

BEYOND

— THE ST. REGIS MAGAZINE —

MEDIA PACK
2019 / 2020

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THE ST. REGIS MAGAZINE



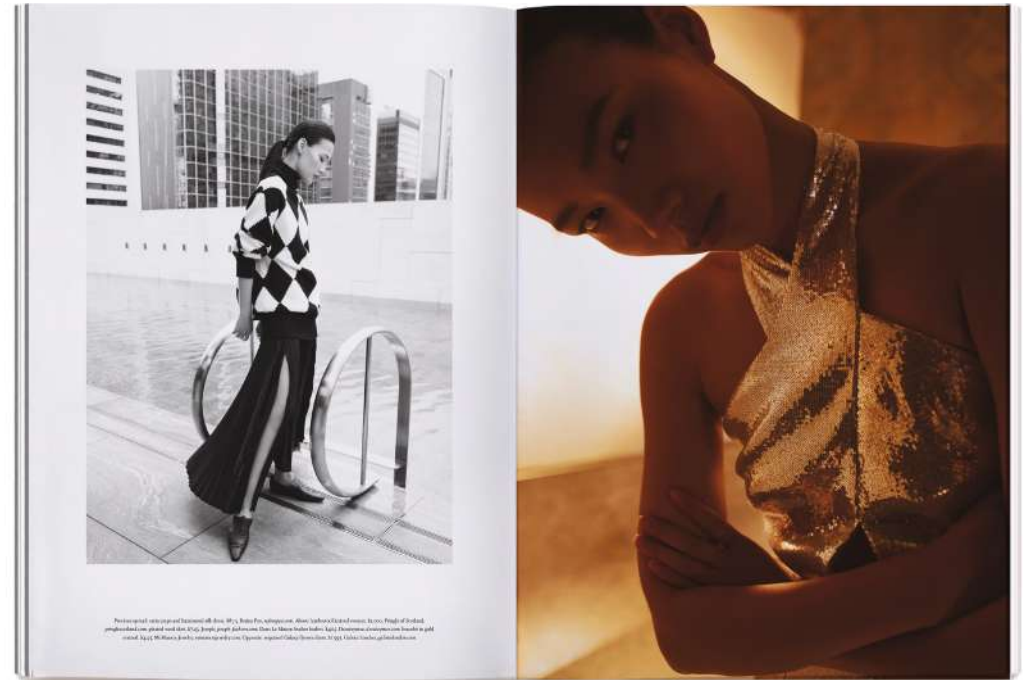
ST REGIS

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 over 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

- 15 St. Regis Hotels & Resorts were awarded an AAA Five or Four Diamond rating in 2019
- 17 St. Regis Hotels & Resorts were included in U.S. World News & Report Best Hotels Ranking 2019
- 11 St. Regis Hotels & Resorts were included in Conde Nast Traveler's Readers' Choice Awards 2019
- 26 St. Regis Hotels & Resorts earned a Forbes Travel Guide Five or Four Star Award in 2019
- 9 St. Regis Hotels & Resorts were included in Travel + Leisure's 2019 World's Best Awards 2019



The St. Regis New York

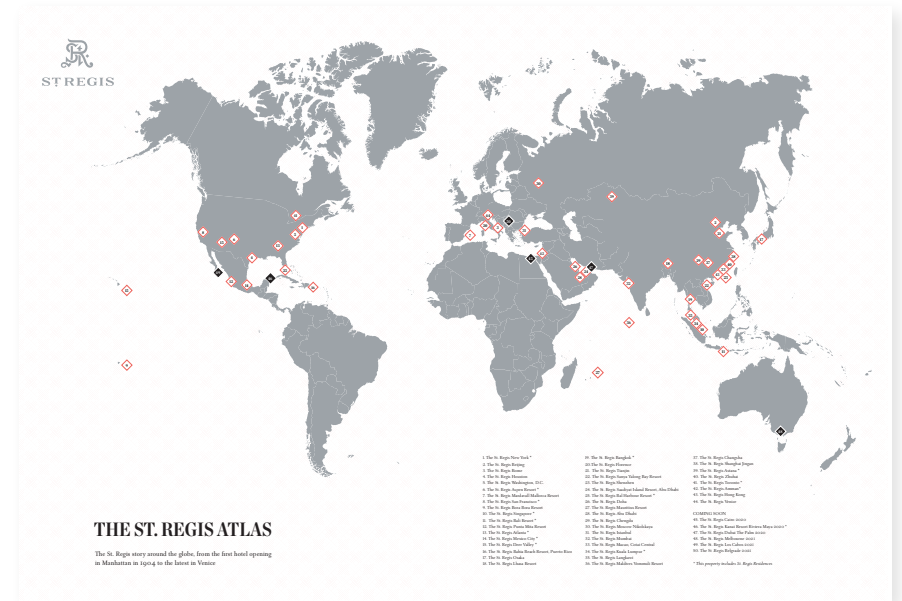


The St. Regis Mauritius Resort

THE ST. REGIS ATLAS

Global Expertise, Local Experiences

Each St. Regis property has an individual page within the atlas 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 15, Spring/Summer 2020

Available from April 2020

Space reservation deadline January 24th

Ad copy deadline January 31st

Issue 16, Fall/Winter 2020

Available from October 2020

Space reservation deadline July 24th

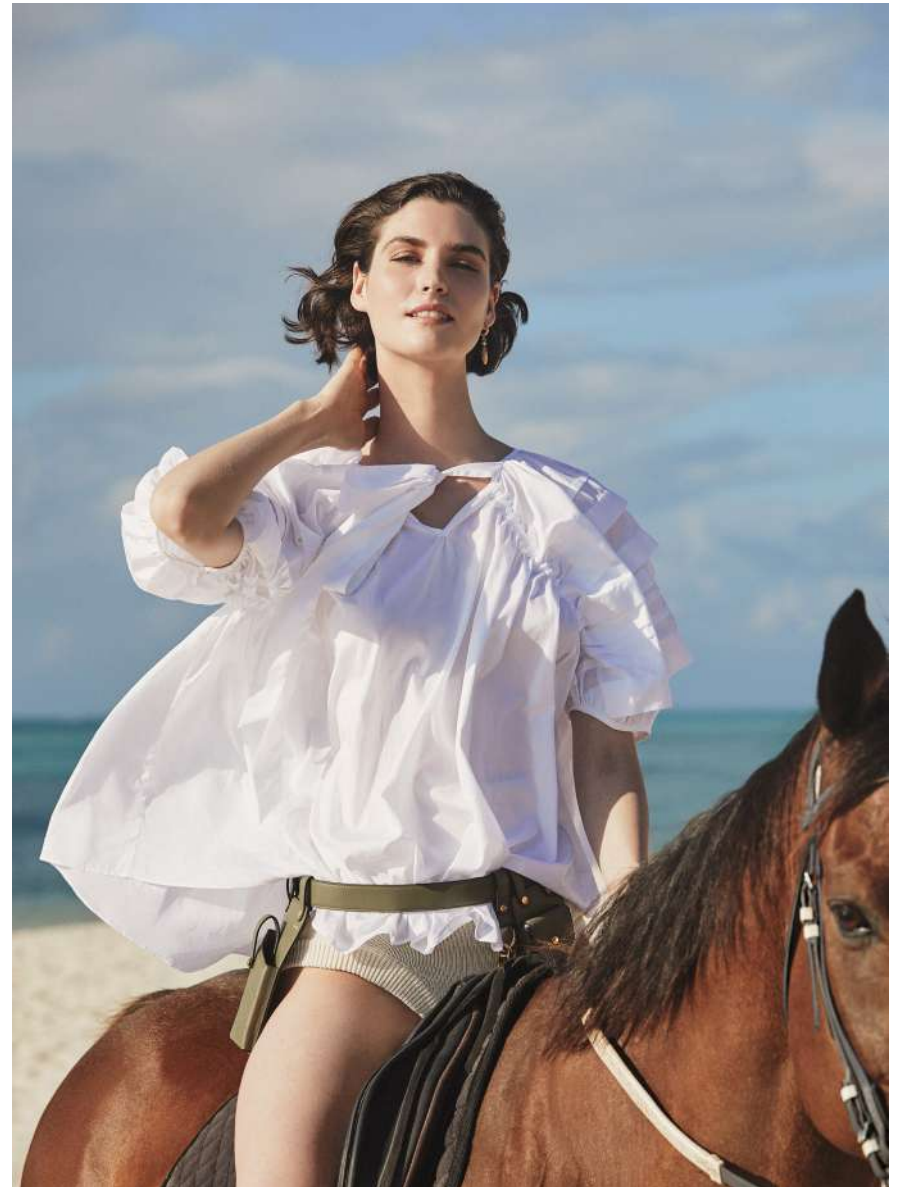
Ad copy deadline August 3rd

Issue 17, Spring/Summer 2021

Available from April 2021

Space reservation deadline January 22nd

Ad copy deadline January 29th



GUEST DATA

The St. Regis customer is loyal

- Hotels: 44 (65% urban and 35% resort)
- Countries: 22
- Rooms & Suites: c.9,586
- Average number of people per room per year: 226

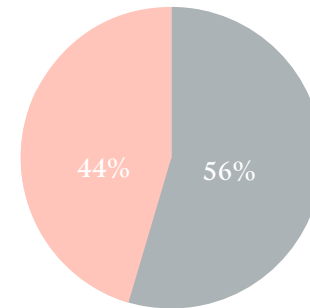
- Estimated readership over a year: 1.9m +
- Leisure 55%, Business 56% (including crossover)
- Over 30% of guests reside outside North America
- Almost 50% of Asia Pacific guests reside in the region
- More than 50% of guests stay 2+ times annually



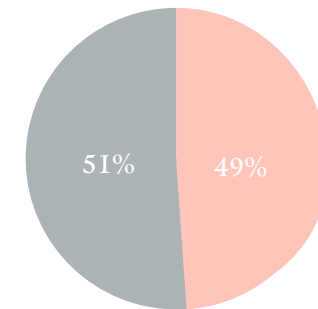
GUEST DEMOGRAPHICS

Targeted at the high net worth St. Regis guest

St. Regis guest gender ratio



St. Regis guest age group ratio



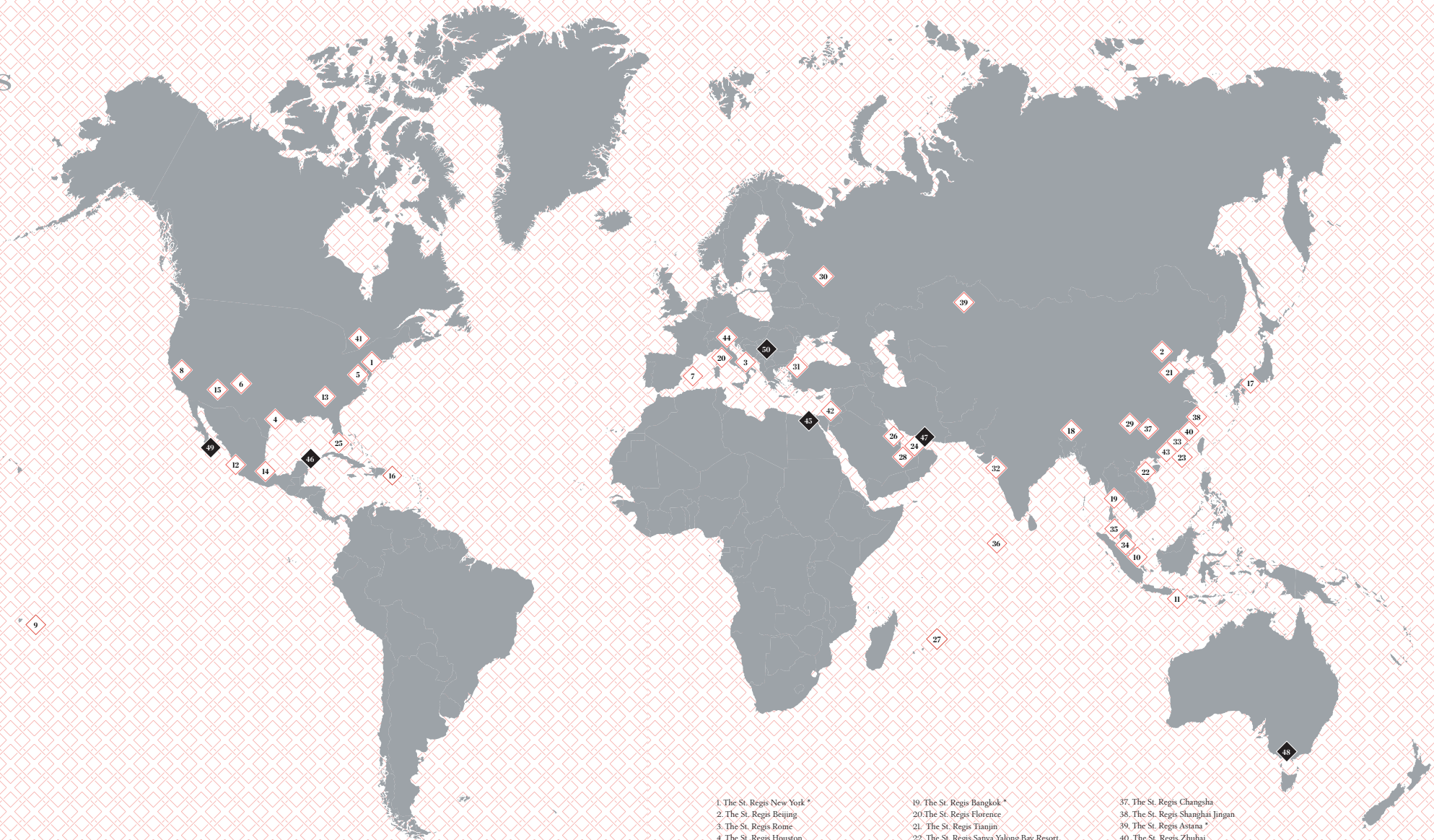
Men
Women

Over 45
Under 45

St. Regis guest household income in USD\$

54% have a HH income of 200K+

All data applicable for guests with a US postal address



THE ST. REGIS ATLAS

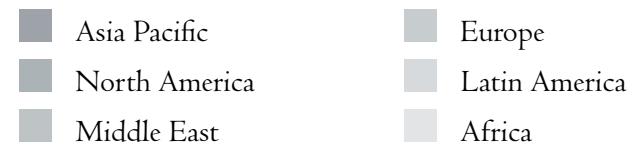
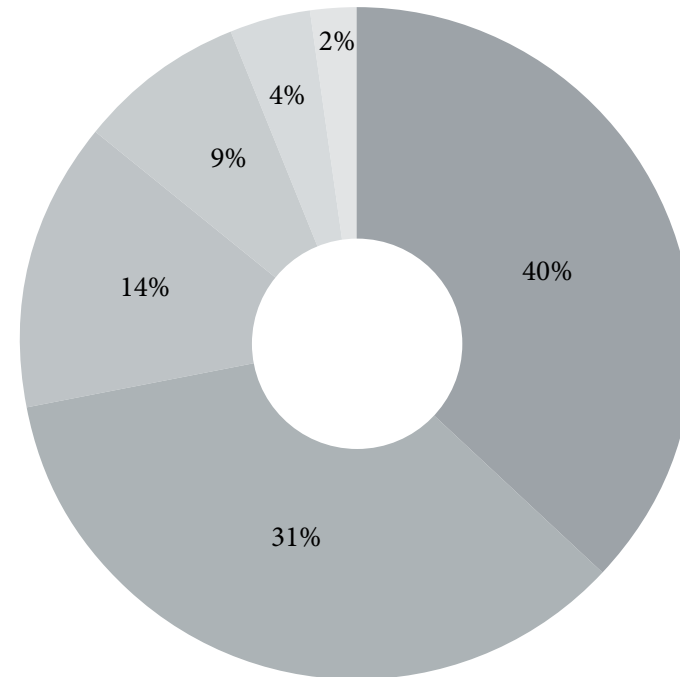
The St. Regis story around the globe, from the first hotel opening in Manhattan in 1904 to the latest in Venice

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|---|---|--|
| 1. The St. Regis New York * | 19. The St. Regis Bangkok * | 37. The St. Regis Changsha |
| 2. The St. Regis Beijing | 20. The St. Regis Florence | 38. The St. Regis Shanghai Jingan |
| 3. The St. Regis Rome | 21. The St. Regis Tianjin | 39. The St. Regis Astana * |
| 4. The St. Regis Houston | 22. The St. Regis Sanya Yalong Bay Resort | 40. The St. Regis Zhuhai |
| 5. The St. Regis Washington, D.C. | 23. The St. Regis Shenzhen | 41. The St. Regis Toronto * |
| 6. The St. Regis Aspen Resort * | 24. The St. Regis Saadiyat Island Resort, Abu Dhabi | 42. The St. Regis Amman * |
| 7. The St. Regis Mardavall Mallorca Resort | 25. The St. Regis Bal Harbour Resort * | 43. The St. Regis Hong Kong |
| 8. The St. Regis San Francisco * | 26. The St. Regis Doha | 44. The St. Regis Venice |
| 9. The St. Regis Bora Bora Resort | 27. The St. Regis Mauritius Resort | COMING SOON |
| 10. The St. Regis Singapore * | 28. The St. Regis Abu Dhabi | 45. The St. Regis Cairo 2020 |
| 11. The St. Regis Bali Resort * | 29. The St. Regis Chengdu | 46. The St. Regis Kanai Resort Riviera Maya 2020 * |
| 12. The St. Regis Punta Mita Resort | 30. The St. Regis Moscow Nikolskaya | 47. The St. Regis Dubai The Palm 2020 |
| 13. The St. Regis Atlanta * | 31. The St. Regis Istanbul | 48. The St. Regis Melbourne 2021 |
| 14. The St. Regis Mexico City * | 32. The St. Regis Mumbai | 49. The St. Regis Los Cabos 2021 |
| 15. The St. Regis Deer Valley * | 33. The St. Regis Macao, Cotai Central | 50. The St. Regis Belgrade 2021 |
| 16. The St. Regis Bahia Beach Resort, Puerto Rico | 34. The St. Regis Kuala Lumpur * | |
| 17. The St. Regis Osaka | 35. The St. Regis Langkawi | |
| 18. The St. Regis Lhasa Resort | 36. The St. Regis Maldives Vommuli Resort | |

* This property includes St. Regis Residences

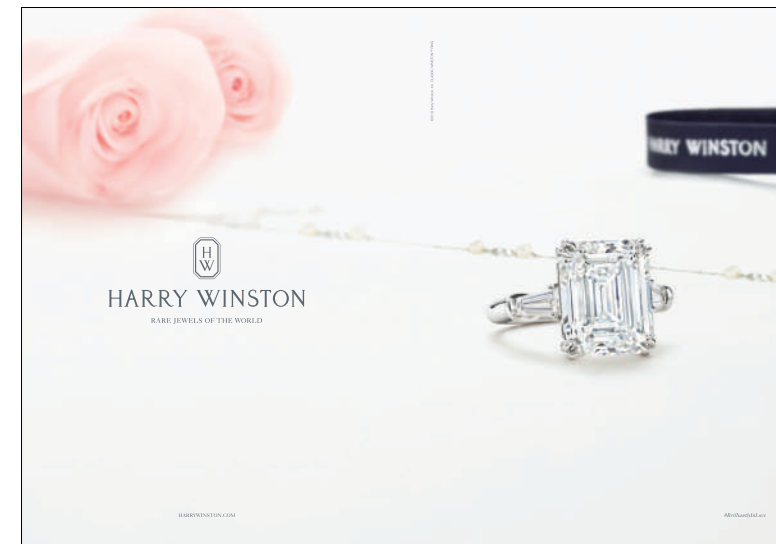
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Asia Pacific	—	18,584 copies
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Europe	—	4,672 copies
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- Richard James
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GLOBAL RATES

Full Page ROP	\$12,000
Full Page Front Half	\$13,800
Page Opposite Masthead\Contributors\TOC	\$15,000
Inside Back Cover	\$16,200
OBC	\$18,600
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DPS ROP	\$20,400
DPS Front Half	\$22,400
DPS Pre TOC	\$23,460
IFC DPS	\$26,520

*Series discounts and single market rates available upon request.
Please ask about bespoke publishing opportunities.*

CONTACT

For all advertising enquiries contact:

Sarah Glyde
+44 (0) 2039 481 506
sarah@uncommonly.co.uk

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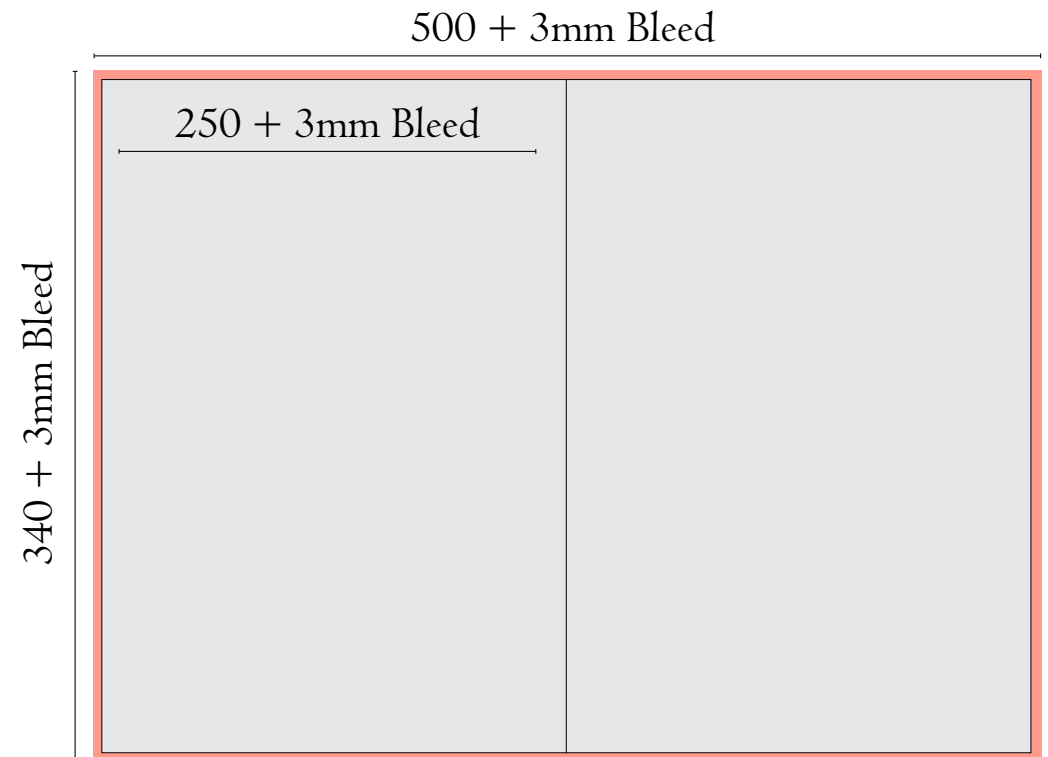
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