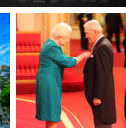
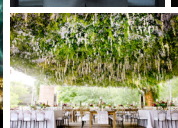
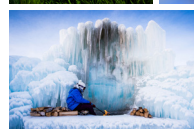


Eloquence

Fluent in the private club aesthetic and affluent lifestyle



2018-2019 Media Kit

THE PREEMINENT, EXQUISITELY
PRINTED LIFESTYLE MAGAZINE FOR
THE HIGH NET WORTH AUDIENCE



Eloquence Magazine Is Fluent in Wealth & Affluence

Eloquence Magazine is fluent in the private club aesthetic and affluent lifestyle, delivering bespoke content on topics of interest, such as golf, tennis, yachting, food and drink, travel, culture, and philanthropy (see full topic list later in media kit).

Eloquence is unsurpassed in its ability to reach the unique, ultra-targeted, affluent and wealthy niche audiences through its highly vetted, invitation-only format and extremely trusted distribution channels, such as the member clubs of the National Club Association (NCA) and premier luxury condominium associations.

No other luxury lifestyle magazine can offer this direct access to

such a high concentration of wealthy and affluent readers through their own personally trusted relationships, nor can they provide the immeasurable benefits realized from the loyalty and confidence extended to *Eloquence* and its partners via such relationships. Therefore, we only partner with the very best companies to ensure the utmost quality on behalf of our readers.

Eloquence strives to enhance the lives of its readers through its exquisite, custom-milled paper; distinct, artistic covers and layout; captivating features; and engaging profiles. As well, opportunities exist for special positioning, inserts, and polybag enclosures.

Frequency:

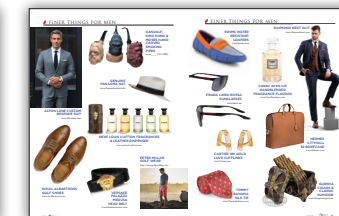
Total Distribution ¹ :	420,000
Select Direct-Mail Print Distribution for Fall 2018 Issue:	20,000 direct-mailed, vetted, invitation only ²
Select Direct-Mail Print Distribution for quarterly issues starting with Winter 2018:	60,000 direct-mailed, vetted, invitation only
Digital Distribution:	400,000 double-opted-in subscribers meeting net worth criteria
Pass-Along Readership:	470,000 ³

Quarterly

Eloquence Audience Demographics

Average Net Worth:	\$57.2 Million ²
Average Annual Household Income, Total Circulation:	\$1.01 Million ³
Median Home Sale Value:	\$3 Million
Median Age:	46 Years
Married/Partnered:	91%





Detailed National Club Association Member Profile

Eloquence is proud to be the **Official Lifestyle Publication of the National Club Association**, reaching nearly 5,000 decision makers from all levels of leadership at more than 400 of the country's most prestigious membership clubs — including golf, tennis, yacht, social, university, destination, city and country clubs. More than 90 percent of the NCA audience are club board members or general managers.

Additionally, pass-along readership via the member clubs of the NCA represents an exclusive opportunity for *Eloquence* Magazine and its partners. Therefore, ongoing opt-in opportunities will be offered to the membership of the exclusive clubs of the NCA and other private clubs eligible for NCA membership, representing a significant phasing in of additional, highly affluent readership.



NCA MEMBER CLUB DEMOGRAPHICS

Members by Club Type

Country	58%
Golf	21%
City	8%
Athletic	7%
Yacht	4%
Other	2%

Members by Gross Revenue

\$2 - \$4 Million	45%
\$4- \$6 Million	29%
\$6- \$8 Million	10%
\$8- \$10 Million	7%
\$10- \$20 Million	6%
\$20 Million+	2%

Years of Membership in the NCA

20+ years	38%
15 - 19 years	20%
10 - 14 years	15%
5 - 9 years	12%
1 - 4 years	13%

Golf & Country Club Industry Statistics at a Glance 2018 by IBISWORLD

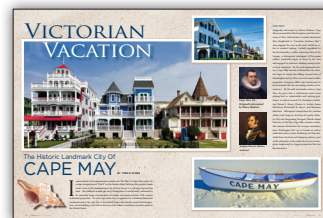
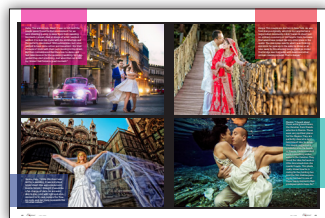
Revenue	\$24 Billion
Annual Growth:	1.2%
Profit:	\$144.1 million

"The game [golf]] is big business, directly driving \$84.1 billion in economic activity across the U.S. in 2016, according to the World Golf Foundation.

The findings reflect a 22% increase from \$68.8 billion in 2011."

Forbes Magazine,
April 24, 2018





Looking for Exceptional R.O.I. Opportunity?

A Dozen Key Reasons to Market to the Wealthy & Affluent Ultra-Niche Audience as a Partner with *Eloquence Magazine*.

As the preeminent, exquisitely printed lifestyle magazine with the highest concentration of vetted, invitation only, high net worth and private club member readership in the marketplace... Eloquence is fluent in the affluent and wealthy.

1. "The Affluent population has grown in size and resources, lifting marketplace spending and media audiences with it. Affluent spending is crucial to the health of both luxury and mass brands. A strategic understanding of today's diverse Affluent population has become an imperative for every brand in every category."
— Evan Borak, Senior Vice President of Ipsos Media CT, and Head of its Audience Measurement Group
2. The Wealthy¹ = 2.3 times more \$ spending than others.
3. The Wealthy = Spend 54% more time reading print magazines than other audiences.²
4. ROI for Print Magazine Advertising Spend [geared to Affluents & Wealthy] = \$3.94 = Highest ROI of all other media platforms.³ (See research chart on page 7.)
5. Among affluent consumers, devoted print magazine readers are more trusted (than internet, TV, radio or newspaper) recommenders in Automotive, Healthcare, Finance, Vacation Travel, Food categories.⁴
6. Affluent luxury goods category influencers are devoted print magazine readers.
(See research chart on page 7.)
7. Affluent print magazine readers spend big on home remodeling and decorating. (See research chart on page 7.)
8. Affluent print magazine readers are the most frequent travelers. (See research chart on page 8.)
9. Affluent print magazine readers are most likely to spend heavily on vacations. (See research chart on page 8.)
10. Affluent food influencers consumer print magazines over other media forms. (See research chart on page 8.)
11. Print magazine readership among the wealthy and affluent readership is steady all year long.
(See research chart on page 9.)
12. 12. Magazines attract upscale new car buyers. Top quintile of magazine readers accounted for \$97.4 billion in annual automotive sales.
(See research chart on page 9.)

(See research chart on page 7.)





Eloquence Editorial Details

Topics In Each Issue

- Adventure Sports
- Antiques & Collections
- Architecture & Interior Design
- Beauty & Anti-Aging
- Business & Finance
- Award-Winning Culinary Profiles
- Destination & Travel
- Luxury Condominium Living
- Real Estate
- Haute Fashion
- Health & Wellness
- Fine Dining
- Fine Arts
- Golf & Tennis
- Golf Industry News
- Jewelry & Timepieces
- Luxury Automobiles
- Philanthropy
- Private Club Profile
- Private Club Trends
- Private Jets
- Technology
- Theater & Arts
- Wine & Spirits
- Yachting & Watercraft

EDITORIAL CALENDAR

Spring — Added focus on Culinary/Gastronomy, Technology

Summer — Added focus on Haute Couture Weddings & International Travel

Fall — Added focus on Fine Art and Fashion

Winter — Philanthropy, Fine Gifting, Adventure Travel

PRINT SCHEDULE AND AD DEADLINES

Fall 2018

- Editorial consideration: August 10
- Advertising commitment: August 27
- Advertising design request/material: August 27
- Camera-ready art submission: August 30
- Post office drop date: September 14

Winter 2018-2019

- Editorial consideration: October 19
- Advertising commitment: November 19
- Advertising design request/material: November 26
- Camera-ready art submission: November 30
- Post office drop date: December 12

Spring 2019

- Editorial consideration: January 31
- Advertising commitment: February 20
- Advertising design request/material: February 25
- Camera-ready art submission: March 1
- Post office drop date: March 15

Summer 2019

- Editorial consideration: April 19
- Advertising commitment: May 17
- Advertising design request/material: May 24
- Camera-ready art submission: May 30
- Post office drop date: June 14



Eloquence Editorial Details

AD SPECIFICATIONS

High resolution CMYK PDF files are required. Trim marks and bleed marks must be included. Send to artdirector@eloquencemagazine.com. Ads must be created in InDesign or Adobe Illustrator. Ads created in Photoshop are not accepted. Graphic images and logos should be in vector format created in Illustrator. Image files should be CMYK, supplied @300 dpi, saved in a CMYK PDF file at a minimum of 300 dpi with all fonts embedded or converted to outline. RGB color and JPEG file formats are NOT accepted. If you have questions regarding advertising specifications, please contact: Claire O'Neill at artdirector@eloquencemagazine.com.

Eloquence Magazine Is Fluent in Affluence

Let us help you speak the language of wealth and affluence and reach your marketing goals and objectives.

Editorial Consideration: Contact Publisher Robin Jay at editor@eloquencemagazine.com

Advertising Opportunities: Contact Publisher Michael Jay at atmj@eloquencemagazine.com, 954-593-5060

Ad specifications: Contact Art Director Claire O'Neill at artdirector@eloquencemagazine.com, 856-261-8460

2-Page Spread:

Trim: 18" x 11.9375

Add .25" on each side for ads that required a bleed.

Please include crop marks and bleeds.

Full Page d: No-bleeds

Ad Size: 8" x 10.9375"

Triim Size: 9" x 11.9375"

Please include crop marks and bleeds.

Full Page Ad: Full Bleed

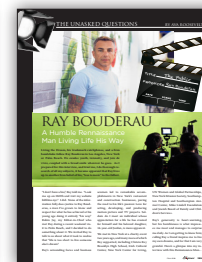
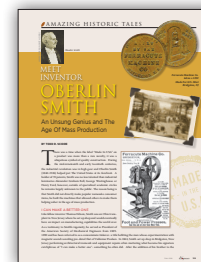
Triim Size: 9" x 11.9375"

Add .25" on each side for ads that required a bleed.

Total Size (including bleed) 9.50" x 12.4375

Live Area: .8" x 10.9375"

Please include crop marks and bleeds.



FOOTNOTES:

² As per IPSOS Media research

² IBID

³ Nielson Catalina Solutions 2016

⁴ Research reported by The Association of Magazine Media

⁵ Source: GfK MRI, Spring 2017

⁶ Source: GfK MRI, Spring 2017

⁷ Ipsos Affluent Survey USA, Fall 2017

⁸ Source: Ipsos Affluent Survey USA, Fall 2017

⁹ Source: Ipsos Affluent Survey USA, Fall 2017

¹⁰ Source: GfK MRI, Spring 2017

¹¹ Source: GfK MRI, July 2016-June 2017

¹² Source: JD Power Automotive Media and Marketing Report, Winter 2017

Chart 4



Average return on advertising spend—all studies

Note: Nielsen Catalina Solutions comparison of average increase in dollar sales per dollar of advertising spend by media in study across 1,400 CPG campaigns.
Source: Nielsen Catalina Solutions, Multi-Media Sales Effect Studies from 2004 – Q4 2015



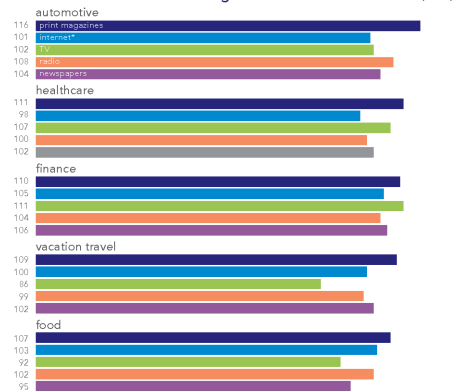
Tweet

Among affluent consumers, devoted print magazine readers are trusted recommenders across product categories

Source: GRK MRI, Spring 2017

Chart 5

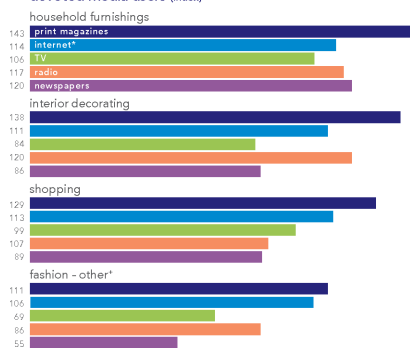
Trusted recommenders among affluent devoted media users (index)



*Includes internet magazine activity.
Index: Percentage of recommenders within top quintile of users of each medium with HHI of \$75K+ vs. percentage of recommenders among adults 18+ with HHI of \$75K+. Recommenders are defined as people who say they have recommended products or services to others in the past 12 months within a category.
Source: GRK MRI, Spring 2017

Chart 6

Luxury goods category influencers among affluent devoted media users (index)



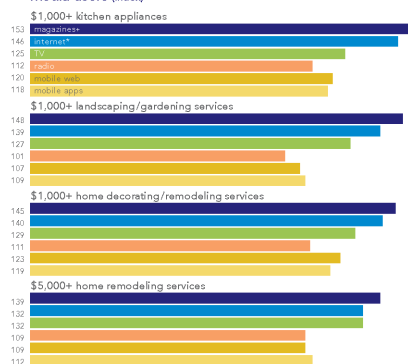
*Includes internet magazine activity. *Other than clothes and shoes.
Index: Percentage of category influencers within the top quintile of users of each medium among adults 18+ with HHI of \$75K+ vs. percentage of category influencers among adults with HHI of \$75K+. Category influencers are defined as people who have great experience in the topic and whose advice on this topic is trusted by friends and family members.
Source: GRK MRI, Spring 2017

Affluent luxury goods category influencers are devoted print magazine readers

Affluent magazine readers spend big on home remodeling and decorating

Chart 7

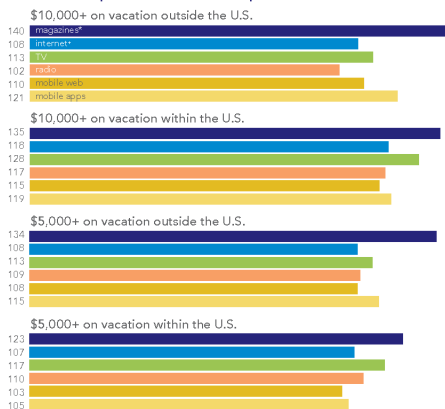
Home improvement spending among affluent devoted media users (index)



* Includes digital magazine reading. *Includes internet magazine activity.
Index: Top quintile of users of each medium, based on number of issues (magazines), hours (TV, Internet, radio), activities (Mobile Web) or apps used regularly (mobile apps), among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+.
Source: Ipsos Affluent Survey USA, Fall 2017

Chart 8

Amount spent on vacations in past 12 months (index)



*Includes digital magazine reading. +Includes internet magazine activity.
Index: Top quintile of users of each medium, based on number of issues (magazines), hours (TV, internet, radio), activities (mobile web) or apps used regularly (mobile apps), among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+.
Source: Ipsos Affluent Survey USA, Fall 2017

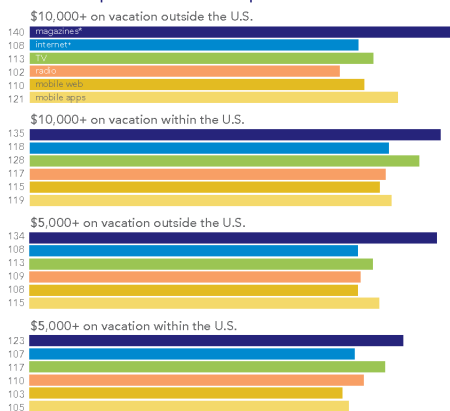
Tweet

Affluent #magmedia readers are most likely to spend heavily on vacations

Source: Ipsos Affluent Survey USA, Fall 2017

Chart 9

Amount spent on vacations in past 12 months (index)



*Includes digital magazine reading. +Includes internet magazine activity.
Index: Top quintile of users of each medium, based on number of issues (magazines), hours (TV, internet, radio), activities (mobile web) or apps used regularly (mobile apps), among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+.
Source: Ipsos Affluent Survey USA, Fall 2017

Tweet

Affluent #magmedia readers are most likely to spend heavily on vacations

Source: Ipsos Affluent Survey USA, Fall 2017

Chart 10

Affluent influential consumers for food purchases among devoted media users (index)

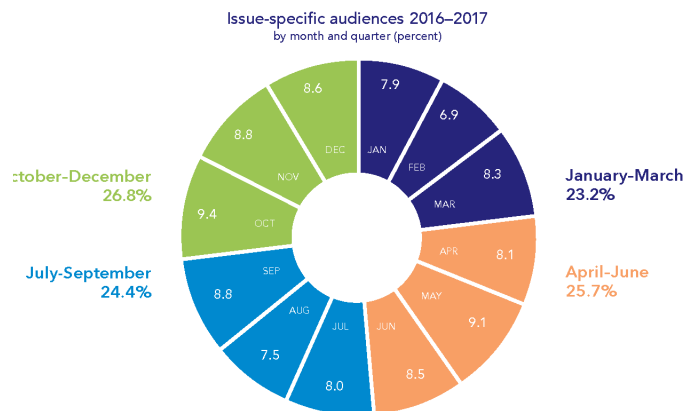


*Includes internet magazine activity.
Index: Percentage of category influentials among top quintile of users of each medium among adults 18+ with HHI of \$75K+ vs. percentage of category influentials among adults with HHI \$75K+. Category influentials are defined as people who have great experience in the topic and whose advice on this topic is trusted by friends and family members.
Source: GRK MRI, Spring 2017

Affluent food influencers consume print magazines

Chart 11

Readership is steady all year long

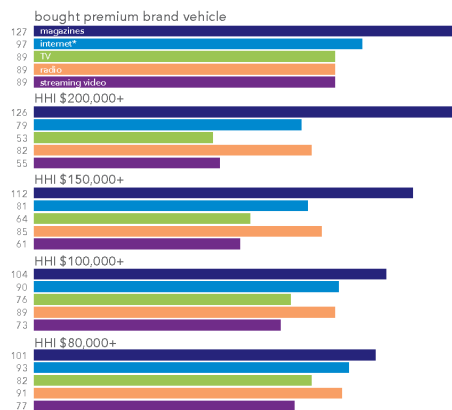


Note: Includes all publications measured in GfK MRI Issue-Specific Study
Source: GfK MRI, July 2016–June 2017

Chart 12

Magazines attract upscale new car buyers

Top quintile of magazine
readers accounted for
\$97.4 billion in annual
automotive sales



*Includes internet magazine activity.
Note: Magazine media quintiles based on readership of 92 titles.
Index: Top quintile of users of each medium among new vehicle buyers
vs. all of new vehicle buyers.
Source: J.D. Power Automotive Media and Marketing Report, Winter 2017