

# CONRAD

MAGAZINE



MEDIA PACK

2018

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



# DISCOVER

## CONRAD HOTELS & RESORTS

CONRAD HOTELS & RESORTS is the choice for today's smart luxury traveler.

Conrad Hotels & Resorts consists of 33 properties across five continents, making it the destination of choice for smart luxury travelers.

Conrad Hotels & Resorts provides access to a world of connections and inspired experiences to those who journey with purpose, because Conrad understands that traveling is not just about the destination, it's about the journey.

### CONRAD

*NEVER JUST STAY. STAY INSPIRED.*



# CONRAD

## MAGAZINE

CONRAD MAGAZINE is a biannual publication covering the latest in culture, design, arts, fashion and technology. Its cutting-edge editorial content reflects the needs and interests of its globally inspired guest. Designed for trailblazers and trendsetters, CONRAD MAGAZINE allows its readers to have a more inspired journey.

### REGULAR CONTRIBUTORS INCLUDE

Lucia van der Post, Financial Times' How To Spend It  
Jonathan Bell, Wallpaper\*  
Mark C. O'Flaherty, Sunday Times Style  
Josh Sims, Wallpaper\*, Esquire

### QUALITY DESIGN

Conrad Magazine demonstrates superior execution in layout, photography and art direction. Each article is carefully designed with bold editorial and alluring photography; all with the intent of telling inspired stories of innovation and the people that are on the leading forefront. From paper stock to finishes, Conrad Magazine represents a brand that is unique, creative and, above all, inspired.





# DISTRIBUTION

OVER 35,000 COPIES

of Conrad Magazine are distributed to the Hilton global portfolio of Conrad Hotels & Resorts and is available in guest rooms and public areas of Conrad Hotel & Resorts worldwide. Conrad Magazine is also available in an online version at [conradmagazine.com](http://conradmagazine.com) and is also accessible through [conradhotels.com](http://conradhotels.com).

Conrad Hotels & Resorts spans the globe with over 24 properties across the Americas, Asia Pacific, Europe and the Middle East/Africa. As Conrad Hotels & Resorts grows, the brand is committed to a presence in the most desirable destinations around the world.

Over the next five years, the brand will almost double its size by adding new hotels in the U.S., China and India and many more countries.

## HOTEL LOCATIONS

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### THE AMERICAS

**CONRAD CHICAGO:** Chicago, Illinois  
**CONRAD FORT LAUDERDALE:** Fort Lauderdale, Florida  
**CONRAD INDIANAPOLIS:** Indianapolis, Indiana  
**CONRAD MIAMI:** Miami, Florida  
**CONRAD NEW YORK:** New York, New York  
**CONRAD PUNTA DEL ESTE RESORT AND CASINO:** Punta del Este, Uruguay  
**CONRAD SAN LUIS POTOSÍ:** San Luis Potosí, Mexico

### EUROPE

**CONRAD ALGARVE:** Algarve, Portugal  
**CONRAD DUBLIN:** Dublin, Ireland  
**CONRAD ISTANBUL BOSPHORUS:** Istanbul, Turkey  
**CONRAD LONDON ST. JAMES:** London, U.K.

### THE MIDDLE EAST/AFRICA

**CONRAD CAIRO:** Cairo, Egypt  
**CONRAD DUBAI:** Dubai, U.A.E.  
**CONRAD MAKKAH:** Makkah, Saudi Arabia  
**CONRAD PEZULA:** Knysna, South Africa

### ASIA PACIFIC

**CONRAD BALI:** Bali, Indonesia  
**CONRAD BANGKOK:** Bangkok, Thailand  
**CONRAD BEIJING:** Beijing, China  
**CONRAD BENGALURU:** Bengaluru, India  
**CONRAD CENTENNIAL SINGAPORE:** Singapore, Republic of Singapore  
**CONRAD DALIAN:** Dalian, China  
**CONRAD GUANGZHOU:** Guangzhou, China  
**CONRAD HONG KONG:** Hong Kong, China  
**CONRAD KOH SAMUI:** Koh Samui, Thailand  
**CONRAD MACAO, COTAI CENTRAL:** Macao, China  
**CONRAD MALDIVES RANGALI ISLAND:** Rangali Island, Maldives  
**CONRAD MANILA:** Manila, Philippines  
**CONRAD OSAKA:** Osaka, Japan  
**CONRAD PUNE:** Pune, India  
**CONRAD SANYA HAITANG BAY:** Sanya, China  
**CONRAD SEOUL:** Seoul, South Korea  
**CONRAD TOKYO:** Tokyo, Japan  
**CONRAD XIAMEN:** Xiamen, China

## UPCOMING DEVELOPMENTS

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**CONRAD BALI, NUSA PENIDA:** Bali, Indonesia  
**CONRAD BINHAI, TIANJIN:** Tianjin, China  
**CONRAD CHANGSHA:** Changsha, China  
**CONRAD CHENGDU:** Chengdu, China  
**CONRAD HANGZHOU:** Hangzhou, China

**CONRAD JAKARTA:** Jakarta, Indonesia  
**CONRAD MUMBAI:** Mumbai, India  
**CONRAD NINGBO:** Ningbo, China  
**CONRAD QINGDAO:** Qingdao, China  
**CONRAD SHENYANG:** Shenyang, China

**CONRAD SHENZHEN:** Shenzhen, China  
**CONRAD SUZHOU:** Suzhou, China  
**CONRAD WASHINGTON, D.C.:** Washington, D.C.



# READERSHIP

The Inspired Traveler considers themselves an opinion leader, and is usually one of the first of their friends to try new products or services. They like to stand out from others and consider themselves a risk taker.

## READERSHIP

Guests of Conrad Hotels & Resorts are **discerning** and style-savvy  
They think of themselves as **creative** people

They are willing to **pay extra** for **comfort** and **service** while traveling

They prefer to buy **designer** or **luxury brands**

They seek out **products** or **experiences** that are truly **exclusive**

## AUDIENCE

### MEDIAN AGE

48

### EDUCATION

77%  
College degree or higher

### MEDIAN SALARY

\$212,000

### STATUS

70%  
married







# ONLINE

WWW.CONRADMAGAZINE.COM

## CONRAD DIGITAL MAGAZINE

plays a key role in the brand's digital strategy, delivering content that is engaging, relevant and inspired by the destination.

The design of Conrad Magazine digital offers readers a complete online experience optimized for any device. Content is curated to best suit the individual travel curiosities of our readers – from style and local culture to technology and food – enabling them to easily navigate and share content within their own social channels.

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 Conrad Magazine distribution and communication strategy, elements of the digital magazine are shared through Conrad brand-level e-communications, social media channels and public relations releases. The target audience includes prospective and existing loyal guests, who will be aptly communicated to during every phase of their customer journey.



# RATE CARD

## PAGE RATES

### 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

FMS Global Media

Jill Ratcliffe – Account Director

T: +44 (0)203 772 4851

E: [jill@fms.co.uk](mailto:jill@fms.co.uk)

Shemin Juma – Account Manager

T: +44 (0)203 772 4857

E: [shemin@fms.co.uk](mailto:shemin@fms.co.uk)

Jon Clements – Account Manager

T: +44 (0)203 772 4859

E: [jon@fms.co.uk](mailto:jon@fms.co.uk)





# TECHNICAL SPECIFICATIONS

## PRINTED MAGAZINE

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### MATERIALS

Cover - 250gsm UPM Fine Offset uncoated  
Text - 120gsm UPM Fine Offset uncoated

### MECHANICAL DATA

#### Single Page Advertisements

Page trim 279mm x 210mm  
Page bleed: 289mm x 220mm

#### Double Page Spread Advertisements

Pages trim: 279mm x 420mm  
Page bleed: 289mm x 430mm

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

All PDF files must contain crop marks.

Please supply double-page advertisements as a full spread, not two single pages.

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 600px

#### Bespoke Skyscraper Advertisement

Size 240px x 600px

#### Bespoke Square Advertisement

Size 240px x 240px

All advertisements should be supplied as 72dpi RGB .png 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:

Nick Fulcher - Operations Director  
T: +44 (0)203 772 4861  
E: [nick@fms.co.uk](mailto:nick@fms.co.uk)