



## CAPTURING THE ESSENCE OF THE AMERICAN RIVIERA

*OCEAN DRIVE* is the quintessential fashion and lifestyle magazine in South Florida, delivering the latest trends in fashion, beauty, art, travel, real estate, and entertainment. With its infectious glimpse into high and hip society, this glossy, oversize coffee-table book has become a staple in many homes. Featuring sizzling content that is always ahead of the curve, *OCEAN DRIVE* delivers firsthand knowledge of new trends and captures the essence of the American Riviera.

# DISTRIBUTION

Ten times a year, 50,000 copies of *OCEAN DRIVE* (ABC-audited) are printed and distributed\*, targeting South Florida's affluent residents and visitors with the highest disposable income and spending power in the market.

**IN-ROOM HOTEL/RESORT PLACEMENT {29%}**: *OCEAN DRIVE* is available both in-room and/or at the concierge desks of some of the most prestigious hotels in Miami. These include but are not limited to: Canyon Ranch Miami Beach, Conrad Miami, Delano Hotel, Eden Roc, Epic Hotel, Fontainebleau, Four Seasons Hotel Miami, Gansevoort South, Hyatt Regency Miami, Hotel Victor, Le Méridien Sunny Isles Beach, Loews Miami Beach Hotel, Mondrian South Beach, Mandarin Oriental Miami, Shore Club, the Ritz-Carlton Key Biscayne, the Ritz-Carlton South Beach, the Shore Club, the Setai, and the Tides South Beach.

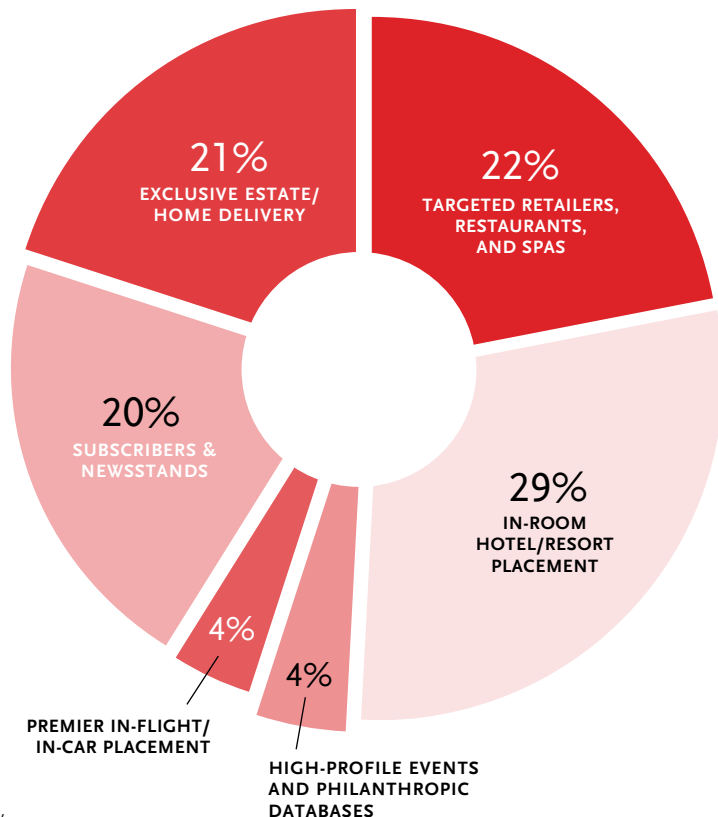
**TARGETED RETAILERS, RESTAURANTS, AND SPAS {22%}**: *OCEAN DRIVE* distribution focuses on readers who frequent the finest establishments, boutiques, health clubs, private clubs, resorts, restaurants, salons, and spas in the Miami area.

**EXCLUSIVE HOME DELIVERY {21%}**: *OCEAN DRIVE* is delivered to qualified high-net-worth individuals throughout the Miami area and extending to select areas around Palm Beach and Fort Lauderdale.

**SUBSCRIBERS AND NEWSSTANDS {20%}**: *OCEAN DRIVE* can be found at upscale newsstands, major retailers, and national bookstores. The newsstand price is \$6.99 per copy. Subscriptions are sold at the premium price of \$70 per year.

**HIGH-PROFILE EVENTS AND PHILANTHROPIC DATABASES {4%}**: *OCEAN DRIVE* 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: Make A Wish Gala, Mount Sinai Medical Center, Best Buddies, Museum of Contemporary Art, Alonzo Mourning Charities, Saks Fifth Avenue's Key To The Cure, Susan G. Komen, UM/Sylvester and the University of Miami Hospital & Clinics, Art For Life Miami Beach, Women of Tomorrow, and Operation Smile.

**PREMIER IN-FLIGHT PLACEMENT {4%}**: *OCEAN DRIVE* is distributed in private planes, airports, and in the vehicles of the most prominent executive car and limousine services. This includes our unique partnership with NetJets\*\* and executive car and limousine services that include Commonwealth Worldwide, Dav El, and EmpireCLS.



\*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+	99%
MEDIAN AGE	38
MARRIED	38%
AVERAGE HOME VALUE	
\$965,000	
LIQUID ASSETS	
OVER \$1 MILLION	99%



“These magazines are without a doubt my favorite magazines to read. Whenever I throw a party at a club or at my home, I know they’ll lure the hottest and sexiest people.”

— SEAN COMBS, MUSICIAN/PRODUCER/  
ACTOR/FASHION DESIGNER

## BUYING POWER

### PERCENTAGE OF OCEAN DRIVE READERS WHO:

PURCHASE LUXURY AND DESIGNER FASHION APPAREL	60%
MADE A PURCHASE/VISITED A STORE AS A RESULT OF OCEAN DRIVE	85%
PURCHASE FINE JEWELRY REGULARLY	64%

### COMPARED TO THE GENERAL POPULATION, OCEAN DRIVE READERS ARE:

- 3X MORE LIKELY** TO SHOP AT LUXURY RETAILERS
- 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)

**1 OUT OF 3** OCEAN DRIVE READERS OWNS A SECOND OR VACATION HOME

## READER LIFESTYLE

### PERCENTAGE OF OCEAN DRIVE READERS WHO:

DINE OUT ONE OR MORE TIMES PER WEEK (AVERAGE 3.8 TIMES PER WEEK)	98%
FREQUENT BARS AND NIGHTCLUBS	66%
DRINK PREMIUM WINE AND SPIRITS	66%
DRINK WINE MONTHLY	76%
DRINK VODKA MONTHLY	68%
DRINK CHAMPAGNE MONTHLY	60%
VACATION IN THE CARIBBEAN	50%
EXERCISE MORE THAN TWO TIMES PER WEEK	83%
CONTRIBUTE TO CHARITABLE ORGANIZATIONS	62%

### COMPARED TO THE GENERAL POPULATION, OCEAN DRIVE READERS ARE:

- 2X MORE LIKELY** TO GO SAILING REGULARLY
- 4X MORE LIKELY** TO GO ON A SKI VACATION
- 3X MORE LIKELY** TO VISIT A SPA DURING A VACATION

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.

# CALENDAR

ISSUE	SPACE RESERVATION	MATERIALS	AVAILABLE
1 JANUARY	November 18, 2009	December 2, 2009	January 4 - January 31, 2010
2 FEBRUARY (SUPERBOWL)	December 22, 2009	January 6, 2010	February 1 - February 28, 2010
3 MARCH (SPRING FASHION)	January 20, 2010	February 3, 2010	March 1 - March 31, 2010
4 APRIL	February 17, 2010	March 3, 2010	April 1 - May 2, 2010
5 MAY/JUNE	March 24, 2010	April 7, 2010	May 3 - June 27, 2010
6 JULY/AUGUST	May 19, 2010	June 2, 2010	June 28 - August 22, 2010
7 SEPTEMBER (FALL FASHION)	July 14, 2010	July 28, 2010	August 23 - September 26, 2010
8 OCTOBER (MENS)	August 18, 2010	September 1, 2010	September 27 - October 31, 2010
9 NOVEMBER	September 22, 2010	October 6, 2010	November 1 - November 30, 2010
10 DECEMBER	October 20, 2010	November 3, 2010	December 1 - January 3, 2011

# RATES

PRINTED AND DISTRIBUTED: 50,000  
ABC-AUDITED

AD SIZE	1X	3X	6X	10X
FULL	\$17,500	\$15,750	\$14,175	\$11,475
SPREAD	\$33,250	\$29,925	\$26,900	\$21,825
HALF PAGE	\$10,500	\$9,450	\$8,505	\$6,885
QUARTER PAGE	\$7,000	\$6,300	\$5,670	\$4,600
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)

A/X Armani	Equinox	Napapijri
AAA Arena Suites (Miami Heat)	Estefan Enterprises	Nicole Miller
Adidas Originals	Fendi Casa	Nikki Beach
AG Jeans	Ferragamo	Odegard
American Apparel	Fratelli Lyon	Pipino Hair Salon
Amici	Gant	Polo Sport
Apogee	Gary Nader Fine Art	Prestige Imports
Artefacto	Giorgio Armani	Prime 112
Asia de Cuba	Graff	Prime Italian
Audemars Piguet	Gucci	Ralph Lauren
Aventura Limo	Harry Winston	Scoop
Barney's Co-Op	Hermes	Sports Club LA
Boss Hugo Boss	Hugo Boss	St. John
Bottega Veneta	Icon	Starbucks
Braman Motors	Icon at Viceroy	The Collection
Browns and Company	Il Gabiano	The Webster
Café Bustelo	Il Mulino	Thomas Maier
Canyon Ranch Spa	Intermix	Thomas Pink
Carey Limo	Jimmy Choo	Tommy Hilfiger
Cartier	Joe Allen	Universal Music
Casa Casuarina (Versace Mansion)	Joe's Stone Crab	Valentino
Celine	Judith Ripka	Williams Island
Chanel	Kenneth Cole	Y-3
Chloe	Kiehl's	
Christian Dior	King Jewelers	
Crate and Barrel	La Martina	
Custo Barcelona	La Piaggia	
D & G	Lacoste	
Debeers	Landshark Stadium (Miami Dolphins)	
Diesel	Levinsons Jewelers	
Donald Pliner	Ligne Roset	
East Coast Jewelers	Louis Vuitton	
Edward Beiner	Luminaire	
Elite Models	Michaels Genuine	
Emilio Pucci		