

**WALDORF ASTORIA**  
MAGAZINE

**MEDIA PACK**

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2018

[www.waldorfastoriamagazine.com](http://www.waldorfastoriamagazine.com)



WALDORF  
ASTORIA®  
HOTELS & RESORTS

Waldorf Astoria Hotels & Resorts are unified by a culture of true Waldorf service and exceptional experiences. Touched by the spirit of the original Waldorf Astoria New York, each property's inspirational environment offers timeless luxury set in some of the world's most sought-after destinations.







# WALDORF ASTORIA MAGAZINE

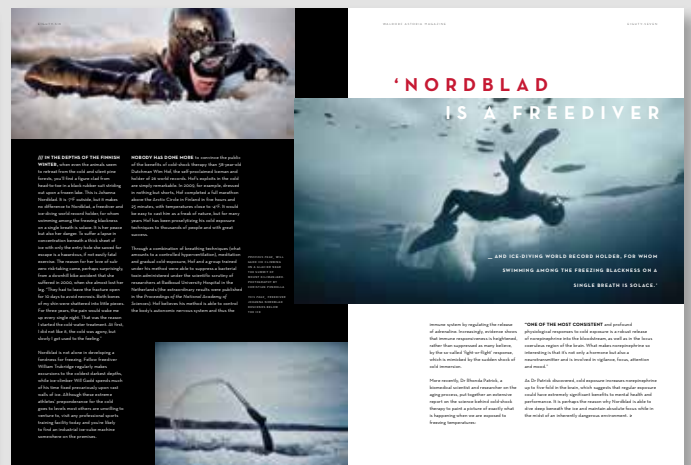
Waldorf Astoria Magazine is a biannual publication covering fashion, design, art and unique experiences. Each issue is a curated collection of articles designed to inspire the reader to dream and explore the world's most iconic landmark destinations.

## REGULAR CONTRIBUTORS INCLUDE

Lucia van der Post, Financial Times  
How To Spend It  
Jonathan Bell, Wallpaper\*  
Rory Ross, The Telegraph Luxury

## QUALITY DESIGN

Waldorf Astoria Magazine exhibits the upmost in luxury from the over-sized format to the superior paper stock. Coupled with original photography, each article is written with the discerning traveler in mind. Content is curated based on the 'rich in life' mindset, knowing our reader values time, family and lasting memories.





# DISTRIBUTION

40,000

COPIES DISTRIBUTED WORLDWIDE

Waldorf Astoria Magazine is distributed to the global portfolio of Waldorf Astoria Hotels & Resorts, and is available in every guest room and public areas at Waldorf Astoria Hotels & Resorts worldwide.

The Waldorf Astoria Hotels & Resorts brand has experienced unprecedented growth to 29 distinctive hotels and resorts in some of the world's most sought-after destinations. In the coming years, the brand will add additional properties in iconic locations including Doha, Beverly Hills, Bali and more.

## GLOBAL HOTEL LOCATIONS

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### THE AMERICAS

WALDORF ASTORIA CHICAGO: Chicago, Illinois  
WALDORF ASTORIA NEW YORK: New York, New York  
WALDORF ASTORIA ORLANDO: Orlando, Florida  
WALDORF ASTORIA PANAMA: Panama City, Panama  
WALDORF ASTORIA PARK CITY: Park City, Utah  
ARIZONA BILTMORE, A WALDORF ASTORIA RESORT: Phoenix, Arizona  
BOCA BEACH CLUB, A WALDORF ASTORIA RESORT: Boca Raton, Florida  
BOCA RATON RESORT & CLUB, A WALDORF ASTORIA RESORT: Boca Raton, Florida  
CASA MARINA, A WALDORF ASTORIA RESORT: Key West, Florida  
EL CONQUISTADOR, A WALDORF ASTORIA RESORT: Fajardo, Puerto Rico  
GRAND WAILEA, A WALDORF ASTORIA RESORT: Maui, Hawaii  
LA QUINTA RESORT & CLUB, A WALDORF ASTORIA RESORT: La Quinta, California  
LAS CASITAS VILLAGE, A WALDORF ASTORIA RESORT: Fajardo, Puerto Rico  
THE REACH, A WALDORF ASTORIA RESORT: Key West, Florida  
THE ROOSEVELT NEW ORLEANS, A WALDORF ASTORIA HOTEL: New Orleans, Louisiana

### EUROPE

ROME CAVALIERI, WALDORF ASTORIA HOTELS & RESORTS: Rome, Italy  
TRIANON PALACE VERSAILLES, A WALDORF ASTORIA HOTEL: Versailles, France  
WALDORF ASTORIA AMSTERDAM: Amsterdam, Netherlands  
WALDORF ASTORIA BERLIN: Berlin, Germany  
WALDORF ASTORIA EDINBURGH - The Caledonian: Edinburgh, United Kingdom

### THE MIDDLE EAST

WALDORF ASTORIA PALM JUMERIAH : Dubai, U.A.E.  
WALDORF ASTORIA JEDDAH - QASR AL SHARO: Jeddah, Saudi Arabia  
WALDORF ASTORIA JERUSALEM: Jerusalem, Israel  
WALDORF ASTORIA RAS AL KHAIMAH: Ras Al Khaimah, U.A.E.

### ASIA PACIFIC

WALDORF ASTORIA BEIJING: Beijing, China  
WALDORF ASTORIA SHANGHAI ON THE BUND: Shanghai, China

## UPCOMING DEVELOPMENTS

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WALDORF ASTORIA BALI: Bali, Indonesia  
WALDORF ASTORIA BANGKOK: Bangkok Thailand  
WALDORF ASTORIA BEVERLY HILLS: Beverly Hills, California

WALDORF ASTORIA CHENGDU: Chengdu, China  
WALDORF ASTORIA DOHA WEST BAY: Doha, Qatar  
WALDORF ASTORIA DUBAI INTERNATIONAL FINANCIAL CENTRE: Dubai, U.A.E.





# READERSHIP

## READERSHIP

The Waldorf Astoria traveler considers themselves to be **sophisticated**, likes to try new things and likes **excitement** in their life.

They are very interested in the **fine arts** and **foreign cultures**, and believe that traveling internationally allows them to learn about both.

They believe it's worth it to **pay more** for **high-quality products** and **travel experiences**.

## AUDIENCE

Median age

**44**

Education

**75%**  
College degree or higher

Median Salary

**\$200k**

Status

**70%**  
Married





# WALDORF ASTORIA DIGITAL MAGAZINE

Waldorf Astoria digital magazine allows the reader to further engage with the content through shoppable experiences, products and additional features and stories.

The digital magazine is optimized for any device to provide ease of access no matter how readers wish to experience content. Provided with a range of informative features, readers are given easy access to unforgettable experiences wherever they travel.

As advertising partners, this medium allows for enhanced content, dynamic units including rich media and advertorial opportunities. The content will be refreshed on a regular basis thus allowing advertisers to continually update and provide seasonal or new content to an expanded audience beyond print.

As part of the Waldorf Astoria Magazine distribution and communication strategy, elements of the digital magazine will be shared in Waldorf Astoria brand-level e-communications, social media and public relations channels reaching engaged, loyal, luxury guests during every phase of the customer journey.





### STEALING BEAUTY

Deeply inspired by a traditional form of the celebrated "Therapeutic" Shiatsu, the benefits of this body therapy would be the same as you read about in the real world where the world is all about the beauty of the body.

### KING OF HIS CASTELLO

The castle of the king is a masterpiece of architecture and design, a masterpiece of the world's most famous and most beautiful.

### AN EXQUISITE ESCAPE

Discover a serene and peaceful escape to paradise at the Waldorf Astoria Spa, where the world's most beautiful and most relaxing spa is located.

### GRACE & FLAVOR

Experience the grace and flavor of the Waldorf Astoria's signature cuisine, a masterpiece of the world's most famous and most beautiful.

### A PERSONAL VIEW: SHANGHAI

Shanghai, China, is a city of contrasts, a city of the future and a city of the past, a city of the world's most famous and most beautiful.



# RATE CARD

## PAGE RATES

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### STANDARD RATES AND POSITIONS

Inside front cover DPS	£17,000	\$ 22,100
Double page spread 1st 20%	£15,500	\$20,150
Double page spread	£13,950	\$18,135
Inside front cover	£12,750	\$16,575
Outside back cover	£15,950	\$20,735
Inside back cover	£9,950	\$12,935
Single page	£7,950	\$10,335
Guaranteed position	+10%	

## ADVERTISING INQUIRIES

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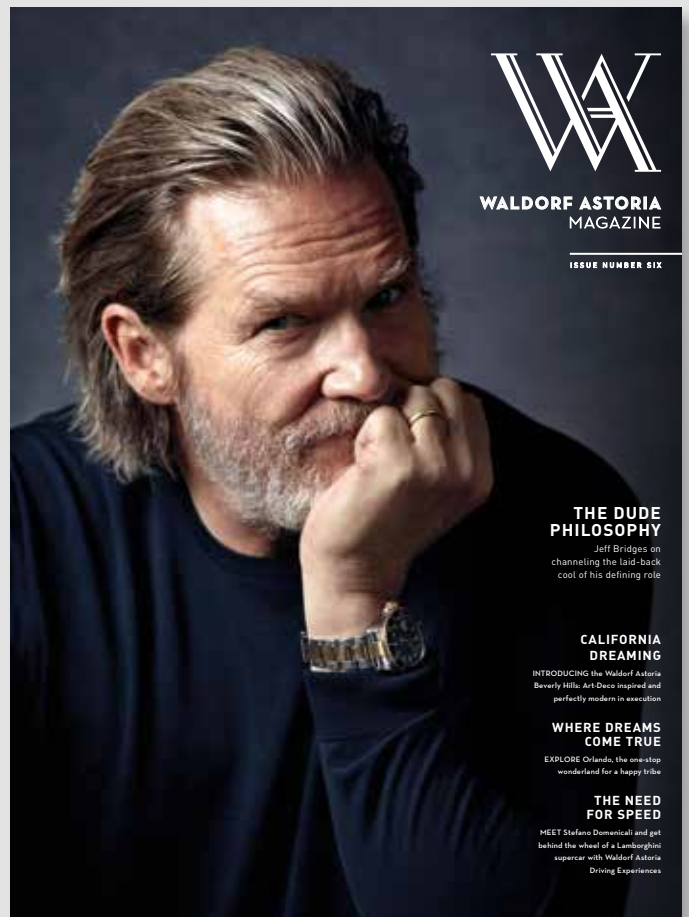
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# TECHNICAL SPECIFICATIONS

## PRINTED MAGAZINE

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### MATERIALS

Cover - 300gsm Silk Board

Text - 115gsm Arctic Volume Coated

### MECHANICAL DATA

#### Single Page Advertisements

Page trim: 327 x 239mm

Page bleed: 333 x 245mm

(trim plus 3mm bleed on each edge)

#### Double Page Spread Advertisements

Pages trim: 327 x 478mm

Page bleed: 333 x 484mm

(trim plus 3mm bleed on each edge)

All advertisements should be supplied as print-quality high-resolution PDF files.

PDFs must be supplied as a spreads for double page advertisements, not single pages.

All PDF files must contain crop marks.

During preparation of artwork to generate print-quality high-resolution PDF files, ensure that all images used are converted to CMYK or Greyscale and are no less than 300 DPI in resolution.

## ONLINE MAGAZINE

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Three sizes of advertisement are available for the digital magazine.

### Wide Skyscraper Advertisement

Size 160px x 400px

### Bespoke Skyscraper Advertisement

Size 240px x 400px

### Bespoke Square Advertisement

Size 240px x 240px

All advertisements should be supplied as 72dpi RGB .jpg files and emailed to [nick@fms.co.uk](mailto:nick@fms.co.uk).

**Note: Please ensure all contact telephone numbers contain an international dialing code prefix.**

## INQUIRIES

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For all other inquiries including copy deadlines and publishing dates, please contact:

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