

## ASPEN LIVING AT ITS PEAK

*ASPEN PEAK* celebrates this chic mountain community. An essential read for the city's influencers, style sophisticates, and cultural connoisseurs, *ASPEN PEAK* serves as the ultimate entrée to Aspen's playground. *ASPEN PEAK* offers the finest in culture, beauty, dining, entertainment, fashion, design, real estate, jewelry and watches, nightlife, philanthropy, real estate, sports, and travel. We feature exclusive, insider coverage of the city's most stylish events and outdoor pursuits. Written by local tastemakers and trendsetters, *ASPEN PEAK* chronicles alpine living at its height. Our strategic distribution provides national and local clients with an unparalleled opportunity to reach the Aspen valley's high-end consumers.

# DISTRIBUTION

Twice a year, 40,000 copies of *ASPEN PEAK* (ABC-audited) are printed and distributed\*, targeting Aspen's most affluent residents and visitors with the highest disposable income and spending power in Pitkin and Garfield Counties, which includes the communities of Aspen, Basalt, Carbondale, Snowmass, Woody Creek, Old Snowmass, and Redstone.

**EXCLUSIVE HOME DELIVERY {25%}**: *ASPEN PEAK* is mailed to the home residences, townhouses, and condominiums of qualified high-net-worth individuals throughout Pitkin and Garfield counties. In addition to the distribution in the Aspen area, copies are also mailed to the top feeder markets including Chicago, New York, Los Angeles, Denver, and Southern Florida.

**TARGETED LUXURY RETAILERS, RESTAURANTS, AND SPAS {25%}**: *ASPEN PEAK* distribution focuses on readers who frequent the finest establishments, boutiques, health clubs, private clubs, resorts, restaurants, salons, and spas.

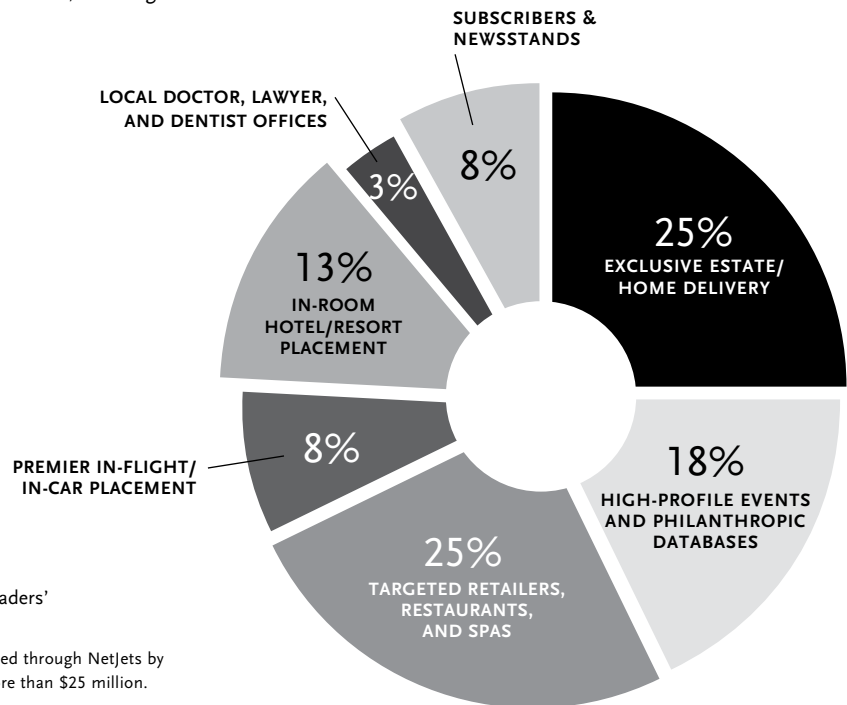
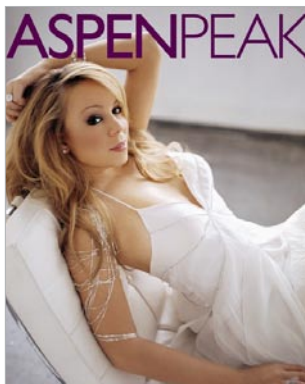
**HIGH PROFILE EVENTS AND PHILANTHROPIC DATABASES {18%}**: *ASPEN PEAK* provides direct access to the hottest, most high-profile events, including charity galas, fashion shows, film and music festivals, movie premieres, and sporting events. These include but are not limited to: Aspen Youth Experience-Celebrity Downhill, Aspen Film, Aspen Valley Ski Club, Anderson Ranch Arts Center, the Buddy Program, Aspen Music Festival and School, Aspen Film, Aspen Santa Fe Ballet, Aspen Valley Land Trust, Theatre Aspen, and the Nature Conservancy.

**IN-ROOM HOTEL/RESORT PLACEMENT {13%}**: *ASPEN PEAK* is available both in-room and/or at the concierge desks of the most prestigious hotels and condominiums in Aspen, Snowmass, and the Roaring Fork Valley. These include but are not limited to: Annabelle Inn, Aspen Alps, the Brand Building, Chamonix, Chateau Blanc, the Crestwood Condominiums, Dancing Bear, Enclave, Five Star Destinations, Hotel Jerome, Hotel Lenado, Hyatt Grand Aspen, Independence Square Lodge, Inn at Aspen, Innsbruck Inn, Lichenhearth, Lift One, the Limelight, the Little Nell, the Residence Hotel, Residences at the Little Nell, Sanctuary, Sky Hotel, Snowmass Club, Snowmass Inn, the Stonebridge Inn, the St. Regis, and the Timbers Club.

**PREMIER IN-FLIGHT/IN-CAR PLACEMENT {8%}**: *ASPEN PEAK* is distributed in private planes, airports, and in the vehicles of the most prominent executive car and limousine services. Aspen airport distribution includes Aspen Airport, Centennial Airport, Denver International Airport, Eagle County Airport, Garfield County Airport, and Vail Valley Jet Center. This includes our unique partnership with NetJets\*\* and executive car and limousine services that include Commonwealth Worldwide, Dav El, and EmpireCLS.

**SUBSCRIBERS AND NEWSSTANDS {8%}**: *ASPEN PEAK* can be found at upscale newsstands, retailers, and bookstores throughout Aspen and surrounding areas. The newsstand price is \$6.99 per copy.

**LOCAL DOCTOR, LAWYER, AND DENTIST OFFICES {3%}**: *ASPEN PEAK* is mailed to the waiting rooms of doctors, dentists, and lawyers offices in Pitkin, Garfield, and Eagle counties.



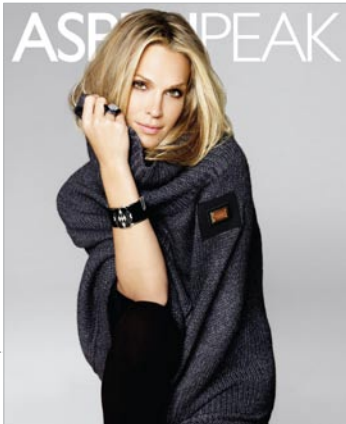
\*Distribution subject to change based on readers' and markets' needs.

\*\*60% of all private planes are purchased or leased through Netjets by consumers who have an average net worth of more than \$25 million.

# READERSHIP

## DEMOGRAPHICS

HOUSEHOLD INCOME	
\$200+	95%
\$250+	45%
FEMALE	47%
MALE	53%
AGE	
18-24	1%
25-34	12%
35-44	18%
45-54	23%
55+	46%
MARRIED	64%
HOME VALUE OVER \$1 MILLION	84%
LIQUID ASSETS OVER \$1 MILLION	87%



## BUYING POWER

COMPARED TO THE GENERAL POPULATION,

**ASPEN PEAK READERS ARE:**

**6X MORE LIKELY** TO HAVE LIQUID ASSETS OVER \$2 MILLION

**5X MORE LIKELY** TO HAVE ANNUAL HHI OVER \$200,000

**4X MORE LIKELY** TO DRIVE A PRESTIGE LUXURY VEHICLE

(AUDI, ASTON MARTIN, BENTLEY, BMW, CADILLAC, FERRARI, INFINITI, JAGUAR, LAND ROVER, LEXUS, MASERATI, MERCEDES-BENZ, PORSCHE)

**2X MORE LIKELY** TO OWN A SECOND HOME OR INVESTMENT REAL ESTATE

**2X MORE LIKELY** TO SHOP AT LUXURY RETAILERS

**2X MORE LIKELY** TO PURCHASE LUXURY WATCHES, JEWELRY, AND DESIGNER APPAREL

## READER LIFESTYLE

COMPARED TO THE GENERAL POPULATION,

**ASPEN PEAK READERS ARE:**

**3X MORE LIKELY** TO SPEND MORE THAN \$3,000 ON DOMESTIC TRAVEL

**2X MORE LIKELY** TO DRINK LUXURY SPIRITS, PREMIUM BEERS, IMPORTED WINES

**2X MORE LIKELY** TO VACATION AT A SPA

**3X MORE LIKELY** TO OWN SKI EQUIPMENT/TAKE A VACATION

**2X MORE LIKELY** TO GO ON VACATION FOR THE PURPOSE OF SHOPPING

Statistical information gathered from Claritas, part of the Nielsen Company, a world-leading demographic research information and media company. Claritas ensures access to consumers with household incomes in excess of \$200,000 and liquid assets of more than \$750,000. PRIZM NE 2008. Demographic information is based on the direct mail program.

“These publications are the place to find out the whys, wheres, whats, hows, and ifs of their market. Niche Media has arrived, and now even the English know where the Hamptons and Aspen are.” — SIR MICHAEL CAINE, ACTOR

# CALENDAR

ISSUE	SPACE RESERVATION	MATERIALS	AVAILABLE
SUMMER	April 14, 2010	April 28, 2010	May 28 - November 14, 2010
HOLIDAY	October 06, 2010	October 20, 2010	November 15 - May 27, 2011

## RATES

PRINTED AND DISTRIBUTED: 40,000  
ABC-AUDITED

AD SIZE	1X	2X
FULL	\$17,500	\$15,750
SPREAD	\$33,250	\$29,925
HALF PAGE	\$10,500	\$9,450
QUARTER PAGE	\$7,000	\$6,300
COVER 2/PAGE 1	\$40,250	
COVER 3	\$21,000	
COVER 4	\$23,900	

- All rates are net
- Premium positions +15%
- For Niche Network Corporate Rates, contact your representative
- Calendar, availability, and rates subject to change based on reader and market needs

# WHERE YOU CAN FIND US... (and more)

Ajax Tavern	Franck Muller	North Face Summit Shop
Amen Wardy Home	Frette	Oilily
Aspen Airport	Fun Worldwide Lab/Steak 9	Optica
Aspen Private Airport	The Galerie	Pacifica Seafood
Aspen Club and Spa	Gallery Maximillian	Parallel 15
Aspen Jewelry Company	Gisella	Pismo Fine Art Glass
B'jewel	Gucci	Polar Revolution
Baldwin Gallery	Ingrid Antoni Design	Polo Ralph Lauren
Bloomingbirds	Joan Boyce	Prada
Blu Phoenix	Jour de Fete	Remede Spa
Bonnie Young	Junk/Liquid Sky	The Restaurant
Boogies	Kemo Sabe	Rifle Airport
Brioni	Krabloonik	Rodrique Studio
Burberry	La Cantina	Royal Street Fine Art
Caribou Club	La Palapa	Salon Tullio
Caribou Jewels	Land Rover	Sashae Arts and Floral Gifts
CB Paws	Lather	Shoshone Jewelers
Chepita	Le Tub	Social
Christian Dior	L'Hostaria	Soroka Joel Gallery
Cindy Griem Fine Jewels	The Little Bird	Specialty Foods of Aspen
Cos Bar of Aspen	Loro Piana	Stefan Kaelin Ski and Golf
Cuvee World Bistro	Louis Vuitton	Sugar Sweet Clothing
Daniel's Antiques	M Salon	The Sweet Life
David Floria Gallery	Magidson Fine Art	Syzygy
Dish Aspen	Maja DuBrul	Takah Sushi
Distractions	Malo Aspen	Toppers
Durrance Sports	Manrico Cashmere	Vail Valley Jet Center
E.S. Lawrence Gallery	Mark Richards	Valley Fine Art
Eagle Vail Airport	Maroon Creek Club	Victoria's
Elevation	Matsuhisa	Wild Fig
Ella	Meridian Jewelers	Wine Prospector
Elliott Yeary Gallery	Mittel Europa	Zocalito Latin Bistro
Ermenegildo Zegna	Moncler	
Fendi	Montagna	
Forre & Co.	Noori's Collection	