



STUNNING FASHION FOR THE STYLISH SHOPPER

Conceptualized and opened in 1965 by upscale retail pioneer Stanley Whitman, Bal Harbour Shops was among the first open-air lifestyle retail centers in the country. Today, it's the most successful retail shopping center in the world with over \$1,706 in sales per square foot, and is a luxury brand respected and recognized worldwide. The mall boasts a crème de la crème lineup of the most famous names in luxury retailing. A thriving tenant mix, a pedestrian-friendly outdoor setting with impeccable landscaping and alfresco dining... Bal Harbour is a mecca in luxurious retail.

PRINTED AND DISTRIBUTED: 100,000

CALENDAR

ISSUE	SPACE RESERVATION	MATERIALS	AVAILABLE
1 SPRING	January 6, 2010	January 20, 2010	February 2010
2 HOLIDAY	September 8, 2010	September 22, 2010	October 2010

- Calendar, availability, and rates subject to change based on reader and market needs

DISTRIBUTION

EXCLUSIVE HOME DELIVERY: 70,000 copies are distributed to the homes of high-net-worth households from Jupiter to Ocean Reef, as well as New York, Los Angeles, and Chicago.

IN-ROOM HOTEL/RESORT PLACEMENT/CONCIERGE/EVENT PLACEMENT: 25,000 copies of *BAL HARBOUR* are available in-room and/or at the concierge desks of some of the most prestigious hotels and resorts. In-room placement includes but is not limited to: Acqualina Resort & Spa, Canyon Ranch Miami Beach, Delano Miami, Eden Roc, Epic Hotel, the Fairmont Turnberry Isle Resort & Club, Fisher Island Hotel & Resort, Hotel Atlantic, Hotel Victor, Le Méridien Sunny Isles Beach, Loews Miami Beach, Mandarin Oriental Hotel Miami, Mondrian South Beach, Raleigh Hotel, Sagamore, Shore Club, the National Hotel, the Regent Bal Harbour, the Ritz-Carlton Key Biscayne, the Ritz-Carlton South Beach, the Tides South Beach, and Z Ocean Hotel South Beach. Concierge desk placement includes but is not limited to: the Breakers Palm Beach, Brazilian Court, European Club Hotel & Spa, Fontainebleau, Four Seasons Hotel Miami, Four Seasons Resort Palm Beach, Harbour Beach Resort & Spa, Hilton Bentley Miami, Gansevoort South, Hyatt Regency Pier Sixty-Six Resort & Spa, Il Lugano Hotel Residences, Le Meridian Sunny Isles Beach, the Ritz-Carlton Fort Lauderdale, the Ritz-Carlton Palm Beach, Westin Diplomat, and W Fort Lauderdale.

BAL HARBOUR SHOPS: 5,000 copies

“Niche Media’s publications offer high-quality and high-caliber entertainment in their respective markets. Hermès is pleased to be among their partners, as their commitment to the product is as uncompromising as ours.” — ROBERT CHAVEZ, CEO/PRESIDENT, HERMÈS USA