BEYOND
THE ST. REGIS MAGAZINE
MEDIA PACK
Beyond, The St. Regis Magazine, is a twice-yearly publication for guests staying at St. Regis Hotels and Resorts – of which there are now almost 40 across 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

— 13 St. Regis Hotels & Resorts have been awarded an AAA Five or Four star Diamond rating in 2016
— Virtuoso included 26 St. Regis Hotels & Resorts in their Best of the Best 2016 selection
— Travel & Leisure included 10 St. Regis Hotels & Resorts in their World’s Best List 2015
— Conde Nast Traveler - Reader’s Choice 2015 Awards given to 19 St. Regis Hotels & Resorts globally
— Multiple St. Regis Hotels & Resorts featured in Robb Report’s World Top Hotels 2015
— 13 St. Regis Hotels & Resorts were awarded a Five or Four star rating by Forbes Travel Guide 2015
— The St. Regis Mauritius was awarded Leading Spa Resort in Mauritius at World Traveler Awards 2015
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 & suite, as well as in select public areas such as lounges and reception areas

Issue Eight, Fall/Winter 2016
Available from Mid October 2016
Space reservation deadline July 29th
Ad copy deadline August 5th

Issue Nine, Spring/Summer 2017
Available from mid May 2017
Space reservation deadline March 17th
Ad copy deadline April 3rd
GUEST DATA

The St. Regis customer is loyal

- Hotels: 39 (62% urban and 38% resort)
- Countries: 17
- Rooms: 8,804
- Average number of people per room per year: 226
- Estimated readership over a year: 1,989,704
- Leisure 55%, Business 56% (including crossover)
- Over 50% of guests reside outside North America
- Almost 50% of Asia Pacific guests reside in the region
- More than 50% of guests stay 2+ times annually

GUEST DEMOGRAPHICS

Targeted at the high net worth St. Regis guest

<table>
<thead>
<tr>
<th>St. Regis guest gender ratio</th>
<th>St. Regis guest age group ratio</th>
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<tbody>
<tr>
<td>60%</td>
<td>72%</td>
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<tr>
<td>40%</td>
<td>28%</td>
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Men
Women
Over 40
Under 40

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

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

The St. Regis story around the globe, from the first hotel opening in Manhattan in 1904 to the latest in Langkawi.
DISTRIBUTION TO HOTELS AND RESORTS

Asia Pacific — 18,584 copies
North America — 14,526 copies
Middle East — 6,442 copies
Europe — 4,172 copies
Latin America — 1,854 copies
Africa — 1,044 copies

Diagram showing the distribution of copies to hotels and resorts globally, with Asia Pacific having the highest percentage at 40%, followed by Europe at 31%, and so on.
DISTINGUISHED ADVERTISERS

Asprey
Bentley
Bremont
Brooks Bros
Cartier
Cellini
Chopard
Dior
Donna Karan
Frescobol Carioca
Graff
Gucci
Hasselblad
Lanvin
Melissa Odabash
Mikimoto
Myo
Omorovicza
Parmigiani
Piaget
Richard Mille
Rake
Richard James
Royal Huisman
Ulysse Nardin
Van Cleef & Arpels
GLOBAL RATES

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<tr>
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<tr>
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<tr>
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<tr>
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<td>DPS Pre TOC</td>
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<td>IFC DPS</td>
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Series discounts and single market rates available upon request. Please ask about bespoke publishing opportunities.

CONTACT

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TECHNICAL DATA

**Double Page**  500 x 340 mm  
**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

**Hard Copy Proof**  
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19 Beak Street, London, W1F 9RP

**Contact**  vanessa@bravenewworld.co
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