

# BEYOND

THE ST. REGIS MAGAZINE

MEDIA PACK

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ST REGIS

## BEYOND *The St. Regis Magazine*

Beyond, The St. Regis Magazine, is a twice-yearly publication for guests staying at St. Regis Hotels and Resorts – of which there are now more than 30 around the world. Intelligent, stylish and ambitious, Beyond, The St. Regis Magazine, reflects the interests, values and passions of the St. Regis guest. It offers readers a global point of view while inspiring them to experience what's unique, exciting and extraordinary, wherever they're staying.

# BEYOND *The St. Regis Magazine*

Combining bold photography and art direction with great journalism from an international stable of leading writers, Beyond covers art and collecting, food and wine, fashion and luxury and, of course, travel, with insight – and a sense of wonder.



# IN EVERY ISSUE

## THE WORLD IN SEVEN OBJECTS

From the new collectibles to tourbillons or the return to craft, a focus on the items which spell out global trends.

## THE JOURNEY

Sometimes its about traveling, rather than arriving: a writerly account of an extraordinary trip.

## A LITTLE PLACE I KNOW

Local knowledge, great insights – insiders share their go-to stores, galleries and cafés from Florence to Beijing.

## INTERVIEW

Whether the editor of Vogue China or a leading light of New York fashion, in each issue of Beyond, The St. Regis Magazine, we meet leading tastemakers and arbiters of style.

## THE CONNOISSEUR

The world of collecting, showcased with a portrait of a great connoisseur of the finest things in life.

## THE DIRECTORY

The world of St. Regis Hotels and Resorts.

## FASHION

Breathtaking fashion from the world's great designers photographed with a sense of place in a jaw-dropping location.

## BACK STORY

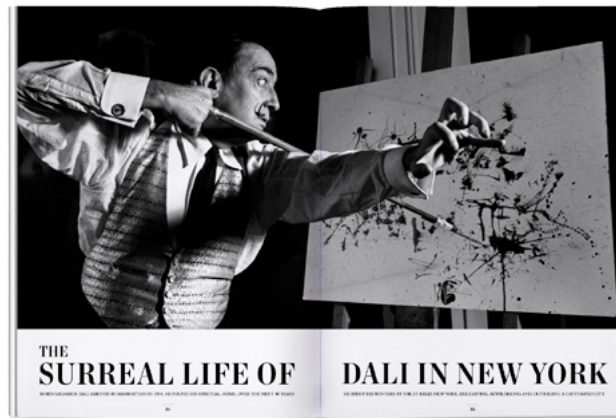
From Lake St. Regis after which John Jacob Astor IV named his hotel, to the Russian prince who married his daughter, a fascinating insight into the history of America's most iconic hotel.

## CUISINE

Kitchen Confidential: an encounter with one of St. Regis Hotels and Resorts most celebrated chefs.

## A LIFE IN SEVEN JOURNEYS

In the words of a celebrated traveller.



# HOTELS & RESORTS

Combining classic sophistication with a modern sensibility, St. Regis is committed to delivering exceptional experiences in the best addresses around the world. Since the opening of the first St. Regis Hotel in New York City over a century ago by John Jacob Astor IV, the brand has remained committed to an uncompromising level of bespoke and anticipatory service for all of its guests, delivered flawlessly by signature St. Regis Butler Service. The St. Regis brand caters to a new generation of luxury travellers and continues to thoughtfully build its portfolio in the most sought after destinations at the heart of today's grand tour.

## RECOGNITION

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- All 12 St. Regis Hotels & Resorts in North America were awarded an AAA Five or Four star Diamond rating in 2014
- The St. Regis New York topped Forbes Life A List
- The St. Regis Aspen voted No 1 Spa in the World in Travel + Leisure, 2014
- The St. Regis Deer Valley included in Conde Nast Traveler Best US Ski Resorts, 2014
- Executive Travel's - Leading Edge Award for Innovative High Quality Products to Business Travelers awarded to St. Regis Hotels & Resorts
- Conde Nast Traveler & Travel + Leisure - Reader's Choice Award given to more than 50% of St. Regis Hotels & Resorts globally
- Multiple St. Regis Hotels & Resorts featured in Robb Report's World Top Hotels



The St. Regis Washington, D.C.



The St. Regis Mauritius Resort

# AFICIONADO GUIDE

Global Expertise, Local Experiences

Every issue of Beyond includes an Aficionado Guide. Each St. Regis property has an individual page within the guide and information on what both the property and destination have to offer the sophisticated traveler, with city tips ranging from the best place for a power breakfast to private shopping and museum visits.



# PUBLICATION DETAILS

*Published twice yearly, available to all St. Regis  
guests and placed in every hotel room*

## Issue Six, Fall 2015

Available from end of September 2015

Space reservation deadline July 20th

Ad copy deadline July 31st

## Issue Seven, Spring 2016

Available from end of March 2016

Space reservation deadline January 29th

Ad copy deadline February 5th

## Issue Eight, Fall 2016

Available from end of September 2016

Space reservation deadline July 22nd

Ad copy deadline July 29th



# GUEST DATA

*The St. Regis customer is loyal*

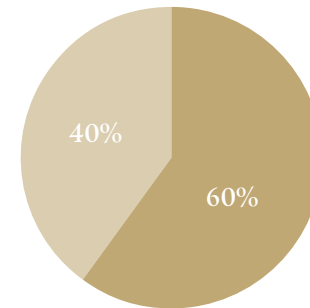
- Hotels: 33 (55% urban and 45% resort)
- Countries: 15
- Rooms: 7,074
- Average number of people per room per year: 224
  
- Estimated readership over a year: 1,513,987
  
- Leisure 55%, Business 56% (including crossover)
- Over 50% of guests reside outside North America
- Almost 50% of Asia Pacific guests reside in the region



# GUEST DEMOGRAPHICS

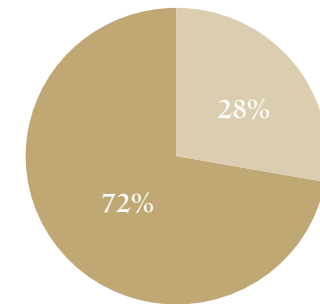
*Targeted at the high net worth St. Regis guest*

St. Regis guest gender ratio



Men  
Women

St. Regis guest age group ratio



Over 40  
Under 40

St. Regis guest household income in USD\$

- 64% have a HH income of 100K+
- 13% have a HH income of 300K+

All data applicable for guests with a US postal address



# ATLAS

## NORTH AMERICA

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### UNITED STATES

#### California

The St. Regis Monarch Beach

The St. Regis San Francisco

#### Colorado

The St. Regis Aspen Resort

#### District of Columbia

The St. Regis Washington, D.C.

#### Florida

The St. Regis Bal Harbour Resort

#### Georgia

The St. Regis Atlanta

#### Hawaii

The St. Regis Princeville Resort

#### New York

The St. Regis New York

#### Puerto Rico

The St. Regis Bahia Beach Resort,

Puerto Rico

#### Texas

The St. Regis Houston

#### Utah

The St. Regis Deer Valley

## MEXICO

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### Federal District

The St. Regis Mexico City

### Nayarit

The St. Regis Punta Mita Resort

## EUROPE

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### ITALY

#### Florence

The St. Regis Florence

#### Rome

The St. Regis Rome

#### Venice

The St. Regis Venice San Clemente Palace

### RUSSIA

#### Moscow

The St. Regis Moscow Nikolskaya

### SPAIN

#### Mallorca

The St. Regis Mardavall Mallorca Resort

### TURKEY

#### Istanbul

The St. Regis Istanbul

## AFRICA

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### MAURITIUS

#### Le Morne

The St. Regis Mauritius Resort

## MIDDLE EAST

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### QATAR

#### Doha

The St. Regis Doha

### UNITED ARAB EMIRATES

#### Abu Dhabi

The St. Regis Abu Dhabi

The St. Regis Saadiyat Island Resort,

Abu Dhabi

## ASIA PACIFIC

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### CHINA

#### Beijing

The St. Regis Beijing

#### Guandong

The St. Regis Shenzhen

#### Hainan

The St. Regis Sanya Bay Resort

#### Tianjin

The St. Regis Tianjin

#### Tibet (Xizang)

The St. Regis Lhasa Resort

#### Sichuan

The St. Regis Chengdu

### FRENCH POLYNESIA

#### Bora Bora

The St. Regis Bora Bora Resort

### INDONESIA

#### Bali

Nusa Dua: The St. Regis Bali Resort

### JAPAN

#### Osaka

The St. Regis Osaka

### SINGAPORE

#### Singapore

The St. Regis Singapore

### THAILAND

#### Bangkok

The St. Regis Bangkok



*The St. Regis Washington, D.C.*

## FUTURE OPENINGS

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Q3 2015 The St. Regis Mumbai

Q3 2015 The St. Regis Macao, Cotai Central

Q3 2015 The St. Regis Dubai

Q4 2015 The St. Regis Langkawi

Q1 2016 The St. Regis Changsha

Q1 2016 The St. Regis Kuala Lumpur

Q1 2016 The St. Regis Qingshui Bay Resort (Sanya)

Q1 2016 The St. Regis Jakarta

Q2 2016 The St. Regis Amman

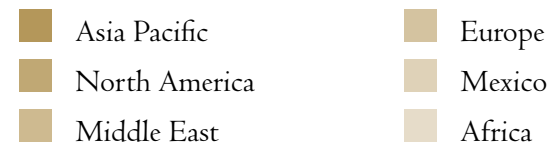
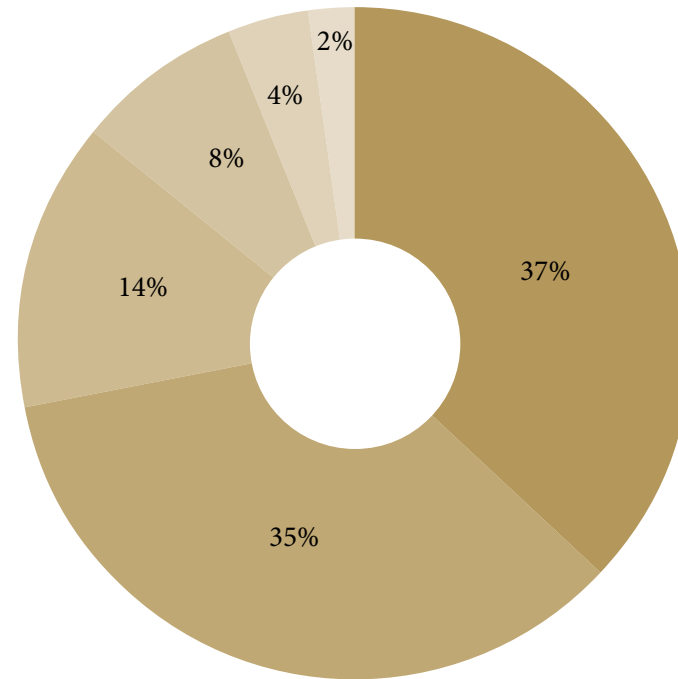
Q3 2016 The St. Regis Lijiang Resort

Q1 2020 The St. Regis Sanya Haitang Bay Resort

Q1 2020 The St. Regis Haikou

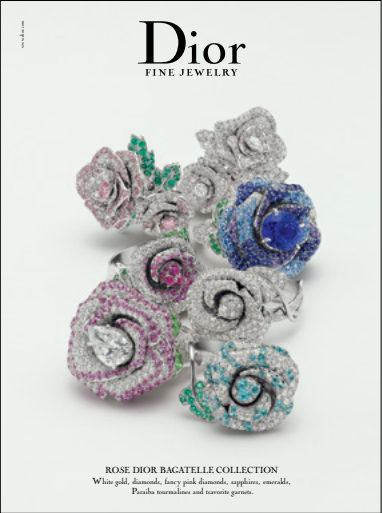
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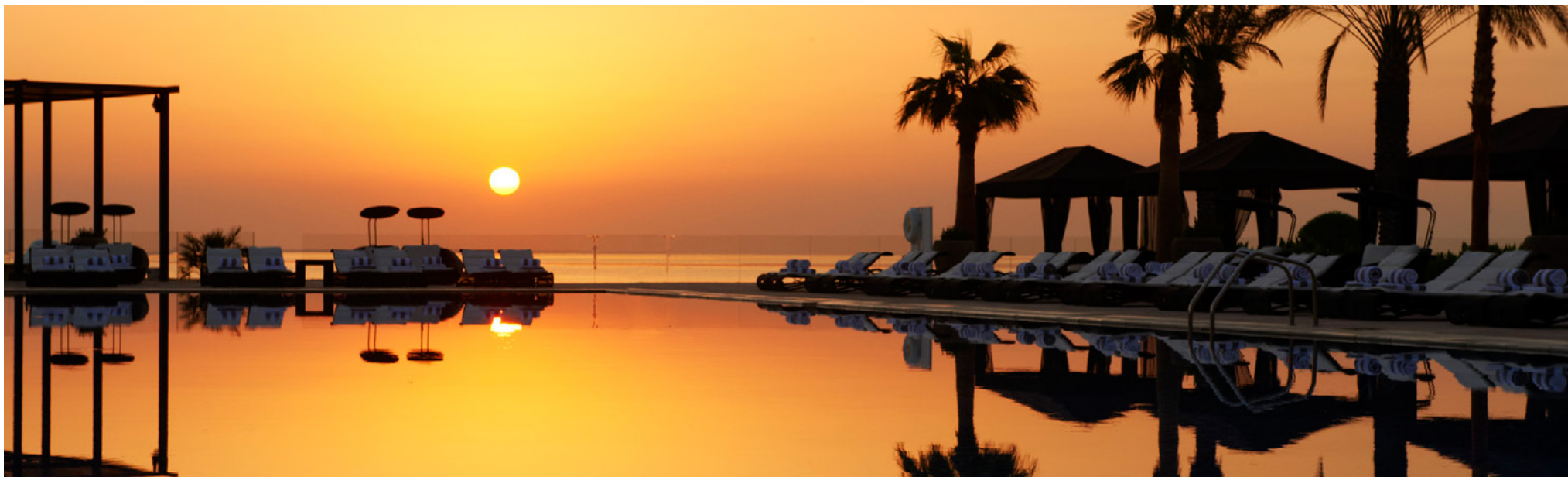
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- Omorovicza
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- Piaget
- Richard Mille
- Rake
- Richard James
- Royal Huisman
- Ulysse Nardin
- Van Cleef & Arpels





## GLOBAL RATES

Full Page	\$12,000
Double Spread	\$18,000
Cover 4 (outside back cover)	30% Premium
Cover 2 (inside cover spread)	25% Premium
Cover 3 (inside back cover)	10% Premium
Prime position ads	15%-20% Premium

*Series discounts are available*

*Please ask about bespoke publishing opportunities*

## CONTACT

Published by Brave New World Publishing Ltd  
19 Beak Street, London, W1F 9RP  
T +44 (0)20 7437 1384  
[advertising@bravenewworld.co](mailto:advertising@bravenewworld.co)

# TECHNICAL DATA

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Bleed 506 x 346 (3mm on all edges)  
Single Page 250 x 340 mm  
Bleed 256 x 346 (3mm on all edges)

## File format

4-colour process PDF  
300dpi, all fonts embedded

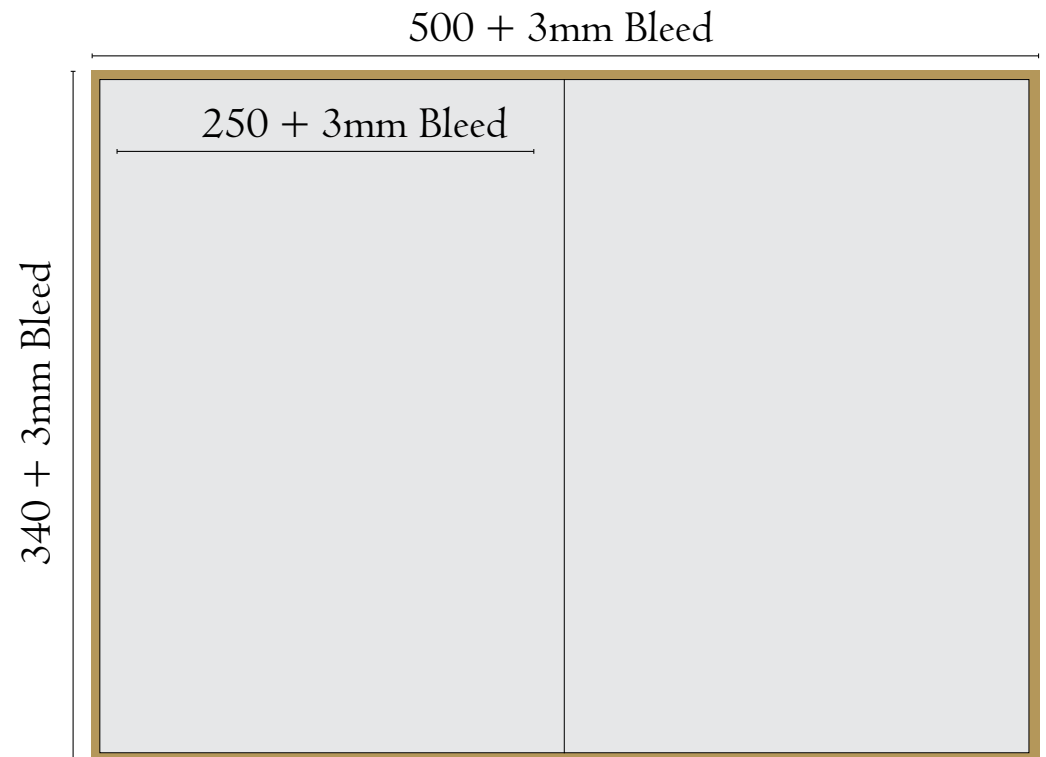
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19 Beak Street, London, W1F 9RP

Contact [vanessa@bravenewworld.co](mailto:vanessa@bravenewworld.co)



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