

## YOUR JOURNEY TO EVERYTHING VEGAS

Sizzling entertainment, sexy fashion, exciting clubs, hot celebrities, thrilling local favorites—that's the heartbeat of Las Vegas, and *VEGAS* brings it to the reader better than anyone else. As the indispensable guide to the best Las Vegas has to offer, *VEGAS* entices and educates high-net-worth individuals who frequent premium establishments, resorts, retail boutiques, coveted restaurants, and exclusive private clubs, and who demand exceptional services. *VEGAS* covers the region's luxury niche better than anyone else. From behind-the-scenes coverage of the most novel and high-profile events, to Vegas's most admired fashion shows, film and music festivals, movie premieres, sporting events, and charity galas, *VEGAS* has it covered.

# DISTRIBUTION

Eight times a year, 65,000 copies of VEGAS (ABC-audited) are printed and distributed\* throughout Las Vegas, targeting affluent residents and visitors with the highest disposable income and spending power in the market.

**TARGETED RETAILERS, RESTAURANTS, AND SPAS {38%}**: VEGAS distribution focuses on readers who frequent the finest establishments, boutiques, health clubs, private clubs, resorts, restaurants, salons, and spas.

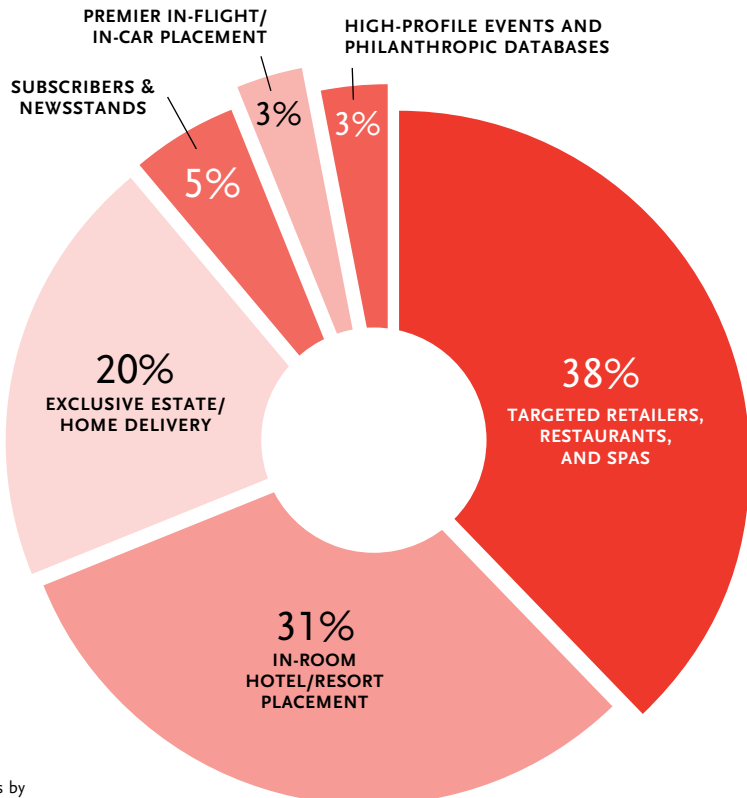
**IN-ROOM HOTEL/RESORT PLACEMENT {31%}**: VEGAS is available both in-room and/or at the concierge desks of some of the most prestigious hotels in Las Vegas. These include but are not limited to: Aliante, Aria Resort & Casino, Four Seasons Hotel, Green Valley Ranch, Hard Rock Hotel & Casino, JW Marriott Las Vegas Resort and Spa, Loews Lake Las Vegas, Mandalay Bay, Mandarin Oriental, MGM Grand Hotel & Casino, Monte Carlo Las Vegas Resort and Casino, MonteLago Village Resort, the Palazzo Resort Hotel Casino, Palms Casino, Planet Hollywood Resort & Casino, Red Rock Casino Resort & Spa, the Ritz-Carlton Lake Las Vegas, Trump International Hotel & Tower, Venetian Resort Hotel Casino, and Wynn Las Vegas.

**EXCLUSIVE HOME DELIVERY {20%}**: VEGAS is mailed to the home residences, townhouses, and condominiums of high-net-worth individuals throughout Las Vegas.

**SUBSCRIBERS AND NEWSSTANDS {5%}**: VEGAS can be found at upscale newsstands, major retailers, and national bookstores (Barnes & Noble and Borders). The newsstand price is \$6.99 per copy. Subscriptions are sold at the premium price of \$55 per year.

**HIGH-PROFILE EVENTS AND PHILANTHROPIC DATABASES {3%}**: VEGAS 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: Nevada Cancer Institute—Rock for the Cure, Lou Ruvo Brain Institute—Keep Memory Alive, Nathan Adelson Hospice—the Flair for Cure Fashion Show/Luncheon, Lied Animal Shelter—Best In Show, Nevada Ballet Theatre—Black & White Ball, Jewish Federation of Las Vegas, Las Vegas Philharmonic, Shriners Hospitals for Children Open, and the Governor’s Black-Tie Invitational.

**PREMIER IN-FLIGHT/IN-CAR PLACEMENT {3%}**: VEGAS 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+	98%
\$250+	44%
GENDER	
FEMALE	55%
MALE	45%
AGE	
18-24	1%
25-34	13%
35-44	42%
45-54	35%
55+	9%
MARRIED	56%
HOME VALUE	
OVER \$1 MILLION	68%
LIQUID ASSETS	
OVER \$750,000	99%



## BUYING POWER

### PERCENTAGE OF VEGAS READERS WHO:

HAVE A MAJOR DEPARTMENT STORE CREDIT CARD	93%
USE THE INTERNET FOR FINANCIAL SERVICES	80%
MAKE TRAVEL/VACATION PLANS USING THE INTERNET	80%

### COMPARED TO THE GENERAL POPULATION, VEGAS READERS ARE:

- 2X MORE LIKELY** TO SHOP AT LUXURY RETAILERS
- 2X MORE LIKELY** TO OWN INVESTMENT REAL ESTATE
- 2.5X MORE LIKELY** TO SPEND OVER \$3,000 A YEAR ON DOMESTIC TRAVEL
- 90% MORE LIKELY** TO TRAVEL TO FOREIGN COUNTRIES EACH YEAR
- 3X MORE LIKELY** TO DRIVE A PRESTIGE LUXURY OR SPORTS CAR (AUDI, ASTON MARTIN, BENTLEY, BMW, CADILLAC, FERRARI, INFINITI, JAGUAR, LAND ROVER, LEXUS, MASERATI, MERCEDES-BENZ, PORSCHE)
- 60% MORE LIKELY** TO PURCHASE FINE JEWELRY REGULARLY

## READER LIFESTYLE

### PERCENTAGE OF VEGAS READERS WHO:

DINE OUT MORE THAN ONE TIME PER WEEK	71%
DRINK LUXURY SPIRITS, PREMIUM BEERS, IMPORTED WINES	84%
CONTRIBUTE TO CHARITABLE ORGANIZATIONS	60%
EXERCISE MORE THAN TWO TIMES PER WEEK	85%

### COMPARED TO THE GENERAL POPULATION, VEGAS READERS ARE:

- MORE THAN TWICE AS LIKELY** TO GO ON A SKI OR GOLF VACATION
- 93% MORE LIKELY** TO VACATION AT A SPA
- 71% MORE LIKELY** TO DINE OUT MORE THAN ONCE PER WEEK
- 57% MORE LIKELY** TO DRINK VODKA REGULARLY

**3 OUT OF 4 VEGAS READERS** ATTEND CONCERTS OR SHOWS REGULARLY

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.

“It’s a gas! It’s scandalous gossip, camouflaged by fashion...”

— DENNIS HOPPER, ACTOR/PRESIDENT, EASY RIDER PRODUCTIONS

# CALENDAR

ISSUE	SPACE RESERVATION	MATERIALS	AVAILABLE
1 JAN/FEB (HEALTH,	November 25, 2009	December 2, 2009	January 11 - February 25, 2010
2 MARCH (SPRING FASHION)	January 13, 2010	February 3, 2010	February 26 - April 1, 2010
3 APRIL/MAY	February 17, 2010	March 17, 2010	April 2 - May 27, 2010
4 SUMMER	April 21, 2010	May 5, 2010	May 28 - August 17, 2010
5 SEPTEMBER (FALL FASHION)	July 7, 2010	July 21, 2010	August 18 - September 30, 2010
6 OCTOBER (MENS)	August 18, 2010	September 8, 2010	October 1 - October 28, 2010
7 NOVEMBER	September 15, 2010	October 6, 2010	October 29 - November 30, 2010
8 DECEMBER	October 20, 2010	November 3, 2010	December 1 - January 10, 2011

# RATES

PRINTED AND DISTRIBUTED: 65,000  
ABC-AUDITED

AD SIZE	1X	3X	6X	8X
FULL	\$20,843	\$18,023	\$14,276	\$12,730
SPREAD	\$41,686	\$36,046	\$28,552	\$25,460
HALF PAGE	\$12,506	\$10,814	\$8,565	\$7,638
COVER 2/PAGE 1	\$55,020			
COVER 3	\$25,200			
COVER 4	\$28,665			

- 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)

Acca Kappa	Cili Restaurant	La Perla	Sephora
Agent Provocateur	Coach	Lamborghini Las Vegas	Shaunz Clothing
Air Gourmet	Crazy Shirts	Landau	Simayof
Aliante Golf Course	Custo Barcelona	LAVO	Sky Las Vegas
Allure Las Vegas	David Yurman	Le Paradis Fine Jewelry	Spa @ Bellagio
Amp Spa	Davidoff Las Vegas	The Light Group	Spa @ Rio
Anne Fontaine	De Beers	Loro Piana	Spa by Mandara
Anya Hindmarch	Diane Von Furstenberg	Louis Vuitton	Spago
Aquae Sulis Spa	Dolce & Gabbana	Manolo Blahnik	Spanish Trails Country Club
ARCS Salon	Donald J Pliner	Marc Ecko	St John Boutique
AWG Charter Services	Eleven Spa	Marc Jacobs	Stuart Weitzman
Bali Hai Golf Club	Elie Tahari	Marciano	Tabu
Barneys New York	Emilio Pucci	Max Studio	Tadashi
BCBG Max Azria	Emporio Armani	The Meridian Ranch	Talulah G
Bebe	Ermenegildo Zegna	Metropolis	Ted Baker
Bellagio	Etro	Mezlan Shoes	TheHotel
Bellusso	Exotic Cars of Las Vegas	Michael Kors	Tiffany & Co.
Berger & Son Fine Jewelry	Fendi	MJ Christensen	Tod's
Bernini	Four Seasons	Nanette Lepore	Tory Burch
Bernini Platinum	Frank Schipano	Neiman Marcus	Trump
Bettie Page	Fred Leighton	Nordstrom	Van Cleef & Arpels
Boa Steakhouse	French Connection	Oscar De La Renta	Venezia Fine Jewelry
Bottega Veneta	Giuseppe Zanotti	Paige Premium Denim	Vicci Jewelers
Brioni	Graff Diamonds	Pal Zileri	Villa Reale
Brooks Brothers	Gucci	The Palazzo	Villas at The Mirage
Bulgari	Harry Winston	The Palms & Palms Place	Villebrequin
Burberry	Hermès	Palm Restaurant	Wet Spa & Salon
Ca' D'Oro	Herve Leger	Parallel	Wolfgang Puck's Postrio
Cache	House of Blues	Park Place Jewelers	Wynn
Calvin Klein	Hugo Boss	PGA Tour Shop	Yves Saint Laurent
Canaletto Ristorante Vente	Intermix	Piaget	
Carolina Herrera	Jaguar/Porsche of Las Vegas	Piazza Sempione	
Cartier	James Perse	Planet Hollywood	
Casa Fuente Cigar Bar	Jimmy Choo	Playboy	
Chanel	John Varvatos	Prada	
Charriol	Judith Leiber	Ralph Lauren	
Chloe	Judith Ripka	Ritz Carlton	
Christian Dior	Juicy Couture	The Rock Spa	
Christian Lacroix	Kenneth Cole	Salon at Wynn	
Christian Louboutin	La Coste	Salvatore Ferragamo	