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.
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.

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

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.

A LIFE IN SEVEN JOURNEYS
In the words of a celebrated traveller.
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

— 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

<table>
<thead>
<tr>
<th>Gender</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 40</td>
<td>72%</td>
<td>28%</td>
</tr>
<tr>
<td>Under 40</td>
<td>28%</td>
<td>72%</td>
</tr>
</tbody>
</table>

St. Regis guest age group ratio

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Under 40</th>
<th>Over 40</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>Men</td>
<td>60%</td>
<td>40%</td>
</tr>
</tbody>
</table>

St. Regis guest household income in USD$

<table>
<thead>
<tr>
<th>Household Income</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100K+</td>
<td>64%</td>
<td>40%</td>
</tr>
<tr>
<td>$300K+</td>
<td>13%</td>
<td>6%</td>
</tr>
</tbody>
</table>

All data applicable for guests with a US postal address.
ATLAS

NORTH AMERICA

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

Federal District
The St. Regis Mexico City
Nayarit
The St. Regis Punta Mita Resort

EUROPE

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

MAURITIUS
Le Morne
The St. Regis Mauritius Resort

MIDDLE EAST

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

CHINA
Beijing
The St. Regis Beijing
Guangdong
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

FUTURE OPENINGS

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
DISTRIBUTION TO HOTELS AND RESORTS

Asia Pacific — 15,378 copies
North America — 14,526 copies
Middle East — 5,976 copies
Europe — 3,516 copies
Mexico — 1,854 copies
Africa — 1,044 copies
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Rake
Richard James
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### GLOBAL RATES

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$12,000</td>
</tr>
<tr>
<td>Double Spread</td>
<td>$18,000</td>
</tr>
<tr>
<td>Cover 4 (outside back cover)</td>
<td>30% Premium</td>
</tr>
<tr>
<td>Cover 2 (inside cover spread)</td>
<td>25% Premium</td>
</tr>
<tr>
<td>Cover 3 (inside back cover)</td>
<td>10% Premium</td>
</tr>
<tr>
<td>Prime position ads</td>
<td>15%-20% Premium</td>
</tr>
</tbody>
</table>

*Series discounts are available
Please ask about bespoke publishing opportunities*

### CONTACT

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Contact vanessa@bravenewworld.co
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