
PALM SPRINGS LIFE



PHOTOGRAPHY BY GREG SWALES

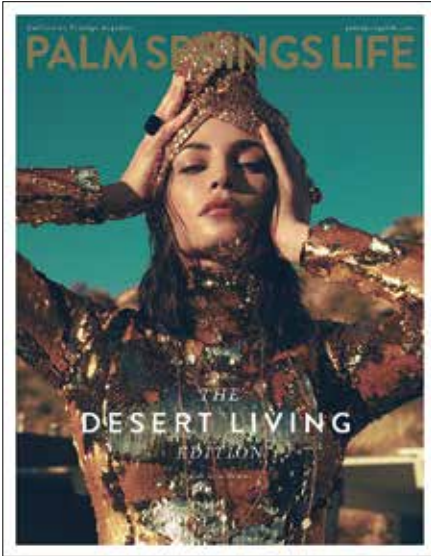
2020 MEDIA KIT

FOR 60+ YEARS

Palm Springs Life has celebrated the Southern California desert lifestyle by offering sophisticated content to an affluent audience of residents and visitors.

Palm Springs Life stands out as “California’s Prestige Magazine.”

MONTHLY READERSHIP



73,418
Print
+
6,478
Digital
=
79,896
Monthly Readership

Subscriber Profile Highlights

65%

Female

35%

Male

64%

Married

73%

Age 55 or over

\$3,040,000

Average Net Worth

\$373,800

Average Household Income

60%

bought a product advertised in the publication

83%

Keep *Palm Springs Life* one month or longer

Source: 2014 Ipsos MediaCT Subscriber Study and Circulation Verification Council Readership Study December 31, 2018.

CIRCULATION & DISTRIBUTION

Reaching affluent and loyal subscribers

76%

Paid Circulation

6,478

Prestige Access monthly e-subscribers

73,418 Print readers per month

18,825 audited copies per month x 3.9 readers per issue

79,896

Total monthly readership

95%

of our readers rated *Palm Springs Life* excellent or good

Readership Habits

91%

Read the last four issues

83%

Saved more than one issue

47%

Spend 30 to 59 minutes reading

3.9

Average readers per issue

Distribution

3,253

Single Copy Newsstand Distribution

14,708

Average Paid Distribution

6,478

Prestige Access Monthly E-Subscribers

2,414

Average Controlled

18,825

Average Net Circulation

20,000

Average Monthly Printed Copies

\$42

Annual Subscription

\$5.95

Newsstand Price

DEMOGRAPHIC

AGE

Age 55 or over	73%
Under age 54	27%
Average age	60

GENDER

Female	64%
Male	36%

MARITAL STATUS

Married	64%
Single	12%
Partnered	12%

NET WORTH

Up to \$999,999	28%
\$1,000,000 – \$9,999,999	62%
\$10,000,000 or more	10%

HOUSEHOLD INCOME

Average household income	\$373,800
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**EDUCATION/
OCCUPATION**

College degree Completed	43%
post graduate	30%
Own/partner in a business	30%
Member of Board of Directors	30%

HOME OWNERSHIP

Average value of home	\$923,400
Own two homes	40%
Intend to purchase a home or real estate within 12 months	10%
Value of primary residence \$3,000,000 or more	5%

READERSHIP HABITS

Read the last 4 issues	91%
Saved more than one issue	76%
Kept one month or longer	83%
Spent 30 to 59 minutes reading	47%
Average readers per issue	3.9

ACTIONS TAKEN BASED ON PALM SPRINGS LIFE READERSHIP

Dined in a restaurant	80%
Attended an event	49%
Saved items of interest	42%
Used the dining out/ calendar listings	35%
Bought a product or service	59%

HOW DO YOU RATE PALM SPRINGS LIFE?

Excellent or good	95%
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LEISURE ACTIVITIES & ENTERTAINING

(last 12 months)

Attended live theater performances	67%
Visited museums	66%
Attended art auctions/ galleries	63%
Attended food tasting festivals	53%
Attended sporting events	49%
Attended charitable benefit events	45%
Attended fashion/trunk shows	25%

READERSHIP LIFESTYLE PLANS

(last 12 months)

Invest in stocks/mutual funds	43%
Redecorated their home(s)	35%
Bought or leased a new vehicle	26%
Remodeled or renovated their home(s)	31%

DINING

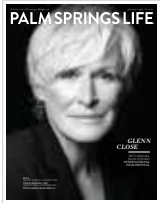
Spent on dining out in an average week	\$315
Ordered liquor by brand	79%
Drink or serve wine	78%
Dine out one or two times in an average week	50%

Source: 2014 Ipsos MediaCT Subscriber Study and Circulation Verification Council Readership Study December 31, 2018.

EDITORIAL CALENDAR

ISSUE

SPECIAL SECTIONS



JANUARY — Hollywood Glamour



- Palm Springs International Film Festival
- Red-carpet fashion
- New modernism
- Return to the Desert Classic

AD CLOSE: NOVEMBER 11, 2019



FEBRUARY — Modernism



- Modernism Week preview
- Icons of Modernism
- Town & Country

AD CLOSE: DECEMBER 16, 2019

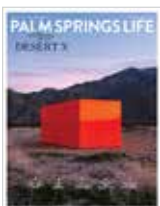


MARCH — Fashion & Tennis

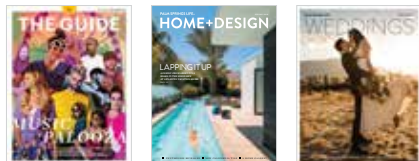


- Fashion Week El Paseo
- Palm Desert Food & Wine
- BNP Paribas Open

AD CLOSE: JANUARY 17, 2020



APRIL — Anniversary Issue



- 62 years of Palm Springs Life
- Mojave National Preserve
- Cabot Yerxa
- Special section: Wellness

AD CLOSE: FEBRUARY 14, 2020

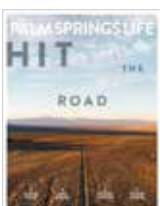


MAY — Real Estate



- Top real estate agents
- Fashion Week El Paseo and Palm Desert Food & Wine rewind
- Women Who Lead
- Joshua Tree Music Festival

AD CLOSE: MARCH 16, 2020



JUNE — The Summer Issue



- All about the cactus
- The myth of summer downtime
- A valley of craft beer
- Top Lawyers

AD CLOSE: APRIL 17, 2020

Schedule subject to change. Advertorials close 15 days prior to deadline dates.

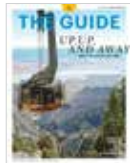
EDITORIAL CALENDAR

ISSUE

SPECIAL SECTIONS



JULY – Top Doctors



SPECIAL ADVERTISING FEATURES:
TOP DOCTORS

- Top Doctors
- Quest for cool: food and drink, clothes, pools, secret places (late/early)

AD CLOSE: MAY 18, 2020



AUGUST – Best of the Best



- Santa Rosa & San Jacinto Mountains Monument at 20
- Best of the Best readers choice
- Fall Arts Preview

AD CLOSE: JUNE 15, 2020



SEPTEMBER – Annual Desert Living Edition



SPECIAL ADVERTISING FEATURES:
GALLERY GUIDE, HOTELS, REAL ESTATE, STYLE, WELLNESS, RETAIL SERVICES.

- Resort fashion
- Santa Rosa & San Jacinto Mountains Monument at 20
- 12 people who shaped the modern desert
- The Living Desert
- Behind the scenes at Fashion Week El Paseo
- Great restaurants

AD CLOSE: JULY 13, 2020



OCTOBER – Progress



- Santa Rosa & San Jacinto Mountains Monument at 20
- Agua Caliente Cultural Plaza
- New businesses in the Coachella Valley
- Modernism Week Fall Preview

AD CLOSE: AUGUST 14, 2020

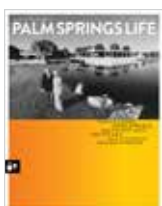


NOVEMBER – Passion



- Inspired philanthropy
- Outrageous collections
- Gala fashion

AD CLOSE: SEPTEMBER 14, 2020



DECEMBER – Peace



SPECIAL ADVERTISING FEATURES:
TOP DENTISTS , GALLERY

- How the valley promotes peace
- The A-list gift guide
- Entertaining for the holidays
- Top dentists

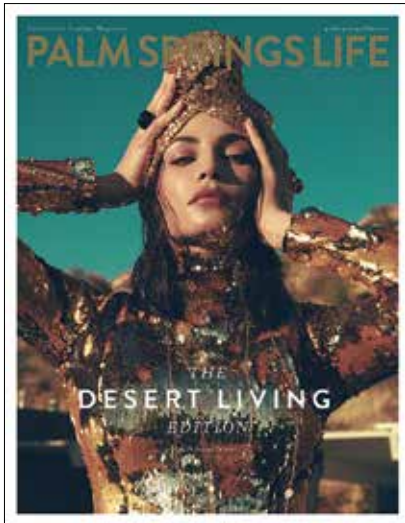
AD CLOSE: OCTOBER 16, 2020

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SEPTEMBER ANNUAL DESERT LIVING EDITION

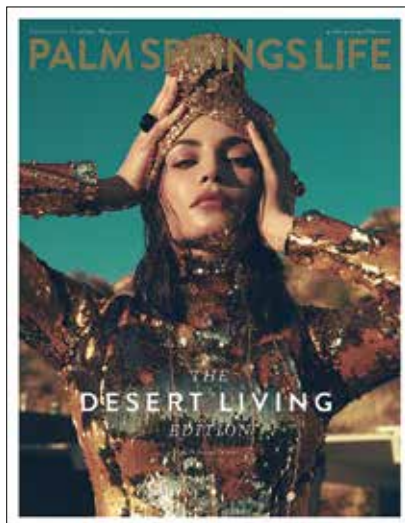
The *Palm Springs Life* Annual Desert Living Edition has a potential readership of more than 3.2 million potential visitors and full- and part-time residents.

Hardbound



- Placed in more than 19,655 hotel rooms, timeshares, and vacation properties for the entire year
- Maintained all year in 2,000 doctors' offices, waiting rooms, country clubs, salons, and professional offices
- Personalized copies presented to 1,600 VIPs
- **25,000+**
Hardbound Copies

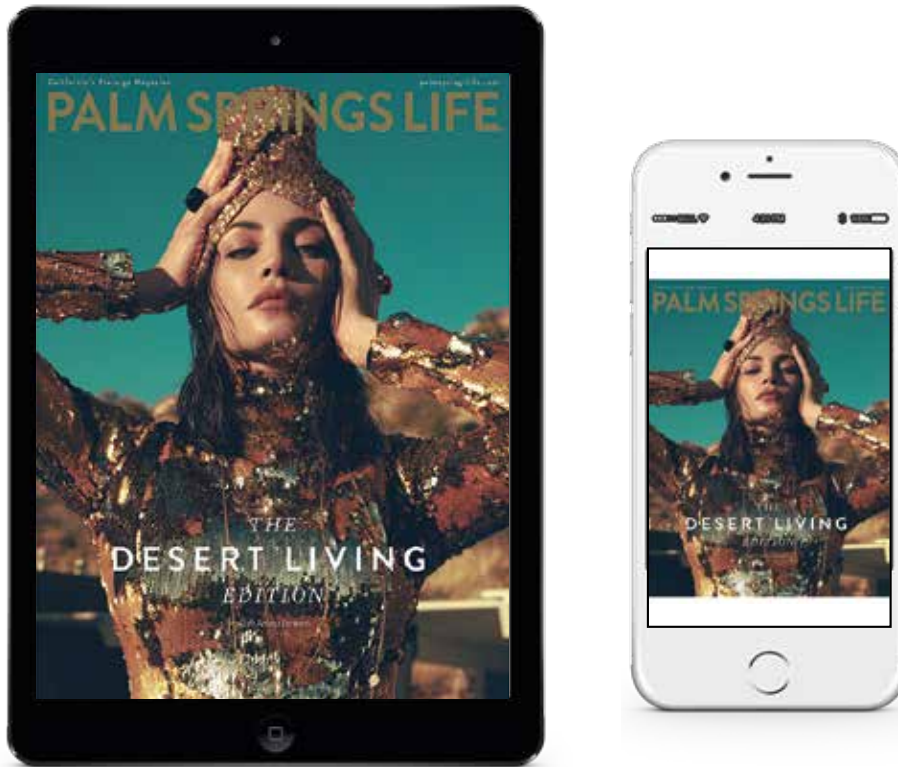
Softbound



- Placed on 1,567 newsstands throughout Greater Palm Springs, Southern California, and other feeder markets
- Mailed to all monthly subscribers; representing more than 79,896 readers
- **20,000**
Softbound Copies

SEPTEMBER ANNUAL DESERT LIVING EDITION

Digital Edition



6,478

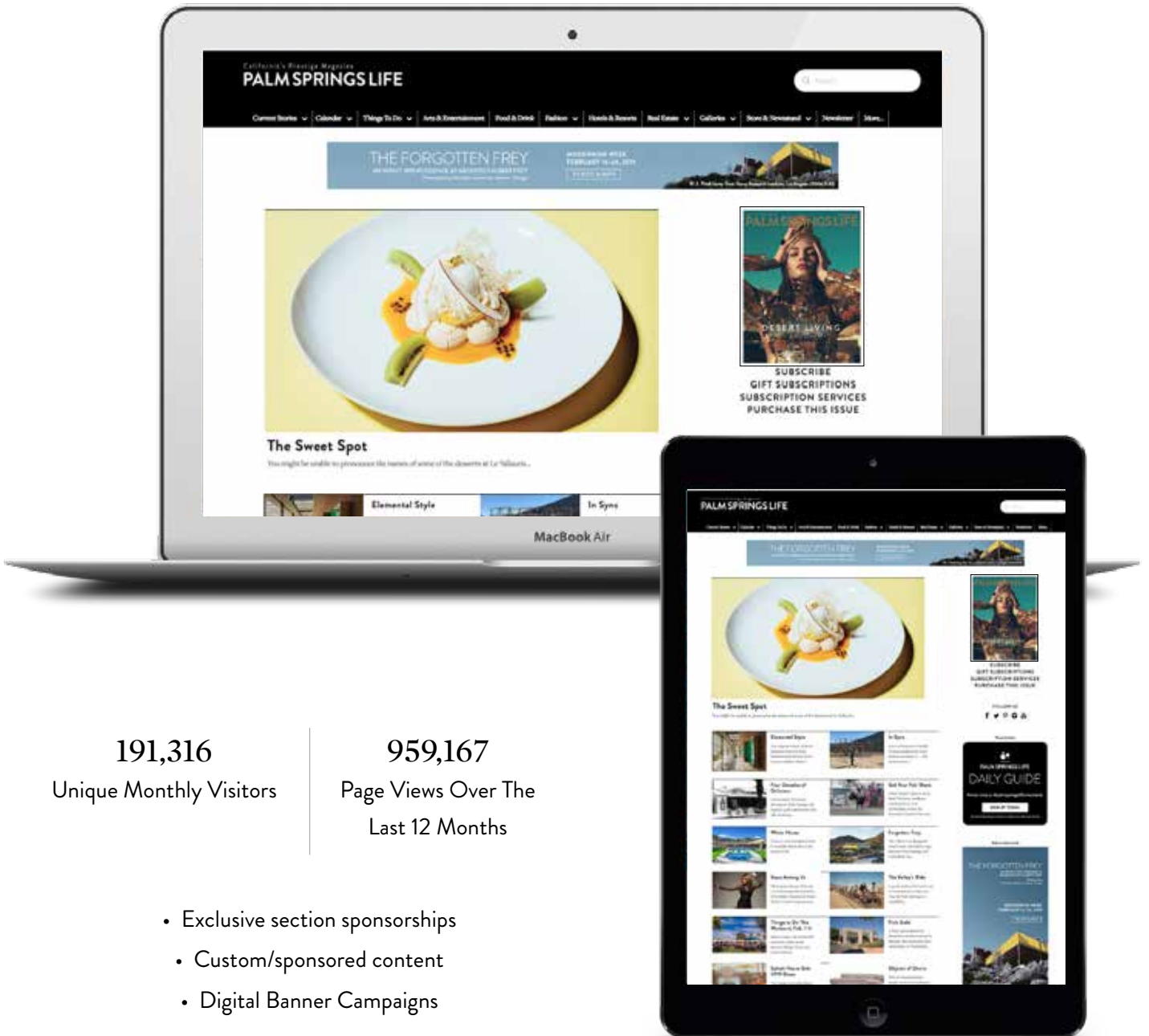
Prestige Access Monthly E-Subscribers

Total Annual Distribution

25,000+	+	20,000	+	6,478	=	51,478	13.6+
Hardbound		Softbound		Prestige Access		Total	Million
Copies		Copies		Monthly		Annual	Readers
				E-Subscribers		Distribution	

DIGITAL OPPORTUNITIES

PALM SPRINGS LIFE.COM



191,316
Unique Monthly Visitors

959,167
Page Views Over The
Last 12 Months

- Exclusive section sponsorships
- Custom/sponsored content
- Digital Banner Campaigns

Source: Circulation Verification Council Readership Study December 31, 2017


DIGITAL OPPORTUNITIES

E-Newsletters

**PALM SPRINGS LIFE —
1X PER MONTH**

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PALM SPRINGS LIFE




This Is Not a Story About Desert X.

If you've flipped through the pages of this month's issue and wondered, "as I would, Where the hell is the Desert X preview?", I'd better explain — especially considering that two years ago I blasted *The Desert Sun* for publishing a newspaper on opening day of Desert X with nary a mention of the exhibition of site-specific art that had opened across the Coachella Valley. (The newspaper ultimately covered Desert X generously throughout its three-month run.) This issue of *Palm Springs Life* should contain a Desert X story, especially because: 1) I'm on the Desert X board of directors, and I know stuff; 2) I edited the official program and trained the docents; and 3) the exhibition opens to the public Feb. 9 and, damn it, you need to know how to navigate all the sites and the programming.


It would be easy for me to say that the Desert X curators had not finalized the list of artists and installation sites as this issue went to press, or that I was bound by my board pledge to hold secret all information about Desert X until opening day. Both points would be true. But I can think of a better reason — one that actually serves the Desert X philosophy: "You should experience the art on your own terms and in your own time to see the dramatic ways that artists from around the world address the history, people, environment, and issues of the place where we live."

Start by picking up a copy of the official program at one of the three Desert X hubs (Indio, Palm Desert, and Palm Springs). You can find the hub addresses and information about tours and other programming at [palmpringslife.com](#). The March issue of *Palm Springs Life* will include a copy of the program. The exhibition continues through April 21.



Which leaves us with what does appear in this issue — and, yes, architecture and design buffs, it's what you look forward to every February: our Modernism issue. And we don't disappoint. First we offer an exclusive sneak peek at the restored 1955 Crav House, a two-bedroom hillside home designed by Albert Frey that has gone largely unseen for generations. In *The Forgotten Frey*, photographer Lance Gerber and writer David Lanning show and tell the story of how Sam Harris — the owner of Sherman's Deli & Bakery, who spent weekends at the house as a kid — brought the classic architecture and interior back to life and put the house on this year's Modernism Week tour schedule from Feb. 14 to 24.

ADVERTISEMENT



FASHION WEEK
PART 1 - MARCH 26
MARCH 26

**DAILY GUIDE —
5 DAYS PER WEEK**

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PALM SPRINGS LIFE

DAILY GUIDE



Best Ride on Two Wheels

The 21st annual Tour de Palm Springs is expected to attract 5,000 to 6,000 cyclists Feb. 9 from across the U.S. and several other countries. At the heart of the Tour is its charitable purpose benefiting a host of desert organizations.

[READ MORE](#)



THE FORGOTTEN FREY
AN ARCHITECTURE HISTORY OF PALM SPRINGS
By Lance Gerber

THINGS TO DO

Things to Do This Weekend Feb. 1-4

Rain or shine, this weekend's taste test comes at the Rancho Mirage Wine and Food Festival, while indoors it's The Beach Boys and local theater.

ARTS & ENTERTAINMENT

Ready to Dance With Somebody?

Music powerhouse Deborah Cox illuminates the splendor of Whitney Houston at Mizell Senior Center's 14th Annual Stars Among Us Gala in Palm Springs.

HISTORY

Who Hoped Bony Water to the Desert

Oiver S. McKinney found a way to tap into the water source that helped the Greater Palm Springs area flourish. #FashionFrey

VIDEO

This is Bound to Make You Happy

From 2018, a taste of Mexico featuring street space from El Tranvia in Coachella, Tare Jalisco in Indio, and Up in Smoke Catering in Coachella.

PALM SPRINGS LIFE
DISCOVERING
Mid-Century
Architecture
Tour App



6,478

Prestige Access Monthly E-Subscribers

33,000

Monthly Opt-In E-Newsletter Subscribers

DIGITAL OPPORTUNITIES

Programmatic Digital Marketing

Our newest in-house technology platform is driven by our local knowledge of the Greater Palm Springs market.

No other media company has the deep relationships with our clients, our nine cities, and the industries and businesses that make up the Coachella Valley.

OUR LOCAL KNOWLEDGE DRIVES THE TECHNOLOGY

We have a monthly audience of over 384,000 individuals who put their trust into Palm Springs Life to educate them and curate their experiences as they live, work, and play. Our local knowledge allows us to reach the most ideal customers more efficiently than any other digital media. We pick the right people at the right place at the right time.

Targeting Options



FREQUENCY TARGETING

Control frequency, limiting or increasing the number of times your ad is viewed.



CONTENT TARGETING

Only interact with a user interested/viewing content relevant to the target consumer

DIGITAL OPPORTUNITIES

Targeting Options: continued

**DAY PARTING**

Control when a user is able to see your sale message.

**BEHAVIORAL TARGETING**

Target consumers based on their behavior and tracked interest online.

**DEMOGRAPHIC TARGETING**

Target a specific age, income and/or gender when trying to reach your consumers.

**GEOGRAPHIC TARGETING**

Target a user based on their location, available at zip, city, state, country and radius. Custom geo fencing also available.

**IP TARGETING**

Target a user based on their computer location.

**Mobile targeting may have limited scale and/or availability.*

SOCIAL MEDIA

Integration with *Palm Springs Life's* social media efforts complements other digital, print, and event marketing campaigns.

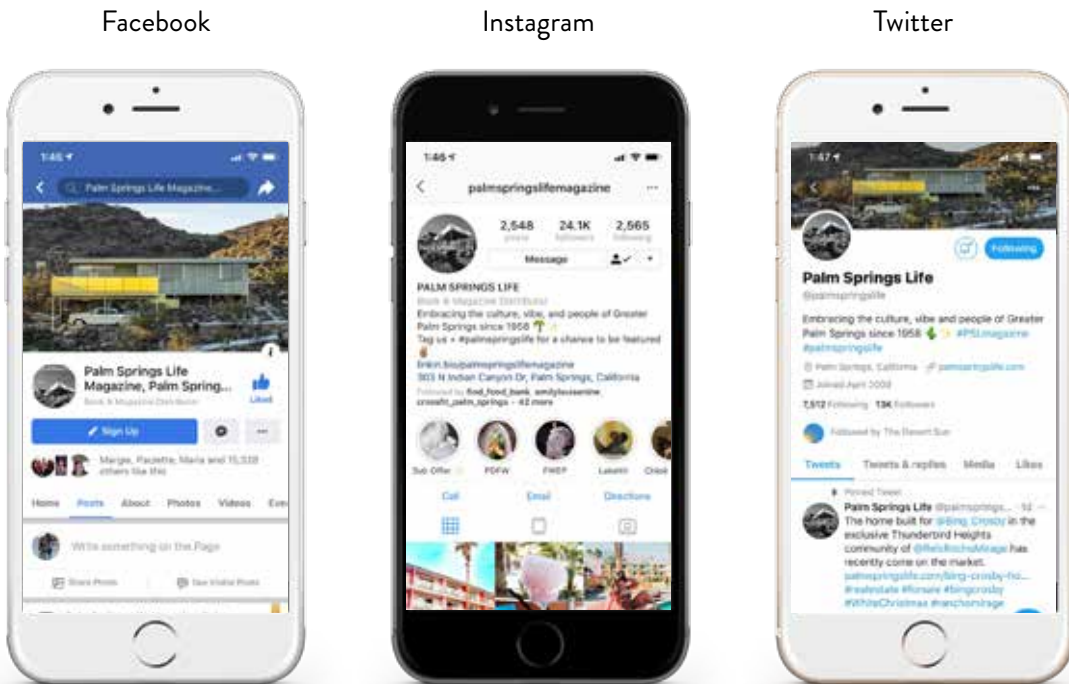
Palm Springs Life is active on Facebook, Twitter, Pinterest, Instagram, and YouTube with more than **75,000** engaged followers.



Engagement Opportunities include:

- Image inclusion in all/or select social media channels
- Video inclusion in all/or select social media channels
- Production of assets featuring advertisers

Palm Springs Life's social media channels can be activated to support a comprehensive and integrated relationship.



SPONSORED EVENTS & AVERAGE MONTHLY REACH

Opportunity

Sponsor one of our popular events

JANUARY

Top Dentists Reception

FEBRUARY

Get It Sold
Market Watch Winter Seminar
Modernism Week Home Tours

MARCH

Fashion Week El Paseo
Le Chien
Palm Desert Food & Wine

MAY

Market Watch Spring Seminar
Women Who Lead Awards Luncheon
Top Realtors

JUNE

Top Lawyers Reception

SEPTEMBER

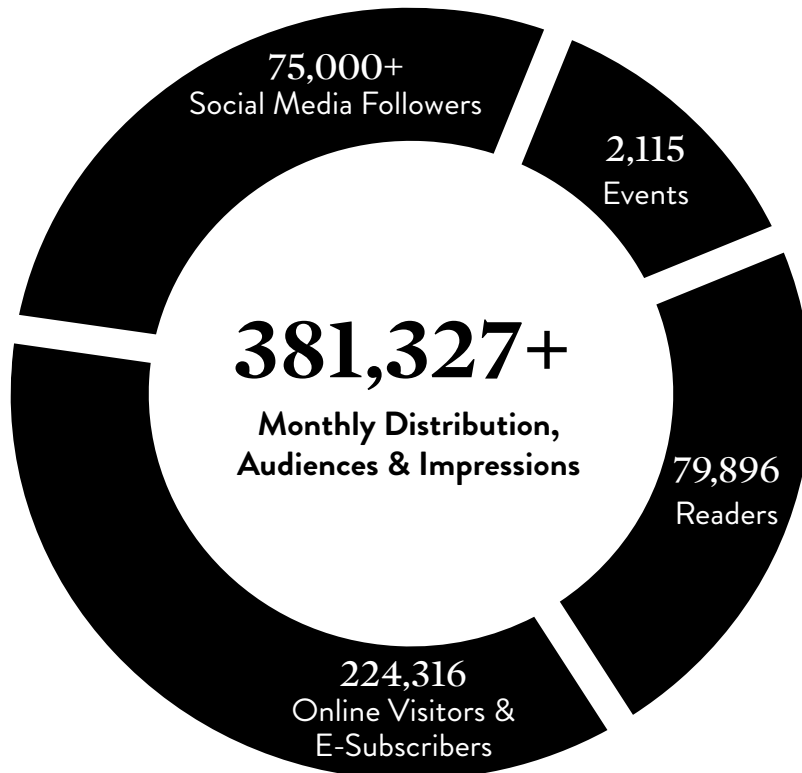
Top Doctors Reception

OCTOBER

Concierge of the Year Awards

NOVEMBER

Cabbie Appreciation Luncheon
Market Watch Fall Seminar
Get It Sold



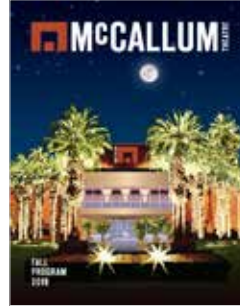
SPECIALTY MEDIA & MARKETS



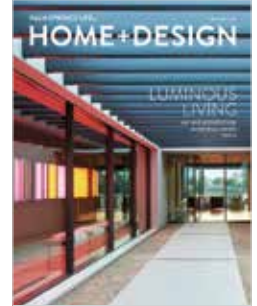
THE GUIDE



TASTE



MCCALLUM THEATRE PROGRAM



HOME+DESIGN



WEDDINGS



VITALITY



VISION



ARTS+CULTURE

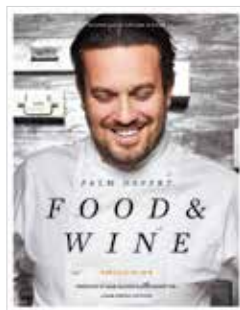


EL PASEO CATALOGUE



FASHION WEEK EL PASEO

AND



PALM DESERT FOOD & WINE



PALM SPRINGS LIFE FESTIVAL



HOMES



SUMMER GUIDE



CHARITY REGISTER
AND SOCIAL DATEBOOK



DESERT JET

SPECIALTY MEDIA & MARKETS



MODERNISM WEEK PROGRAM



CONCIERGE BOOK



ONE-P'S GUIDE TO PALM SPRINGS NEIGHBORHOODS



UPTOWN



R/M MAGAZINE



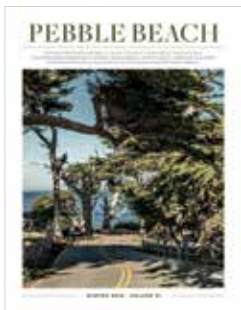
VINTAGE MAGAZINE



LA DOLCE VITA TOSCANA C.C.



HIDEAWAY LA QUINTA RESORT & CLUB



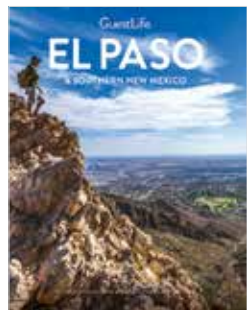
PEBBLE BEACH: THE MAGAZINE



GUESTLIFE MONTEREY BAY



GUESTLIFE NEW MEXICO



GUESTLIFE EL PASO



ME-YAH-WHAE



NEWPORT BEACH OFFICIAL VISITORS GUIDE



DESERT X



SAN DIEGO MAGAZINE

CONTACTS

President

Franklin W. Jones

Publisher

Paul J. Reulbach

Palm Springs Sales Representatives

For more information about advertising, please contact your sales representative.

760-325-2333

Christina Carrera
ext 222

Heather DeHart
ext 253

Jim Doyle
ext 221

Paulina Larson
ext 286

Michael Mathews
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Kathi Pettersen
ext 220

Julie Rogers
ext 255

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National Sales Representatives

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Rima Dorsey
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Dorie Leo
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NEW MEXICO

Eileen Richardson
505-316-1669

PALM SPRINGS LIFE

303 N. Indian Canyon Drive
Palm Springs, CA 92262-2724
760-325-2333
760-325-4603 FAX
sales@palmspringslife.com
palmspringslife.com

