce Rate: 24%
- Daily Page Views Per Visitor: 5
- Average Time On Site: 5 minutes

DREAM STRUGGLE VICTORY



<http://thebillionairemagazine.com>



<https://twitter.com/BillionMagazine>



<https://www.facebook.com/BillionaireMagazine>

CUSTOM BRANDED NATIVE WEB CONTENT

Convey Your Brands Incredible Story with Custom Branded Web Content on **Billionaire Magazine**

Engage our online audience by placing your custom native content on **TheBillionaireMagazine.com** where thousands of unique visitors browse through several pages every day. In addition to our standard category-specific web features, **Billionaire Magazine** also offers premium placement options including Run-of-Site Menu Features and Homepage Category Features to fit your specific needs:

- **Billionaire Magazine's** web features offer a unique combination of lifestyle editorial, advertorial and advertising with a robust call to action. It gives you the opportunity to present your product or service directly to our readership base by utilizing every rich media feature available to date.
- The web feature is a multi-page hub that can include coverage of your brand with image galleries, videos and much more.
- Your custom web content will be optimized and indexed for search engines to achieve competitive rankings on all major search engines.

Branded Web Feature	Each
3 Months	£ 2200
6 Months	£ 3000
9 Months	£ 4500



The Billionaire MAGAZINE

Home | Auto | Real Estate | Business | Lifestyle | News | About Us | Members | Events | Exhibition | Advertise | Contact Us | Privacy Policy | Terms & Conditions

Billionaire Automotive

SENZATI

Whether you are looking for business and making use of the connected mobile office, taking friends out for dinner, making use of the 600 mile winter-sunglaze fuel range or simply wanting with travel on-site (it can even host a private bar/terrace), the Senzati JET™ Sprinter is, undoubtedly, the optimum way to be chauffeured by road. This vehicle can be built to VIP-level specifications with electric doors to the cab and rear bathroom. The Senzati JET™ Sprinter is EU Whole Vehicle Type Approved.

Approved as a Passenger Car and the specification is as follows:

Senzati™ Interior Specifications: VIP Plated Model with Full Bathroom; Mass Specification; Full Rear/Body Converter with Rotational Electric Remote Side Door & Glass Roof; Full Senzati Call Display with Ke-Refresh Call, Door Cams, Carcass, Leather/Carbonyl Heated Seats with Armrests, Electric Doors to the Passenger Compartment in the rear, a total of 8 Senzati Captain's Chairs, all with Heat, Massage and Electric Headrests & 2 with the addition of Backrest & Leg Rests, Digital Climate Control, Double Glazed Windows with Sun & Electric Heated Black Out Blinds & Sunshades LCD Glass (Magic Glass), Magic Glass Sunroof with Electric Sun Blind, Automatic Headlight with Double Silvered Diamond Grating, Leather Trunked Washable Sunroofs, 4x18" LED Lightbars, All-weather Tires with Double Silvered Lathes, Rearview Mirrors with Photo Black High Laminar Fresh, Heated Mirrors, 2x Small TV w/LED, 2x Large Samsung Smart, DVD, DTV, DAB, TV on the move, Apple TV, 4x2 Motion with 360°, Parallel Armrests with USB Charging Ports and 100% storage under, 2x Power Windows with Automatic, 8 Integrated Full-Size Tables, Automatic Thermal Insulation Package, 12 Power Crystal Glass Set in Electric Drawer, Glass Bowl Sink with Washful Tap, Rear Bathroom with Electric Sliding Doors, Porcelain Wall Hanging Washbasin WC with Mirror, Glass Bowl Sink with Washful Tap.

Senzati™ Exterior Specifications: Senzati JET™ Sprinter 518, 1500 Euro, 3.0 V6 Diesel, 7 Speed Automatic, Alloy Wheels, Senzati badge Set, Chrome Colored Bumpers & Trim, Temperature Air Conditioning, Light & Rain Sensors, Inbuilt Park Sensors with hooding Work, Cruise Control, ESP, Parktronic, Hill Start Assist, Upgraded Batteries, Upgraded Alternator, Battery Management, Audio 10 100W Navigation, Adjustable Multifunction Steering Wheel, Heated Mirrors & Sensors, Crystal Gear, Remote Control/Clutch of Steady Side Door, Heated Door & Front Passenger Seats, Assist Service Management, Long Range Fuel Tank, Adaptive Brake Lights, with Three Brake Light, Fog & Rear Mist Quartz. The vehicle can be further tailored to fit the most wealthy specifications. Contact the Senzati team for further information on the latest and greatest in touring and receiving your Senzati.

For more information contact:
 The Senzati UK Office
 01235 4961
 01235 4962
 01235 4963
 01235 4964
 01235 4965



Home [Join](#) [Print Editions](#) [Billionaire](#) [London](#) [China](#) [Abu Dhabi](#) [Hawaii](#) [Travel](#) [Estates](#) [Art](#) [Avalon](#) [Yachting](#) [F1 2017](#) [Cars](#) [More](#)

Billionaire Travel

High & Mighty: VIP Grand Canyon Helicopter Picnic Tour
By Helene Horn, The Luxe List, Executive Editor

Partner Power

Sundance Helicopters is also the partner of choice to assist the U.S. government in military support missions. Additionally, Sundance works with top production companies in the entertainment industry such as Disney, Warner Brothers, the Eli Lilly pharmaceutical, and Paramount. However, perhaps the company's most important partnership is with Air Life Foods Corporation, making it the world's largest producer of helicopter tours. With nothing taken for granted, rest assured Sundance Helicopters is at the top of the tour game.

Lounge Lizards

Paramount among the company's luxe offerings is the VIP deluxe Grand Canyon Champagne Picnic Tour. This elite experience begins with a complimentary limo pickup from any property on the strip. Tours start early and there are booking time slots available all day long. As would be expected, the sunrise and sunset tours are particularly popular, since the Grand Canyon—among the most magnificent in any moment—is nothing short of awe-inspiring when the rising and setting sun glazes over the majestic terrain.

The limo drops guests off at the resplendent Sundance Helicopters Terminal—a 13,000-square-foot facility complete with a VIP lounge where caterers and other artisans and high rollers can enjoy added privacy and security as well as charging stations, a patio seating area and a conference room. Visitors are greeted at the terminal by a walkway shaded with a 25-foot canopy leading into a bustling reception and registration area. Right shop sells an assortment of apparel keepsakes, including stunning handmade art and figurines from the Westgate Mallon.

Both Jones and comfortable leather seats set the scene in the adjacent VIP lounge while photographers on display, taken by artist Paul Michael, provide a show-stopping glimpse of the tour ahead, including incredible scenes from both the Grand Canyon and the Las Vegas Strip. A decidedly impressive view from the VIP room is the Sundance helicopter, themselves, which include the new state-of-the-art choppers soon to comprise the entire fleet.

Waste Helicopters

Sundance offers 16 different Grand Canyon tours with its fleet of 26 helicopters. However, the face of that fleet is changing, with the new EC-130B2 helicopters and plans to replace the entire fleet with these state-of-the-art models by 2018. The more technologically advanced, environmentally-friendly EC-130B2 provides better performance and more comfort and luxury than its predecessors with features such as ample leg room and heated, energy-absorbing, power reclining seats; a Bose sound system; larger, wrap-around windows; and air conditioning—a blessing during the blazing summer months. Additionally, while the EC-130B2 helicopter overall is 23% larger than the older choppers, it is also the quietest in its class, offering an exceptional in-flight noise experience.

Billionaire Magazine Premium Placement options for web features offer brands a unique way to ensure they're getting the most from their digital marketing efforts. With increased visibility and valuable domain authority being provided to each piece of content featured on the homepage of **TheBillionaireMagazine.com**, premium placements provide luxury advertisers with a powerful and effective form of content marketing that works.

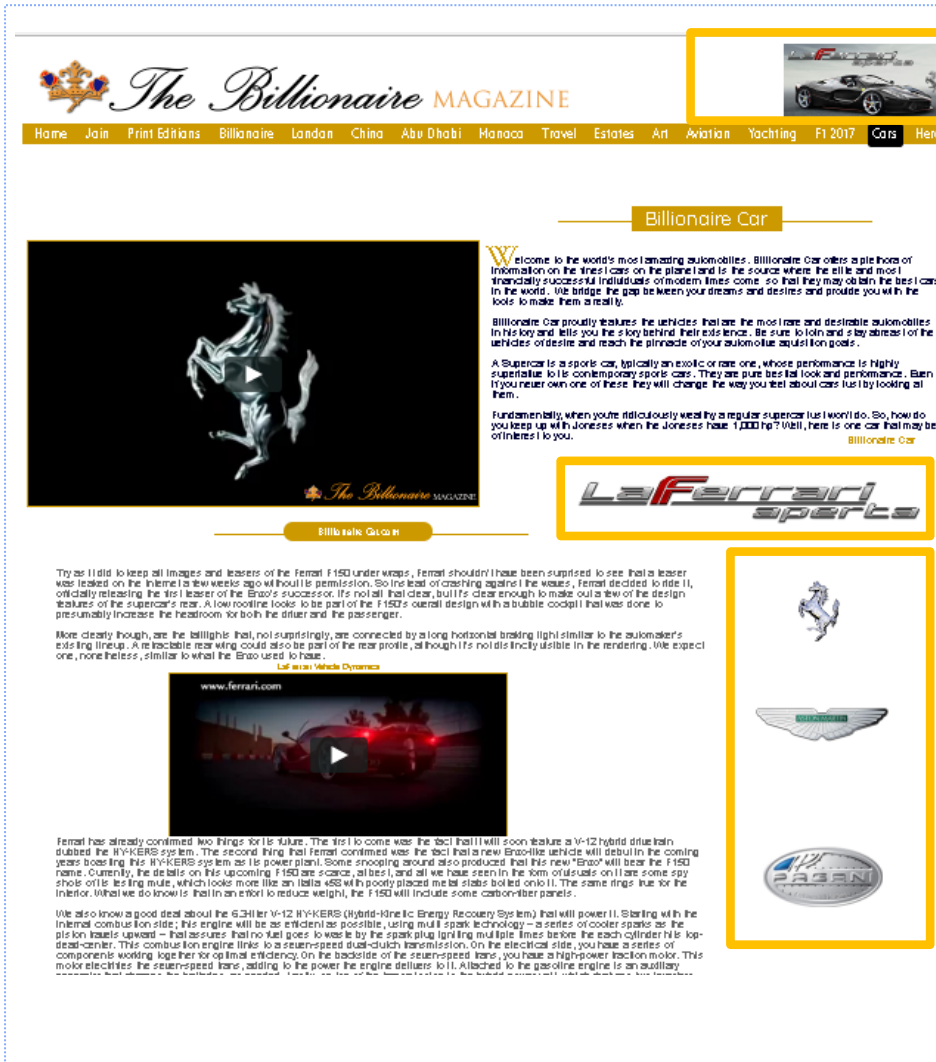
Billionaire Magazine's Premium Placements are the perfect solution for advertisers who are looking to invest their marketing budgets in digital marketing while still reaching the ultra high net worth individual

- Homepage Premium Placement options offer increased exposure and readership (more page views!)
- Premium Placement Web Features help maximize search engine optimization by transferring homepage domain authority to your content and backlinks.
- Homepage Category Features position your content on the front page to ensure your brand's product or service reaches the right customer at the right time in the decision journey.

BE A PART OF THE RIGHT CONVERSATION

While at times, **Billionaire Magazine's** readers may enjoy returning to the same familiar hotels or restaurants, they more often enjoy adventuring, trying new places, being in new surroundings and privately exploring the latest in what's trending. Make sure they find your business on the **Billionaire Magazine** homepage.

Premium Placement Web Feature	Each
Run-of-Site Menu Feature	£ 2100 /Month
Homepage Category Feature	£ 1000 / Month



The screenshot shows the magazine's homepage with a navigation bar and a featured article about the Ferrari F150. Yellow boxes highlight several ad placements: a small car image in the top right, a 'Billionaire Car' section header, a large 'LaFerrari sports' banner, a 'Billionaire Car' sub-section, and a 'LaFerrari Dynamic' video player. Arrows point from these boxes to the text on the right.

Billionaire Magazine continues to innovate and refine the types of digital advertising products available to our partners. You can now promote your luxury brand by utilizing standard IAB display units to increase readers' engagement with your brand. We offer category-specific IAB display placements that vary in size and location to fit your specific needs, whether your intent is brand association or direct response.

BANNER / DISPLAY SIZES & FEATURES

- 728 x 90 (Top)
- 360 x 280 (Right side)

2017 WEB BANNER RATES

Homepage Banner Ads	Each
Top Banner Position	£ 2200 /Month
Right Side Banner Position	£ 1200 / Month
Category Specific Banner Ads	Each
Top Banner Position	£ 800 /Month
Right Side Banner Position	£ 500 / Month

EMAIL MARKETING



The Billionaire MAGAZINE

The Billionaire MAGAZINE

BILLIONAIRE COLLECTION NEWSLETTER

JANUARY 2017



Welcome to the world's most exclusive magazine. Considered to be the best of all wealth magazines, The Billionaire Magazine is chosen by billionaires and the wealthiest people in the world to be entertained, educated and enjoy a lifestyle of luxury. We are the periodical that dreams are made of and desires are fulfilled by. Billionaire Magazine proudly presents articles and features on the finest products and services available on earth and beyond. So whether you are a billionaire or a millionaire to be, subscribe today to The Billionaire Magazine...



BILLIONAIRE CIGAR

Welcome to Billionaire Cigar, the source for the very best cigars on the planet. For true cigar aficionados, even the casual ones, a cigar is never just a cigar. A cigar is a ceremonial event, coronation time to mark a special occasion. When enjoying one of the finest cigars in the world, the occasion need not be more than its own private party. You smoke a fine cigar to celebrate the fine cigar you're smoking.

The Cohiba Esplendido

<http://thebillionairemagazine.com>

Billionaire Magazine offers access to thousands of opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through one of two options: a customized branded email campaign or a banner insertion into the **Billionaire Magazine** bi-monthly newsletter that provides timely news about our readers' passions.

The Billionaire MAGAZINE

BILLIONAIRE COLLECTION NEWSLETTER

JANUARY 2017

BILLIONAIRE - BERNARD ARNAULT

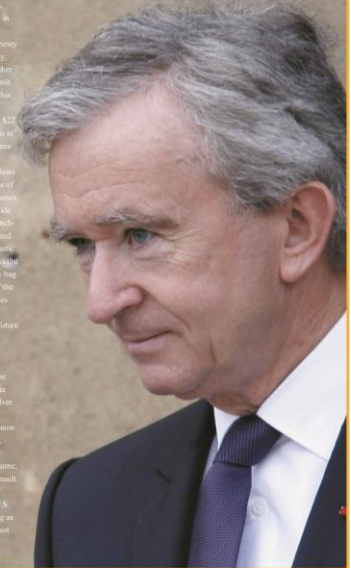
The world's arbiter of good taste—and one of the richest men in Europe—owns fashion companies such as Hermès, Louis Vuitton and Bulgari. This year LVMH bought a stake in Chinese casual-wear company Tendam International Group.

As chairman and majority owner of LVMH Moët Hennessy Louis Vuitton SA, which includes high-end brands like Gucci, Tag Heuer watches, Donna Karan, Fendi and Miu Miu, Christian Dior champagne, and of Dior and other companies, Bernard Arnault is required on a daily basis to balance the business needs of his sprawling empire with the exquisite good taste those brands must convey. What Arnault thinks matters globally. He is a \$22 billion company in a \$200 billion business. "They get lost in the detail," says Sidney Tolstano, CEO of Dior and a longtime Arnault buddy. "Here, the boss is in the detail."

"I just don't like it. I don't like it at all," Arnault complains as he examines a red-rammed cotton canvas bag. The shelves of Dior's ready-to-wear are neatly stacked with dozens of purses, totes and clutches in leather, shearing and python. To one side sit \$1,000 serpent-shaped crystal-encrusted sandals with 6-inch heels and shiny patent-leather ballerinas. Yet Arnault is fixated on this one \$750 tote. He tugs disapprovingly on a round-plaque pendant on the bag's handle. "Can this be taken off?" he asks the cluster of Dior executives standing behind him. He takes the bag off its perch and continues: "The black and grey versions of the bag are already booming on the commercial, but the red goes too far... it's just not Dior."

In the emerging markets LVMH is counting on for its future growth—countries such as China, India and Russia, where owning branded products is still a way to exude status and achievement—there is also economic uncertainty. Arnault remains sanguine. "In 1998, the Russian economy was on the brink and then it rebounded. It happened quite quickly. India, too—I have no doubt it will rebound," he says, popping a silver pill box and popping an artificial sweetener into his coffee.

"China is the most interesting part of the world for me now. I go there two or three times a year, most recently in Dubai, where we've just opened a new mall. There are so many people who are getting to the stage where they want to consume, who want to be part of a club." Over the next five years, Arnault expects China to account for 20 percent of LVMH's sales. "China is feeling the effects of the crisis, but less than the U.S. And when you consider that Chinese citizens are now buying as much as Japanese tourists, when there were virtually none just 10 years ago, I'm not so worried."



<http://thebillionairemagazine.com>

Email Marketing	Each
Dedicated	£ 3600
Shared – Bi-Monthly Newsletter	£ 1200



<http://thebillionairemagazine.com>



<https://twitter.com/BillionMagazine>



<https://www.facebook.com/BillionaireMagazine>

Partnerships/Sponsorships



There is much more to be gained from a relationship with a magazine than straightforward advertising and occasional editorial. If you share our aim of promoting business and free markets and if you believe that you will benefit from a much wider profile through event hosting, a permanent online presence and opportunities to network with peers in the senior business community, then sponsoring Billionaire Magazine is for you. Limited sponsorships are available.

Sponsor 12 Months - £60,000 4 issues

- Acknowledgment of sponsorship on contents page
- Major editorial feature - at least 2-3 pages
- Client-authored editorial (one page/600 words) in twelve editions (subject to editorial overview & consultation)
- Twelve pages of advertising
- Section sponsorship – logo and tagline in a section of news appropriate to the sponsor
- Membership of Billionaire Magazine Platinum, the limited edition tier of Billionaire Magazine community membership, reserved for senior business individuals.
- Two exclusive dinners with other Platinum members during year
- Primary naming rights for two Billionaire Magazine client networking events/seminars/round tables, to include display materials and marketing opportunity
- Invitation to all Billionaire Magazine events, to include sports participation, business and networking, for senior executives/partners
- Video interview with a company principal for use on Billionaire Magazine website, twice during the year
- Banner ad on Billionaire Magazine website for 12 months
- Use of all published materials for your own PR/marketing/web purposes
- 500 copies with your branding on the cover – each issue.
- Distribution of your branded issues to your named outlets/ locations UK and international (limitations apply)

Media Partnerships



Billionaire Inc, USA

US Office:
300 Delaware Ave, Suite 210-A, Wilmington,
New Castle County, Delaware DE 19801
USA: 001 (646) 787 9492

UK Office:
399 Silbury Boulevard, Gloucester House
Milton Keynes MK9 1LR
UK: +44 (0) 207 112 5170
Mobile: +44 (0) 7908 652 999

www.billionaireplc.com



<http://thebillionairemagazine.com>



<https://twitter.com/BillionMagazine>



<https://www.facebook.com/BillionaireMagazine>