



# Franchisee Advertising Program

## Niche Publications

Their readership is “niche-proof.” Niche Media has made a substantial investment to develop a one-of-a-kind database targeting individuals with household incomes in excess of \$200,000, who maintain liquid assets of more than \$750,000, and have a home value of more than \$1,000,000. This allows them to reach the wealthiest & most influential people – those with the highest disposable income and spending power in each of their markets.



### CIRCULATION & DEMOGRAPHIC: TOTAL REACH

Male / Female Skew:	45% Male / 55% Female
Married:	67%
Age 25-34:	11%
Age 35-44:	29%
Age 45-54:	28%
Age 55+:	31%
HHI:	\$200,000+ 98%
Liquid Assets:	\$750,000+ 99%
Home Value:	\$1,000,000+ 98%

### 2015 RATES

MAGAZINE TITLE	1X	3X	6X
Gotham	\$5,925	\$5,375	\$4,850
LA Confidential	\$5,925	\$5,375	\$4,850
Michigan Avenue	\$5,925	\$5,375	\$4,850
Vegas	\$5,925	\$5,375	\$4,850
Ocean Drive	\$5,375	\$4,850	\$4,300
Boston Common	\$5,375	\$4,850	\$4,300
Capitol File	\$5,375	\$4,850	\$4,300
Philadelphia Style	\$5,375	\$4,850	\$4,300
Austin Way	\$5,375	\$4,850	\$4,300
Aspen Peak	\$4,850	N/A	N/A
Hamptons	\$4,300	\$4,050	\$3,775
Art Basel	\$4,850	N/A	N/A

All ads are full page, full color. Ad may be mixed and matched to achieve frequency discounts.

### 2015 CLOSING DATES

ISSUE	DISTRIBUTION DATE	MATERIALS DUE
March	March 1	January 21
April	April 1	February 18
May	May 1	March 24
June	June 1	April 21
July	July 1	May 19
August	August 1	June 23
September	September 1	July 21
October	October 1	August 18
November	November 1	September 22
December	December 1	October 20

**DEADLINE:** 60 days before publication date