



elitetraveler
THE PRIVATE JET LIFESTYLE MAGAZINE
MEDIA KIT 2020

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EDITORIAL MISSION

Since its launch in 2001, *Elite Traveler* has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth (UHNW) individuals. It is written and designed by our experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As the only audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, *Elite Traveler* provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

Alongside the print media portfolio, EliteTraveler.com is a global leader in luxury lifestyle and travel websites, attracting 361,733 unique browsers a month. Not only used as an invaluable source of insight, articles and opinion, EliteTraveler.com is increasingly used by visitors as a gateway to direct purchasing of luxury goods and experiences.

TOTAL BRAND FOOTPRINT

Elite Traveler's editorial, circulation, distribution methods, and demographics from its proprietary readership study were reviewed and compared to potential host publications reported in the IPSOS affluent survey. *Elite Traveler's* reader-per-copy (RPC) is based on readership data from its proprietary study and from measured inflight magazines. The RPC was applied to *Elite Traveler's* print circulation which together with its digital monthly audience results in a projected total brand readership of 595,000 affluent adults.

ELITE TRAVELER AUDIENCE

Average Age*	42
Male/Female*	66/34
Average HHI	\$7.9MM
Average Net Worth	\$32MM
C-Suite position*	28%
Reader-per-copy*	5.3
Total Brand Readership*	595,000



Sources: *Elite Traveler* Readership Survey | *IPSOS 2019 Doublebase Affluent Survey

READERSHIP

INFLUENCE

I tend to take the lead in decision making	85%
I am usually one of the first of my peers to try new products	78%
People often ask my advice about financial issues	72%
People often ask my advice when thinking of making a significant purchase	70%

TRAVEL

People often ask my advice when they are planning a vacation	82%
Average round trip commercial flights per year	7.3
Average number of nights in hotel or resort per year	21
Stay at luxury boutique hotel or 5 star hotel or rental property	59%
Fly first class or business class	74%
Take 2+ cruises	50%

FASHION/JEWELRY

I have an excellent sense of style	71%
I prefer to buy designer or luxury brands	69%
People often ask my advice on fashion and what they should wear	64%

AUTOMOTIVE

Own/lease premium luxury vehicles	60%
Average number of cars owned/leased	2.4

Sources: IPSOS 2019 Doublebase Affluent Survey



PURCHASE POWER

A mere one percent of UHNW consumers (minimum HHI \$469,000) control more than 50% of the world's wealth. These UHNW individuals are elusive. With multiple dwellings, they live the private jet lifestyle, traveling from continent to continent. According to the National Business Aviation Association, private jet travelers make 41 trips each per year.

Total Average Spend on Luxury Goods Per Year



Total spend on new luxury vehicles
\$90.5M



Total spend on all travel
\$21.9M



Total spend on owned real estate
\$2.1MM



Total spend on fashion & accessories
\$29.8M



Total spend on watches & jewelry
\$25.2M



Total spend on leisure, entertainment & dining
\$21.2M

Elite Traveler ranks #1 against other luxury lifestyle & travel publications for most category spending:

Readers spend **338%** more on average for jewelry & watches than the affluent population **Index 438**

Readers spend more than **230%** on average for fashion & accessories than the affluent population **Index 330**

Readers spend **60%** more on average for new luxury vehicles than the affluent population **Index 180**

Readers spend **94%** more on average for real estate than the affluent population **Index 194**

Readers spend more than **59%** on average for home design than the affluent population **Index 159**

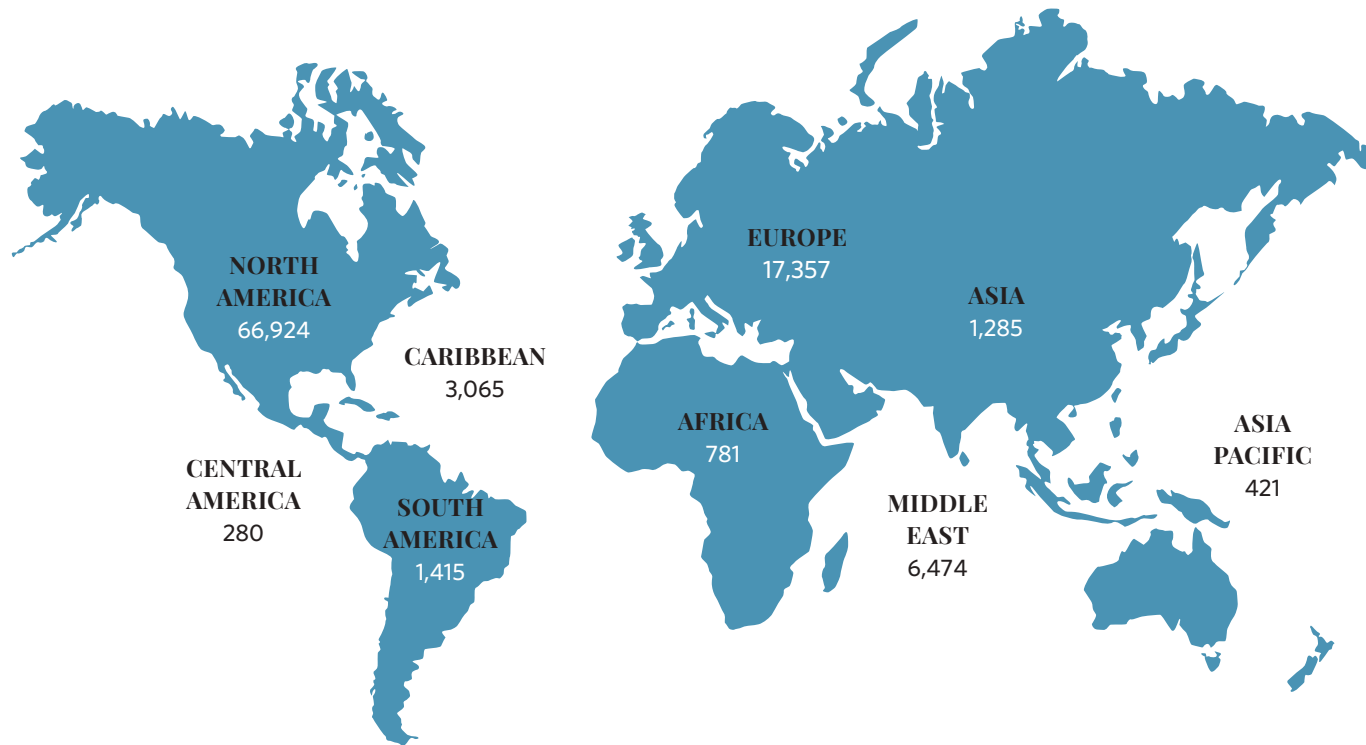
Readers spend more than **178%** on average for artwork and collectibles than the affluent population **Index 278**

Readers spend more than **194%** on average for wine & spirits than the affluent population **Index 294**

Readers spend more than **152%** on average for fine dining than the affluent population **Index 252**

LUXURY REACH

TARGET THE TRUE HIGH-END SPENDERS



 **BPA Audited:**

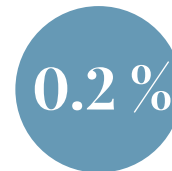
Our average BPA-audited circulation of **98,524** ensures your advertising reaches its target



Private Jets & International
1st Class Lounges



Yacht Marinas



Professional Sports Locker Facilities



Luxury Events & Conventions

Sources: BPA - June 2019 | *Geographical breakout of qualified circulation for issue of Spring 2019

MULTIMEDIA SOLUTIONS



PRINT

Elite Traveler magazine is distributed quarterly on board private jets, in jet terminals and first class lounges. With a target audience of consumers of luxury brands, *Elite Traveler* reaches affluent individuals in more than 100 countries across the globe.



DIGITAL

EliteTraveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.



E-MAIL MARKETING

Promote sponsored ad banners with the latest luxury content, featuring popular web features, elite travel and experiences. Sent directly to *Elite Traveler's* private jet audience.



SOCIAL MEDIA

Elite Traveler's social community of affluent and aspirational individuals is continuously growing. Each platform provides the latest stories, and for those on the go to stay in the know.



EVENTS

Elite events provide interactive experiences to engage directly with high-net-worth individuals. Each event is customized for bespoke activation.

IN EVERY ISSUE

DISCOVER

The Luxury Edit

Here we cover all that is luxurious from the worlds of motoring, aviation, yachts, technology and design. We help readers discover the latest trends and best buys from the latest yacht launches to the most fun on four wheels.

STYLE

Fashion & Accessories

Our dedicated Style section explores the latest trends, takes you behind the scenes at the world's best luxury brands, highlights stylish destinations (and what its equally stylish visitors pack), as well as the best watches and jewelry on earth.

INFLUENCE

People who make a difference

Featuring interviews with and comment from the people who are changing the luxury landscape, and the wider world, here, we cover a range of topics and perspectives.

INSPIRE

Life-enhancing Features

In each issue we curate hugely popular and respected lists, providing readers key information on topics such as the best restaurants in the world, the top suites to stay in and the top golf courses and safari lodges.

EXPLORE

Uncovering Destinations

This is the where readers get the lowdown on the best destinations around the world. Like that well-informed best friend or perfect concierge, these guides offer inside information, top tips and hidden secrets from around the world.

ELITE COLLECTION

Pillars of Excellence

Each issue focuses on a signature pillar, around which the Top Lists are crafted. Providing readers digestible information about each theme, be it the finest suites, incredible gifts, or top restaurants, presented across stunning imagery and complemented with the key information and contact details readers need to know.



Top 100 Suites
Top Adventures
Top 100 Restaurants
Top 50 Watches

EDITORIAL CALENDAR

Spring: March/April/May

The Ultimate Experiences featuring Top Adventures

Whether you're looking for a rush of adrenaline or a once-in-a-lifetime encounter with wildlife, our Ultimate Experience issue has it all with our round up of the world's Top Adventures. We also inspire you with a deep dive into some of the best new hotel golf courses.

Top Golf | Top Suites for Giving Back

A Guide to: Cambodia | Turks & Caicos

Summer: June/July/August

The Men's Issue featuring Top 100 Restaurants

Our men's issue highlights the best in men's style and craftsmanship, and it showcases the latest and greatest car releases. Now in its seventh year, our Top 100 Restaurant list has become a benchmark for gourmands, restauranteurs and chefs around the world, because it is voted for by our readers rather than critics.

Top Cars | Top Food Festivals

A Guide to: Amalfi Coast | Newport

Fall: September/October/November

The Style Issue featuring Top 50 Watches

The annual style issue brings the most elegant and important fashion trends to our discerning readers. And while every issue includes the very latest from the horology world, this Fall issue features our Top 50 Watches, which celebrates the most important complications and artistic creations in the watch world.

Top Yachts & Cruises | Top Suites in Singapore

A Guide to: French Polynesia | Edinburgh

Winter: December/January/February

The Winter Escapes Issue featuring Top 100 Suites

Since its launch in 2001, *Elite Traveler* has brought our readers key information on the top suites in the world. This definitive list of the Top 100 Suites continues to inspire and educate on the hidden gems, the ultra-luxe and the pinnacle of hotel extravagance and comfort. This issue also features our annual holiday gift guide, with decadent jewelry and timepieces.

Top Jets | Top Castles & Grand Estates

A Guide to: Anguilla | Utah Ski

Please note that this calendar is subject to change.

REFRESH

Continuing to evolve in response to the needs of our readers is something that *Elite Traveler* prides itself on. In 2019, the magazine built on its new aesthetic featuring larger, more powerful images to illustrate the incredible itineraries, luxury guides and Elite Collection features.

We refreshed key features to provide even more in-depth content and insiders' secrets. The new Heritage page highlights ancient techniques and the artisans keeping these crafts alive. As our readers want to know what's new and where to go, we've added a New Hotels spread in each issue, keeping them apprised of the hottest hotel openings around the world. And how to get there? With our list of the top jets and top jet providers, our readers will know which aircraft to fly to these incredible destinations.



BRAND PORTFOLIO



HOTELS, RESORTS AND SPAS

The annual *Elite Traveler Hotels, Resorts & Spas* edition is distributed on board private jets, in jet terminals, and to top hotels and resorts in more than 100 countries across the globe. The *Elite Traveler Hotels, Resorts & Spas* edition is available as a microsite on EliteTraveler.com, viewable across all mobile devices. Offering easily accessible key information on the properties included alongside stunning imagery, the website is swiftly establishing itself as the go-to resource for high-end luxury travel.



THE WORLD OF FINE WINE

The multi-award-winning magazine is the go-to wine source for high-net-worth individuals, producers, Masters of Wine and the trade who share a passion for wine. Extensively and purposefully illustrated with fine-art-quality images and printed on heavy coated paper, each 216-page issue of *The World of Fine Wine* resembles a large-format book more than a magazine. Its list of contributors reads like a who's who of the world of wine, and includes Hugh Johnson OBE, Andrew Jefford and Michel Bettane.



SPEAR'S

Spear's is the multi-award-winning wealth management and luxury lifestyle media brand whose flagship magazine has become a must-read for the ultra-high-net-worth community. Described as a cross between *Forbes* and *Vanity Fair*, with its own wit and outlook, it is also required reading for the affluent financial services community, including the bankers, lawyers and family offices who advise the wealthy. Since its launch in 2006, *Spear's* and its events have established itself as Europe's leading wealth management authorities.

DIGITAL ACCESS

Online coverage is uploaded daily to EliteTraveler.com and provides readers with a plethora of luxury lifestyle content. From interviews with CEOs of major brands in the Leaders in Luxury section, to restaurant and bar reviews, travel and hotel information as well as the key pillar content from each issue, the fast paced website attracts a large readership that is actively engaged with content.



ELITETRAVELER.COM

User Session	404,747
Unique Browsers	361,733
Page Impressions	1,787,458
Bounce Rate	36.21%
Average User Duration	1:59

Source: Google Analytics January 2019



VERDICT MEDIA STRATEGIES

STORYTELLING

Create powerful content-led campaigns that bring your brand story to life.

INTELLIGENCE

Ground-breaking business intelligence software that provides you with granular insight on the audience both reading and engaging with your content.

INFLUENCER

Technology that enables you to identify and target the most influential leaders in your sector.

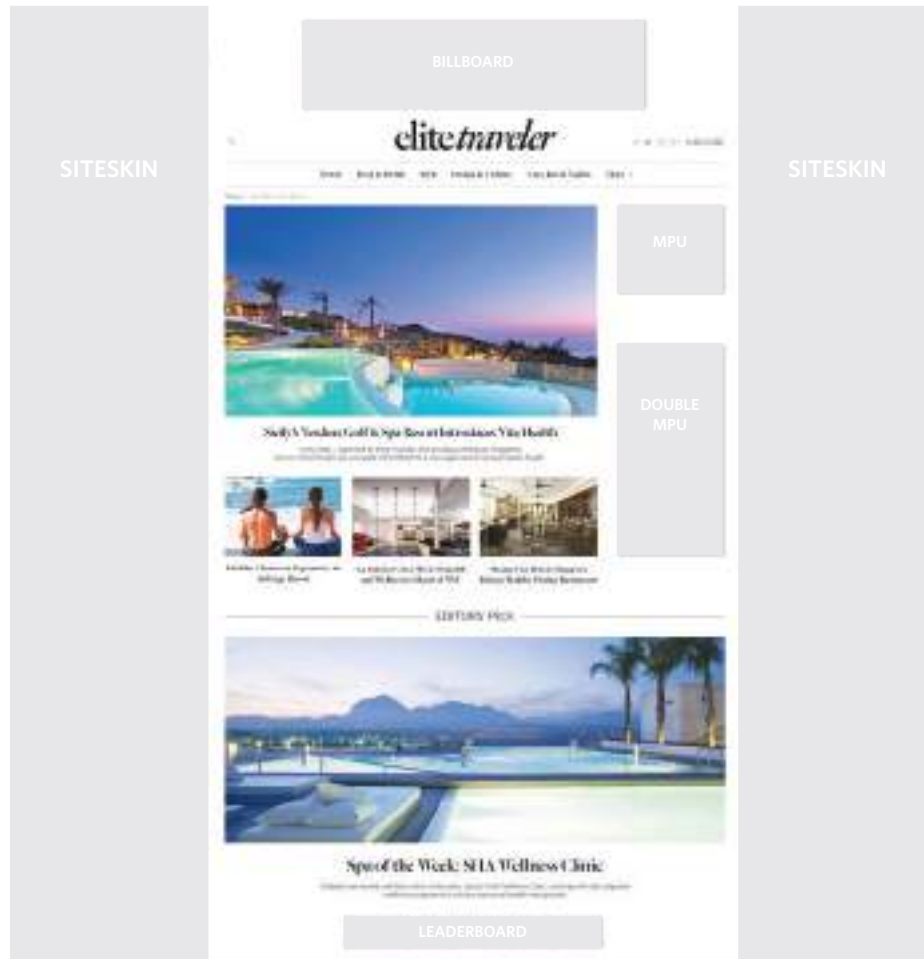
ANALYTICS

Gather granular statistical information for your business development and marketing team.

Verdict Media Strategies (VMS) is a creative media agency with strong roots in both modern media and its intelligence business, GlobalData. VMS holds a strong portfolio of over 50 thought-leading business-to-consumer and business-to-business sites, reaching 95,376,588 actively engaged individuals. Verdict Media Strategies provides access to real-time reporting through a unique intelligence software, Verdict Intelligence™. It is the only system that provides you with everything you need in order to manage, measure and plan your content marketing projects in real-time.

DIGITAL SHOWROOM

SITE SKIN & ROS BANNERS



Banners can be targeted by content or the location of the visitor. Rich media expandable capabilities on high-impact banners allow viewers to interact with module comprised of photos, videos or other responsive applications. There is the opportunity for flexible banners that can adjust to a variety of screen sizes.

VIDEOS



Showcase your brand's message with videos that are incorporated into the pages of content on EliteTraveler.com. These videos can be targeted by content or by the location of the visitor.



DIMENSIONS

AD UNIT	WEB	MOBILE
MPU	300 x 250	300 x 250
Double MPU	300 x 600	300 x 600
Leaderboard	728 x 90	300 x 100
Super Leaderboard	970 x 90	300 x 100
Billboard	970 x 250	300 x 100
Portrait Ad	300 x 1050	300 x 1050
Site Skin	1280 x 340	N/A

Bespoke digital programs can be developed based on client needs.

DIGITAL SHOWROOM

HOMEPAGE INSPIRATION CAROUSEL



This highly impactful unit is a great way to showcase your imagery on the homepage of EliteTraveler.com. The carousel features up to five separate images and redirects viewers to your custom native web feature. Inspiration Carousel must run with custom native web feature and minimum duration of one week.

NATIVE ADVERTISING



Submit a custom native web feature to promote your story on EliteTraveler.com. The web feature will be showcased on the homepage or a designated channel, which will remain as content for 12 months. Each article includes up to 400 words of copy with two images.

MICROSITE



EliteTraveler.com offers the opportunity to host your very own unique microsite. This site will include a minimum of 12 web features per year and will be promoted on the main or secondary navigation menu. The microsite will highlight your product or service to our audience of UHNW individuals.

SOCIAL MEDIA

Elite Traveler connects with its social community of affluent and aspirational individuals across each of its platforms multiple times a day.






Through our social media platforms, our social community can discover the latest news from our website, alongside tips and behind-the-scenes content they can't find anywhere else. We feature exclusive content and allow our audience real-time insight into the newest launches, VIP parties and unique brand experiences they don't want to miss out on.

As our readers increasingly look to social media for information and inspiration, we ensure we are providing regular dynamic and exciting content to satisfy their needs.

Total Average Monthly Impressions: 579,298



SOCIAL FOLLOWING:

-  35.3K
-  47.1K
-  21.1K
-  2.5K
-  4.3K

BESPOKE EVENTS



Elite Traveler creates highly tailored experiences within an exclusive and intimate setting, allowing our partners direct access to high-net-worth readers and VIP guests to ensure maximum benefit and return on investment. *Elite Traveler* offers bespoke event solution models, craft private dinners, product launches, and cocktail receptions based on client needs. Each event provides a unique opportunity for partners to interact with our audience, the most influential and affluent consumers in the world.

PRINT RATE CARD

FULL PAGE BLEED RATES

	1x	2x	4x	8x	10x
Full Page	\$43,475	\$42,170	\$40,910	\$39,680	\$38,490

PRICES QUOTED ARE GROSS No frequency discounts given on cover options

PREMIUM POSITIONS

Cover 2	\$48,985
Cover 3	\$45,540
Cover 4	\$52,585

Premium Positions (1st 25 Pages, Opp. TOC / Masthead / Letters) - **add 15%**
Premium positions cannot be canceled less than 60 days before space close.
Confirmed special positions (opposite feature or within cover story) - **add 10%**
Special section advertising does not count towards annual page volume.

2020 ADVERTISING CLOSING DATES* (TBC)

	Ad Closing	Materials Due	On Jet
Spring: Mar/Apr/May 2020	Jan 6	Jan 13	March 2020
Summer: June/July/August 2020	Apr 6	Apr 13	June 2020
Fall: September/October/November 2020	July 6	July 13	September 2020
Winter: December/January/February 2021	Oct 5	Oct 12	December 2020

CONTACT

www.elitetraveler.com/contact-us for a full list of sales representatives

*Please note that deadlines are subject to change.

PRINT SPECIFICATIONS

Elite Traveler is perfect bound and trimmed to 10 inches (254mm) width x 12 inches (304.8mm) height

Elite Traveler is printed 100% computer to plate (CTP) using 4-color printing (CMYK) and sheet-fed litho

- For best reproduction, materials should be submitted in a digital file format. Platforms supported are Macintosh and PC
- Supported software and formats: PDF/X4

High resolution PDFs

All high-res images and fonts must be included when the file is created. Artwork should be 100% in size and include all standard trim, bleed and center marks outside of the live area

Images

For best reproduction, all images must be supplied at 300dpi. Only CMYK color space is supported. Solid black backgrounds should be a rich black (100% black, 70% cyan, 60% magenta, 50% yellow)

Fonts

Fonts must be supplied as Type 1 Postscript fonts with associated suitcase file(s) or Open Type fonts. We cannot use TrueType or Multiple Master fonts. Fine serif type and hairline rules should NOT knock out or be a tint

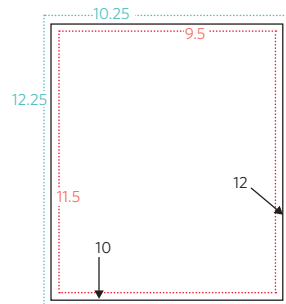
ADVERTISEMENT SIZES

Cover 2, Page 1

Trim = 19.625" x 12"
(498.475mm x 304.8mm)
Bleed = (includes gutter)
19.875" x 12.25"
(504.825mm x 311.15mm)

Full Page

Trim = 10" x 12"
(254mm x 304.8mm)
Bleed = 10.25" x 12.25"
(260mm x 310.8mm)



- Bleed advertisements should have a .125" (3mm) bleed on all sides that bleed
- Type and important subject matter should be kept at least .25" (8mm) from the live/trim area on all sides

Double Page Spread

Trim = 20" x 12"
(508mm x 304.8mm)
Bleed = (includes gutter)
20.5" x 12.25"
(520.7mm x 311.15mm)

Two Thirds Vertical

Trim = 6.66" x 12"
(169.16mm x 304.8mm)
Bleed = 6.92" x 12.25"
(175mm x 310.8mm)

Half Vertical

Trim = 5" x 12"
(127mm x 304.8mm)
Bleed = 5.25" x 12.25"
(133.35mm x 310.8mm)

One Third Vertical

Trim = 3.33" x 12"
(84.52mm x 304.8mm)
Bleed = 3.58" x 12.25"
(90.93mm x 310.8mm)

Half Horizontal

Trim = 10" x 6"
(254mm x 152.4mm)
Bleed = 10.25" x 6.25"
(260mm x 158.75mm)

SUBMITTING YOUR ADVERTISEMENT

Email

Please note we have a 6MB limit on emails. Files smaller than 6MB may be emailed to:
print@elitetraveler.com

For larger files, email via:
www.wetransfer.com to:
print@elitetraveler.com

Please name the files with your company name and the *Elite Traveler* publication and issue

ARTWORK AND DESIGN SERVICE

If you are unable to supply your materials in any of these formats, we can offer an artwork, design and production service.

In order for us to process your advertisement, please supply the following information:

- Advertising text
- Company contact details
- Company logo
- Images

Removable media

Media types supported: CD-ROM. CD-ROMS should be submitted to the address below clearly stating the company name, publication and issue: Print Production, *Elite Traveler*, 441 Lexington Avenue, 3rd Floor New York, NY 10017

Color proofs should be submitted to the address below clearly stating the company name, publication and issue: Lisa Kamphuis, Ripon Printers, 656 Douglas Street Ripon, WI 54971
Tel: +1-800-321-3136, ext: 228
Tel Int'l: +1-920-748-3136

We will then write, design and provide you with a proof of your advertisement prior to publication. Charges for design and/or amendments will be determined on a case-by-case basis. Minimum Charge \$1,500.

For all print production questions, contact: print@elitetraveler.com

For all other questions, contact: sales@elitetraveler.com

TERMS & CONDITIONS

1). Scope of Agreement: These are the conditions of the contract between you, the Client (“You” and “your”) and Elite Luxury Publishing Inc (“Elite Luxury Publishing Inc”, “we”, “us” and “our”) governing your use of our services, including use of advertising space on our website or in the publication, as set out in your purchase order. This agreement constitutes the entire agreement between Elite Luxury Publishing Inc and you. All prior agreements understandings and negotiations and representations (save for fraudulent misrepresentation) whether oral or in writing are canceled in their entirety. The terms of any other electronic communications will not form part of this agreement.

2). Content and Artwork Responsibility: You are responsible for providing us with all text and illustrations by the copy date(s) set out in your purchase order. You will receive a proof of the advertisement for your approval, unless you have provided final artwork, and any changes must be sent to us in writing by the return date shown on the proof. Changes not communicated by the return date will cause us to assume proof approval. We reserve the right to repeat standing copy or obtain copy to be published should the copy deadline fail to be met. If the advertisement materials are provided in a different form to

to that specified then you will be responsible for any reasonable costs that may arise in preparing the material. Failure by you to supply the necessary copy for your placement in the form specified by the copy deadline indicated by us on the purchase order will not affect your payment obligations outlined in (5) below. We retain full editorial approval over the advertisement and positioning of this advertisement will be at our sole discretion. We reserve the right to withdraw/reject/amend the material supplied by you for the advertisement which will not affect your obligation to pay for the advertisement in full. Complaints regarding reproduction of Advertisements must be received in writing within one calendar month of the Publication date, of the Publication. In using our services and any advertising space on our website you agree to abide by all applicable laws, regulations and codes of conduct and you will not engage in any activities relating to our services or the website that are contrary to such laws, regulations and codes.

3). Rights: In consideration of us providing our services to you, you assign to us with full title guarantee, for use throughout the world, the copyright (whether vested, contingent or future) in the copy supplied by you and all rights of action in respect of that copy. The above will not operate as an

assignment of your trade marks, service marks and logos which will remain your property. However, you hereby grant to us a world-wide, non-exclusive, fully paid license to reproduce and display all trade marks, service marks and logos contained within the copy for the duration of the agreement.

4). Free of Charge Service: As part of our service commitment, we may at our sole discretion provide you with some free of charge services such as indexing, listings or any other material or additional media, which are over and above the advertisement. We cannot be responsible for any errors or omissions or claims for losses arising from these. We reserve the right, at our absolute discretion, to reject or amend text and information provided by you for any free of charge inclusions or media. This will not affect your obligation to pay for the advertisement itself as discussed above. If you do not provide the necessary text or information for any free of charge inclusions or media, by the due date, then this will also not affect your obligation to pay for the advertisement.

5). Invoice & Settlement: We will invoice you, plus Sales Tax if applicable, for the total cost of your booking following completion and return of the purchase order. Unless expressly agreed, otherwise in writing, payment will be due

30 days from the date of invoice. Should your account fall overdue then interest will be charged at a rate of 1.5% per month and the maximum permitted by law together with reasonable attorney and collection fees. Interest will be calculated daily from the due date to the payment date. In addition, we reserve the right in certain circumstances to modify our payment Terms to require full payment in advance and / or require you to provide such other assurances as we may require to secure your payment obligations i. If you have been granted a discount (for example for a series booking) but do not pay us, we reserve the right to revoke the discount so that you are liable for the full price of the advertisement. ii. All payments sent to us must be accompanied by a remittance advice or documentation quoting the account and/or invoice number to which the payment relates. Where payment is received without any identification or is deemed a duplicate/overpayment, said funds will be held on account for a period of 12 months only.

6). Cancellation: This purchase order represents a legally binding contract between you and us. A cancellation may only be made at our sole discretion and with our written consent. If we agree to a cancellation prior to invoicing then a fee of 50% (plus Sales Tax if applicable) of the purchase order

value will be charged payable 14 days following the date of our written permission to cancel. If we agree to a cancellation after invoicing then a fee of 100% (plus Sales Tax if applicable) of the purchase order value will be charged payable 14 days following the date of our written permission to cancel.

7). Warranty & Indemnity: You warrant and represent to us that: (i) you have all necessary rights to grant the rights and licences set out in your contract with us; (ii) neither the copy material provided by you nor any material which you may be linked to through your advertisement will contain anything that is defamatory, obscene, false or misleading or which otherwise violates any intellectual property rights or rights of any person; (iii) use of the copy material provided by you will not violate any applicable law or regulation. You agree that there have been no guarantees made by us for this advertisement and that no employee of Elite Luxury Publishing Inc has made a promise or commitment that does not appear here. You agree to indemnify and hold Elite Luxury Publishing Inc and any of our officers, employees and agents harmless from and against all and any claims, liabilities, expenses, losses, costs or damages incurred or suffered and any claims or legal proceedings which are brought or

TERMS & CONDITIONS

threatened, in each case arising from any violation or infringement of third party rights, or any breach of any of these terms and conditions.

8). Liability: To the furthest extent permitted by law, we do not accept liability for any claims, liabilities, expenses, losses, costs or damages (including without limitation, damages for any consequential loss or loss of business opportunities and/or profits) however arising from this advertisement booking and the use of or inability to use the website, or any of its contents, or from action or omission taken as a result of using the website or any such contents. Our liability in contract, tort or otherwise arising out of or in connection with the Agreement shall not exceed the total Charges received by us from you for the Advertisement/s. Every care is taken to avoid mistakes but we cannot accept liability for any errors due to you, your third parties, sub-contractors or inaccurate copy instructions from any of the foregoing. Any agent who shall place an Advertisement with us shall be deemed jointly and severally liable with the Advertiser to us in respect of all matters including charges relating to the Advertisement and conditions therein contained.

9). Force Majeure: We will not be liable for any delay or failure

to perform any obligation under this Agreement due to any event beyond our reasonable control, including but not limited to, earthquake, fire, flood or any other natural disaster, labor dispute, riot, revolution, terrorism, acts of restraint of government or regulatory authorities, failure of computer equipment and failure or delay of services and platforms used to operate our electronic media.

10). General: You may not resell, assign or transfer any of your rights under this contract without our written consent. Any attempt to resell, assign or transfer rights without our consent will entitle us to cancel the contract without liability to you. A person who is not party to this contract has no right to rely upon or enforce any terms of this agreement.

