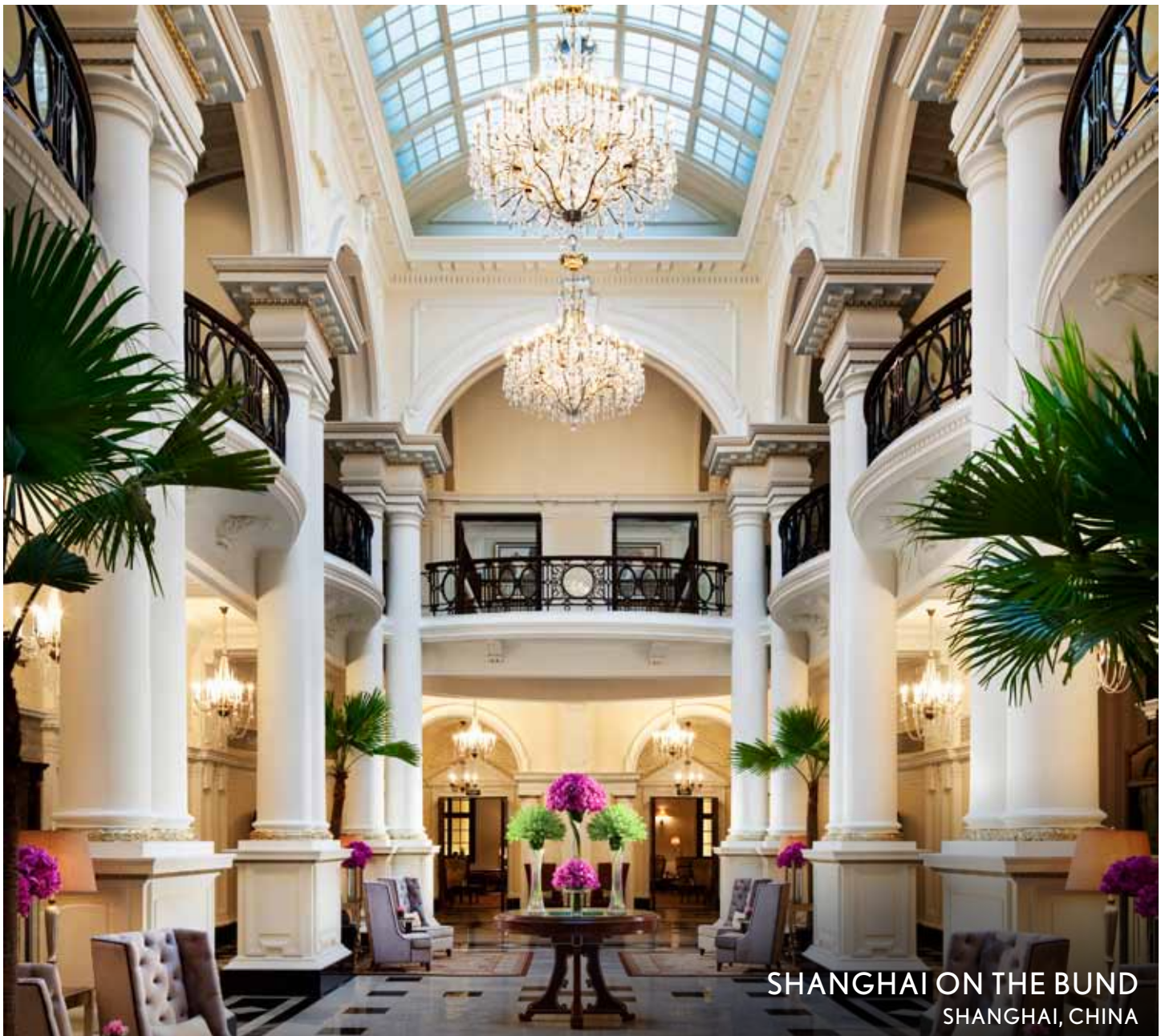




THE WALDORF ASTORIA MAGAZINE

**MEDIA KIT**  
2013



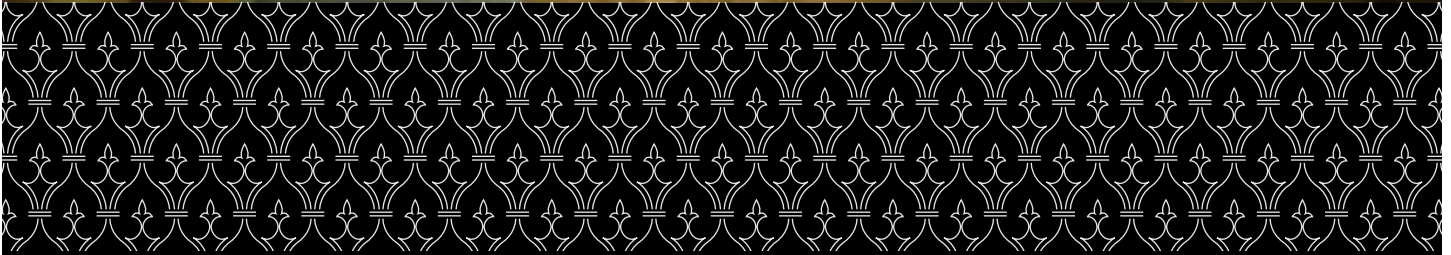
SHANGHAI ON THE BUND  
SHANGHAI, CHINA

# THE WALDORF ASTORIA MAGAZINE

The Waldorf Astoria Magazine offers an exclusive opportunity to reach the world's most discerning luxury travelers, everyday, worldwide. Published twice a year and placed in the elegant guest rooms of over 20 landmark hotels and resorts, the magazine brings the brand's legendary persona to life in print and digital form. With editorial as compelling and unique as the lives of its readers, The Waldorf Astoria Magazine will feature content as inspiring as the destinations themselves.



ROME CAVALIERI  
ROME, ITALY



# ABOUT WALDORF ASTORIA

From classic elegance to modern grandeur, Waldorf Astoria Hotels & Resorts each represent worldly sophistication and unparalleled guest service. From sumptuous spas and culinary excellence to world-class golf, each hotel & resort offers the exquisite accommodations and signature accoutrements that define refinement and sophistication.



# AWARDS 2011-2012



≧ GRAND WAILEA  
 • 2011 Gold List,  
*Condé Nast Traveler*

≧ ARIZONA BILTMORE  
 • 2011 Best Hotels in the USA,  
*U.S. News & World Report*



WALDORF ASTORIA ORLANDO ≧  
 • 2011 Best Hotels in the USA,  
*U.S. News & World Report*  
 • 2011 500 World's Best Hotels,  
*Travel + Leisure*  
 • 2011 Best Courses You Can Play,  
*Golfweek*  
 • 2011 Critics Choice: Best Steakhouse,  
*Orlando Sentinel FOODIE Awards*



≧ THE ROOSEVELT NEW ORLEANS  
 • 2011 Best Hotels in the USA,  
*U.S. News & World Report*  
 • 2011 500 World's Best Hotels,  
*Travel + Leisure*  
 • 2011 World's Greatest Hotels &  
 Resorts, *Travel + Leisure* book



≧ ROME CAVALIERI  
 • 2012 No. 1 Hotel Spa in Europe,  
 one of the top 5 worldwide,  
*Travel + Leisure*  
 • 2012 & 2011 Three Michelin Stars,  
 La Pergola, *Michelin Guide Italy*  
 • 2011 500 World's Best Hotels,  
*Travel + Leisure*

THE BOULDERS ≧  
 • 2011 World's Best Hotels,  
*Travel + Leisure*  
 • 2011 Gold List Reserve,  
*Condé Nast Traveler*  
 • 2011 Best Hotels in the USA,  
*U.S. News & World Report*



≧ WALDORF ASTORIA  
 NEW YORK  
 • 2011 Best Hotels in the USA,  
*U.S. News & World Report*  
 • 2011 Lifetime Excellence Award,  
 GM Eric O. Long, *FTA  
 Hospitality Awards for Excellence*



≧ WALDORF ASTORIA CHICAGO  
 • 2012 "Best Hotels in the USA,"  
*US News & World Report*  
 • 2012 No. 1 Hotel in the US, *US  
 TripAdvisor Traveler's Choice Best  
 Hotel Awards*  
 • 2012 No. 1 Large City Hotel in  
 the U.S., *Travel + Leisure World's  
 Best Awards readers' survey*  
 • 2011 No. 1 Hotel in the United  
 States, *Conde Nast Traveler*  
 • 2011 500 World's Best Hotels,  
*Travel + Leisure*



≧ WALDORF ASTORIA  
 SHANGHAI ON THE BUND  
 • 2011 Best New Hotel in Shanghai,  
*China Hotel Industry Development  
 Forum*  
 • 2011 15th Annual Hot List,  
*Condé Nast Traveler*  
 • 2011 Best New Luxury Brand Ar-  
 rival, *Hurun Report*  
 • 2011 Best Contemporary Cuisine,  
 Restaurants in Shanghai' Award,  
*Modern Weekly*  
 • 2011 'China Hotel Development  
 of the Year' Award, *China Tourist  
 Hotels Association*

# GLOBAL READERSHIP

CIRCULATION: 430,000

26 HOTELS. 9,412 ROOMS. 365 DAYS.

# 4,088,102

ANTICIPATED GUESTS\*



## WALDORF ASTORIA HOTELS & RESORTS LOCATIONS

### ASIA PACIFIC

- Waldorf Astoria Shanghai on the Bund

### EUROPE, MIDDLE EAST & AFRICA

- Waldorf Astoria Berlin
- Waldorf Astoria Jerusalem
- The Caledonian, A Waldorf Astoria Hotel
- Qasr Al Sharq, A Waldorf Astoria Hotel
- Rome Cavalieri, Waldorf Astoria Hotels & Resorts
- Trianon Palace Versailles, A Waldorf Astoria Hotel

### LATIN AMERICA

- Waldorf Astoria Panama

### NORTH AMERICA

#### ARIZONA

- Arizona Biltmore, A Waldorf Astoria Resort
- The Boulders, A Waldorf Astoria Resort

#### CALIFORNIA

- La Quinta Resort & Club, A Waldorf Astoria Resort

#### FLORIDA

- Waldorf Astoria Naples
- Waldorf Astoria Orlando
- Boca Beach Club, A Waldorf Astoria Resort
- Boca Raton Resort & Club, A Waldorf Astoria Resort
- Casa Marina, A Waldorf Astoria Resort
- Edgewater Beach Hotel, A Waldorf Astoria Hotel
- The Reach, A Waldorf Astoria Resort

### HAWAII

- Grand Wailea, A Waldorf Astoria Resort

### ILLINOIS

- Waldorf Astoria Chicago

### LOUISIANA

- The Roosevelt New Orleans, A Waldorf Astoria Hotel

### NEW YORK

- Waldorf Astoria New York
- Waldorf Astoria New York, The Towers

### UTAH

- Waldorf Astoria Park City

### PUERTO RICO

- El Conquistador, A Waldorf Astoria Resort
- Las Casitas Village, A Waldorf Astoria Resort

# TARGET AUDIENCE: THE DISCERNING TRAVELER



**\$500K+**  
IN LIQUID ASSETS

**\$300K+**  
AVERAGE HOUSEHOLD  
INCOME

**51% 49%**  
MALE FEMALE

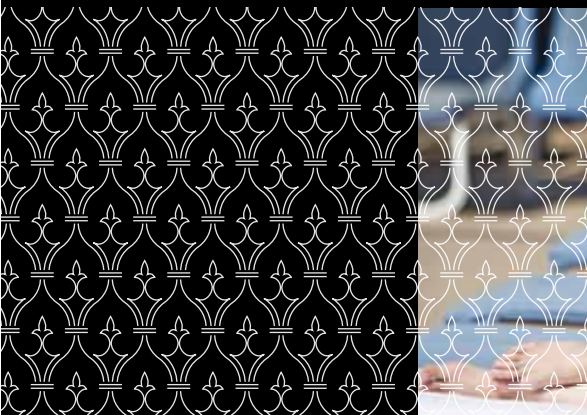
35-60 TARGET AGE

**68%**  
COLLEGE DEGREE  
OR HIGHER

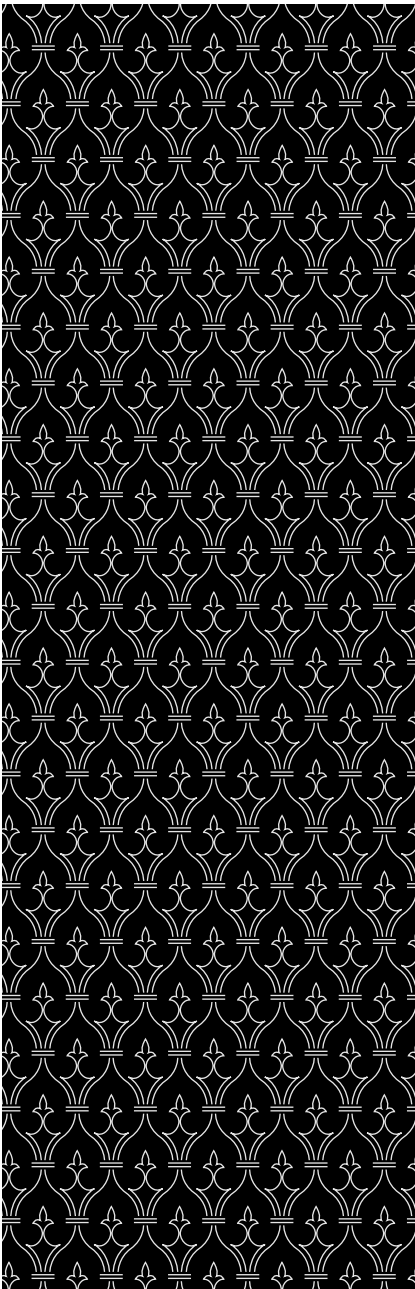
**89** PERCENT ARE  
MARRIED

## OUR GUESTS...

- **THE DISCERNING AFFLUENT TRAVELER**
- PASSIONATE AND KNOWLEDGABLE ABOUT LUXURY GOODS AND SERVICES
- **VALUE EXPERIENTIAL OPPORTUNITIES AND PERSONALIZED SERVICE**
- INFORMED, SOPHISTICATED AND WORLDLY: HIGHLY DISCERNING FINE WINE, FASHION AND ARTS ENTHUSIASTS.







WALDORF ASTORIA CHICAGO  
CHICAGO, ILLINOIS

# ABOUT THE MAGAZINE

## AN INSPIRING MAGAZINE FROM A LEGENDARY BRAND:

The Waldorf Astoria Magazine will captivate its affluent, sophisticated and highly discerning readers through rich content that reflects their lifestyle. The magazine's editorial focus, like Waldorf Astoria Hotels & Resorts, is a combination of inspiring architecture, design, the arts, style and unique travel experiences. Placed in over 10,500 hotels and resorts worldwide, The Waldorf Astoria Magazine represents an opportunity to be part of the world's preeminent luxury hotel experience.



# EDITORIAL

EACH WALDORF ASTORIA MAGAZINE WILL REVOLVE AROUND FOUR KEY SECTIONS. COMBINED, THESE SECTIONS DEFINE THE WALDORF ASTORIA BRAND.

## AN INSPIRING WORLD OF DESTINATIONS

An exclusive view of the unique landmark properties that make up Waldorf Astoria's inspiring global portfolio

NEW  
TIMELESS  
EXTRAORDINARY

## EXPERIENCES

Discover the extraordinary experiences that only Waldorf Astoria can offer

CULINARY DELIGHTS  
INDULGE  
UNEXPECTED PLEASURES  
TRUE WALDORF EXPERIENCE

## FEATURES

A selection of destination led features that explore the breathtaking locations and diverse styles of Waldorf Astoria properties

WALDORF WEDDINGS  
LEGENDARY GOLF  
EXOTIC LOCALE  
MULTI-GENERATIONAL TRAVEL

## UNIQUELY WALDORF

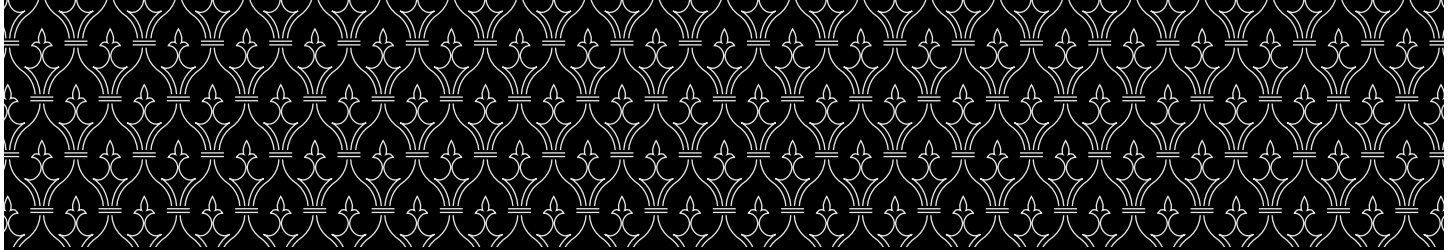
A snapshot of the unique characters and inspirational environments that bring Waldorf Astoria Hotels & Resorts to life

BACK OF THE HOUSE  
THE LEGEND





CASA MARINA  
KEY WEST, FLORIDA



# ADVERTISING SPECIFICATIONS

## AD CLOSE DATES

	ISSUE 1	ISSUE 2
SPACE CLOSE	6.20.13	12.2.13
PRELIMINARY MATERIALS	6.27.13	12.9.13
FINAL MATERIALS	7.8.13	12.16.13
IN ROOM	AUGUST 2013	FEBRUARY 2014

## TRIM SIZE SPECIFICATIONS

AD SIZE	NON-BLEED WIDTH x HEIGHT	BLEED WIDTH x HEIGHT	LIVE AREA WIDTH x HEIGHT
FULL PAGE	8.5" x 10.375"	9.25" x 11.125"	8.5" x 10.375"
2-PAGE SPREAD	17.5" x 10.375"	18.5" x 11.125"	17.5" x 10.375"
1/2 HORIZONTAL	8.5" x 4.75"	9.25" x 5.5"	8.5" x 4.75"
1/2 HORIZONTAL SPREAD	17.5" x 4.75"	18.5" x 5.5"	17.5" x 4.75"

\* Dimensions indicate additional 1/8" bleed allowance to each trim side(s).

\* Non-bleed ads keep all images and copy within non-bleed dimensions.

\* Bleed ads keep live copy 1/4" from gutter and trim.



# ADVERTISING SPECIFICATIONS

MATERIALS SHOULD BE SENT IN DIGITAL FORMAT AND BE ACCOMPANIED BY A SWOP STANDARD PROOF.

ELECTRONIC ADVERTISING FILE DELIVERY is available at [www.adshuttle.com](http://www.adshuttle.com). Send a 4/c SWOP proof (made from supplied file) directly to contact below or agree to waive proof in Ad Shuttle. Please do not send backup file on disk after posting to Ad Shuttle. Or send material on disk with SWOP proof directly to contact below. Emailing files or uploading to FTP site is not acceptable. Please email [michelle.jones@rodale.com](mailto:michelle.jones@rodale.com) when file has been uploaded to Ad Shuttle.

PDF/X-1a:2001 FILE REQUIREMENTS: File must be PDF/X-1a:2001 Compliant. Scanned images must be high resolution (300 dpi), CMYK (no spot colors, RGB, LAB, or ICC color profiles), and saved in TIFF or EPS format. All fonts must be included and be Type 1 or 3 (no TrueType).

DIGITAL FILE NAMING: The job number and/or advertiser name should be used to name the file. Do not use the magazine title as the file name. File name(s) must be less than 23 characters.

GENERAL FILE REQUIREMENTS: File to contain only 1 page or 1 spread. The page size must be consistent from page to page. Pages must be created to include bleed when required. All required trapping should be done prior to creating the file. Include quality control patch (color bars) within maximum dimension of ad file. All marks (trim, bleed, center) should be included in all colors.

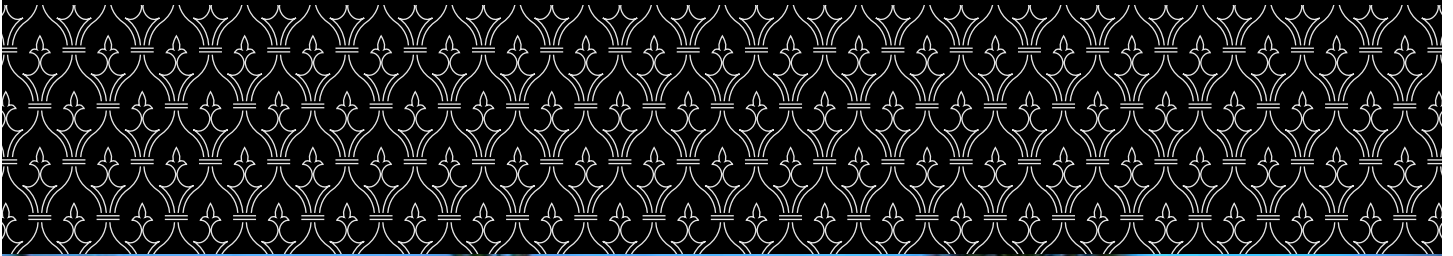
HARD-COPY PROOFS MUST BE SWOP COMPLIANT: We require 100% of final size, customer-approved color contact proofs of each electronic page supplied as a SWOP compliant press proof. If contract proofs are not available, color laser copies must be supplied. We will create contact proofs of selected pages (chargeable to the customer) for color-matching purposes on press. The publisher cannot be held responsible for the reproduction quality if a proof does not accompany a digital file.

MAGAZINE TRIM SIZE 9" x 10 7/8"  
SPREAD GUTTER SAFETY 1/4" per page  
LIVE AREA SAFETY 1/4" from trim all sides  
BINDING METHOD perfect bound  
PRINTING METHOD 4/c web offset  
PAPER STOCK 80# gloss text

PRODUCTION  
PROOF SEND TO:  
Judy Williams  
Quad Graphics, Inc./Hilton  
56 Duplainville Road  
Saratoga Springs, NY 12866

PRODUCTION  
INQUIRIES TO:  
**Michelle Jones**  
Production Manager  
610-967-8277  
[michelle.jones@rodale.com](mailto:michelle.jones@rodale.com)

# CONTACT



GRAND WAILEA  
WAILEA, HAWAII

## FOR MORE INFORMATION CONTACT

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