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PRINT & DIGITAL MEDIA KIT  
2023

[www.elitetraveler.com](http://www.elitetraveler.com)





# EDITORIAL MISSION

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Since 2021, to mark our 20th Anniversary and to recognize the swiftly evolving world in which we live, *Elite Traveler* shifted its focus to editorial content that champions sustainable, ethical and environmentally conscious luxury.

Each issue provides detailed information covering the full spectrum of responsible luxury lifestyle, including travel, fashion, jewelry, watches, spirits, cars, jets, yachts and real estate. As the only audited publication with worldwide distribution aboard private jets, 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 sustainable, ethical and environmentally conscious luxury lifestyle and travel websites. 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 557,000 affluent adults.

Average Age	<b>43</b>
Male/Female	<b>68/32</b>
Average HHI*	<b>\$864,982</b>
Average Net Worth*	<b>\$3,550,491</b>
C-Suite position*	<b>32%</b>
Reader-per-copy	<b>5.3</b>
Total Brand Readership	<b>557,000</b>
Total net worth of household \$5m+*	<b>189,000</b>
Total value across all residence \$1m+*	<b>168,000</b>

\*IPSOS ranks *Elite Traveler* No.1 out of all measured titles.

Sources: IPSOS 2021 Doublebase Affluent Survey

# READERSHIP

## INFLUENCE

I am usually one of the first of my peers to try new products	<b>Index 261</b>
People often ask my advice about financial issues	<b>Index 331</b>
People often ask my advice when thinking of making a significant purchase	<b>Index 420</b>

## TRAVEL

People often ask my advice when they are planning a vacation	<b>Index 243</b>
When traveling, comfort and service are worth paying extra for	<b>Index 216</b>
Average number of nights in hotel or resort per year	<b>20.3</b>
Stay at luxury boutique hotel or 5-star hotel or rental property	<b>Index 206</b>
Fly first class or business class	<b>Index 236</b>
Take 2+ cruises	<b>Index 276</b>

## WATCHES/JEWELRY/ACCESSORIES

I have an excellent sense of style	<b>Index 283</b>
I prefer to buy designer or luxury brands	<b>Index 413</b>
People often ask my advice on fashion and what they should wear	<b>Index 402</b>

## AUTOMOTIVE

Own/lease premium luxury vehicles	<b>Index 232</b>
Average number of cars owned/leased	<b>2</b>

Sources: IPSOS 2021 Doublebase Affluent Survey





# PURCHASE POWER

A mere one percent of UHNW consumers, with a net worth of over \$30M USD including their primary residence, control more than 50 percent of the world's wealth. With multiple dwellings, they live the private jet lifestyle, traveling from continent to continent.

## LUXURY CONSUMPTION

- Readers spend **246%** more on average for jewelry & watches than the affluent population **Index 346**
- Readers spend more than **226%** on average for fashion & accessories than the affluent population **Index 326**
- Readers spend **77%** more on average for new luxury vehicles than the affluent population **Index 177**
- Readers spend **102%** more on average for real estate than the affluent population **Index 202**
- Readers spend more than **342%** on average for homes than the affluent population **Index 442**
- Readers spend more than **221%** on average for artwork and collectibles than the affluent population **Index 321**
- Readers spend more than **169%** on average for wine & spirits than the affluent population **Index 269**
- Readers spend more than **106%** on average for fine dining than the affluent population **Index 206**

Sources: Federal Reserve | Wealth Engine | IPSOS 2021 Doublebase Affluent Survey

## ELITE TRAVELER RANKS

# no.1

against all measured luxury lifestyle & travel publications in key category spending



Total spend on new luxury vehicles

**\$90.5M**



Total spend on all travel

**\$2.2B**



Total spend on owned real estate

**\$2.1B**



Total spend on fashion & accessories

**\$3.2B**



Total spend on watches & jewelry

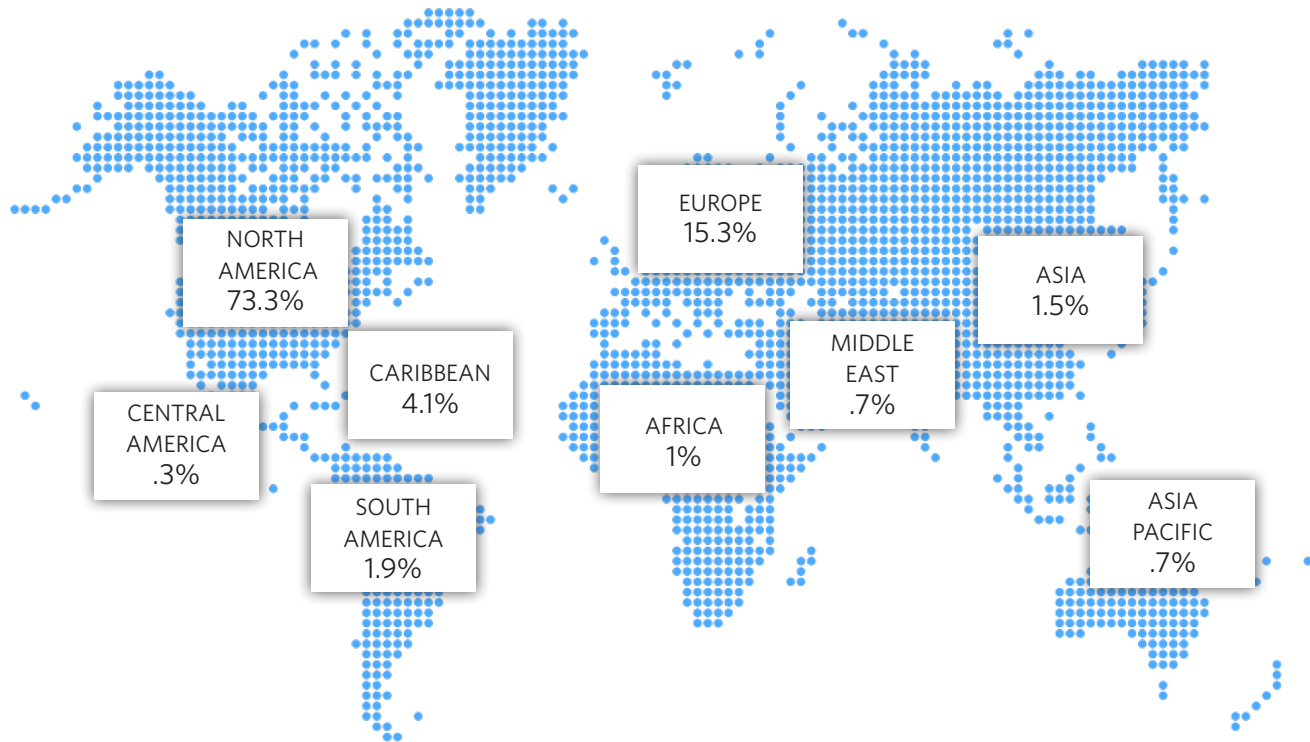
**\$25.2M**



Total spend on leisure, entertainment & dining

**\$3.1B**

# LUXURY REACH



Average BPA-audited circulation of **50,551\***†

*Elite Traveler* magazine is distributed quarterly on board private jets, private jet terminals, in flight caterers, corporate flight departments, private jet charter, fractional jet owners, jet card and management companies, and to paid subscribers. With a target audience of consumers of luxury brands, *Elite Traveler* reaches affluent individuals in more than 100 countries across the globe.

**265K+**

Number of people with investable assets of at least \$30 MILLION across the U.S.<sup>3</sup>

**488%**

More likely to have flown 50+ round trips in the past 12 months<sup>2</sup>

**4.12**

Average number of passengers on each flight<sup>1</sup>

**85%**

Average number of passengers that spend time in the terminal. 20-30 min dwell time<sup>3</sup>

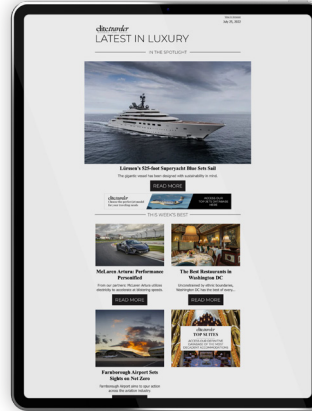
Sources: BPA - Brand Report Dec 2021\* | Geographical breakout of qualified circulation for issue of Fall 2021† | Business Insider<sup>1</sup> | IPSOS Affluent Survey 2019<sup>2</sup> | Wealth-X<sup>3</sup>



# MULTIMEDIA SOLUTIONS



ELITE TRAVELER MAGAZINE



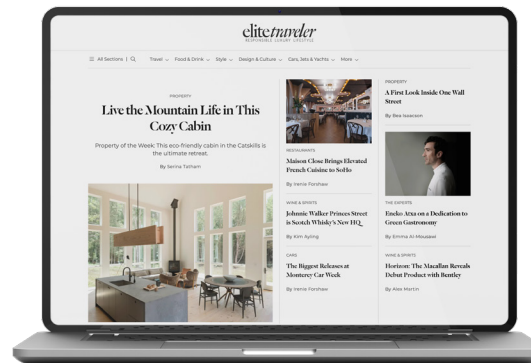
EMAIL MARKETING



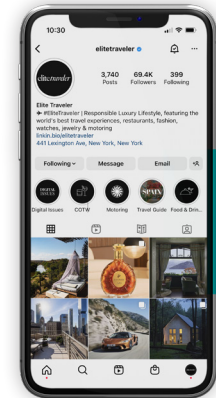
EVENT SPONSORSHIPS



SPECIAL EDITIONS



ELITETRAVELER.COM



SOCIAL MEDIA

# PRINT

## PILLARS OF EXCELLENCE

Each issue focuses on a signature pillar, around which the TOP lists are crafted. Providing readers digestible information about each signature theme throughout the year, presented across stunning imagery and complemented with the key information and contact details, we also provide our advertising partners opportunities to strategically align with this featured content.

Each list is accompanied by a digital database that is constantly updated. With the experience and expertise of our global research team, we have developed a 'luxury score' which enables us to offer our audience a usable, trusted resource like no other.



## IN EVERY ISSUE

### DISCOVER

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

### INFLUENCE

Featuring interviews with and comment from the people who are changing the luxury landscape, and the wider world, for the better. Here, we cover a range of topics and perspectives from pioneers in ethical luxury.

### INSPIRE

In each issue we curate hugely popular and respected lists, providing readers key information on topics such as the most sustainable restaurants in the world, the top suites that give back and ecologically sensitive adventures.

### EXPLORE

This is 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.

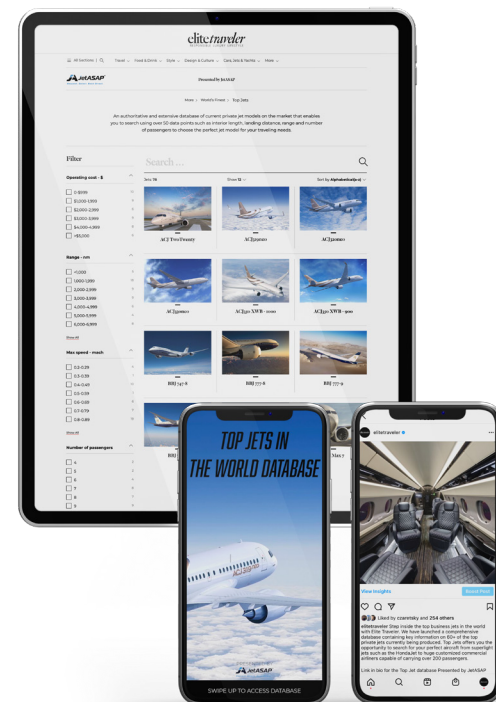


# — elite*traveler* — World's Finest

**SUITES** is the definitive tool for researching the best hotel accommodations on the planet. Presented alongside stunning behind-the-scenes images, descriptions and luxury rankings, the database lets you search for your next hotel stay using over 60 different criteria including size, bedroom number, privacy and access.

**JETS** allows our discerning audience of elite globe-trotters access to an authoritative and extensive database of current private jet models on the market. The database enables users to search using over 50 luxury data points such as interior length, cabin volume, landing distance, range and number of passengers, allowing them to choose the perfect jet model for their traveling needs.

**RESTAURANTS** is synonymous with the very best in fine dining. The full list of the Top Restaurants in the World, and a selection of those that are leading the way in terms of sustainability and environmental responsibility will be covered online throughout the year. Also published will be micro lists from the collection including, but not limited to, top restaurants for tasting menus, top restaurants for family celebrations and the top restaurants with kitchen gardens.



Each list is accompanied by a digital database that is constantly updated. With the experience and expertise of our global research team, we have developed a 'luxury score' which enables us to offer our audience a usable, trusted resource like no other.

In a digital landscape saturated with top lists, suggestions and recommendations, *Elite Traveler* is putting the power back into the hands of our readers. We've used our expertise, contacts and reach to put together databases of the best hotel suites, jet models and restaurants, with hundreds of data points on each area. Allowing our readers to cut through the noise, make meaningful searches of their desired areas and access exactly what they are looking for.

# EDITORIAL CALENDAR

## **Spring: March/April/May** THE INSPIRATION ISSUE

Be prepared to add an extra page or two to your bucket list with our selection of the ultimate experiences and adventures or take to the seas with the best yachts on the water.

**Top Experiences | Top Yachts | Top Suites for Stargazing**

**A Guide to: New Orleans | Ischia**

## **Summer: June/July/August** LEADERS IN LUXURY

Covering everything that *Elite Traveler* readers know and love — from jewelry to spirits to jets — we present the undisputed leaders in luxury, plus in-depth guides to Montana and Brisbane.

**Leaders in Luxury | Top Gourmand Suites**

**A Guide to: Montana | Brisbane**

## **Fall: September/October/November** THE WATCH ISSUE

Our annual top watches feature celebrates the incredible complications and horological works of art that have been released in the last year. We also look at the latest new releases from the world of cars.

**Top Watches | Top Cars | Top Doha Suites**

**A Guide to: Champagne | London**

## **Winter: December/January/February** THE SUITES ISSUE

One of our best-known lists, *Elite Traveler* has been compiling the world's top 100 suites for over 20 years. In this carefully compiled list, you'll find the absolute highest standard of accommodations.

**Top Suites | Top Jets | Top Ski Suites**

**A Guide to: Bahamas | Skiing in Japan**

Please note that this calendar is subject to change.

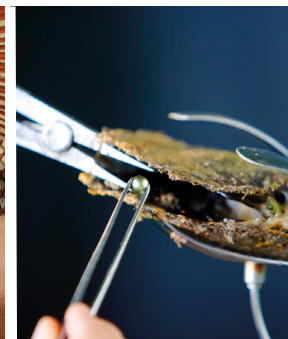


# LEADERS IN LUXURY

## THE BEST IN LUXURY LIFESTYLE

The Summer Edition celebrates and highlights the very best Leaders in Luxury — the latest launches, the true innovators and the brands making a difference to how we view responsible luxury. Covering the topics that the *Elite Traveler* reader knows and loves, we'll be delving into select categories that includes watches, technology, jewelry, hotels and more. Within these categories, you'll find fascinating interviews with the key players of each respective field — as well as need-to-know details.

Cruises ▪ Destinations ▪ Hotels ▪ Jets - Charter ▪ Jets - Manufacture ▪ Jewelry ▪ Motoring ▪ Restaurants ▪ Spas ▪ Spirits ▪ Style ▪ Technology ▪ Watches ▪ Wine ▪ Yachts



Please note categories are subject to change.

# ELITETRAVELER.COM

In 2022, EliteTraveler.com benefited from an extensive redesign that vastly improved its readability and functionality. New stories are uploaded daily to provide readers with the very latest in responsible luxury lifestyle. 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 is accessed globally across multiple platforms providing unique luxury content alignment. 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.



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

\*Site Wrap package offers 100% exclusivity with ATF branding. Bespoke digital programs can be developed based on client needs.

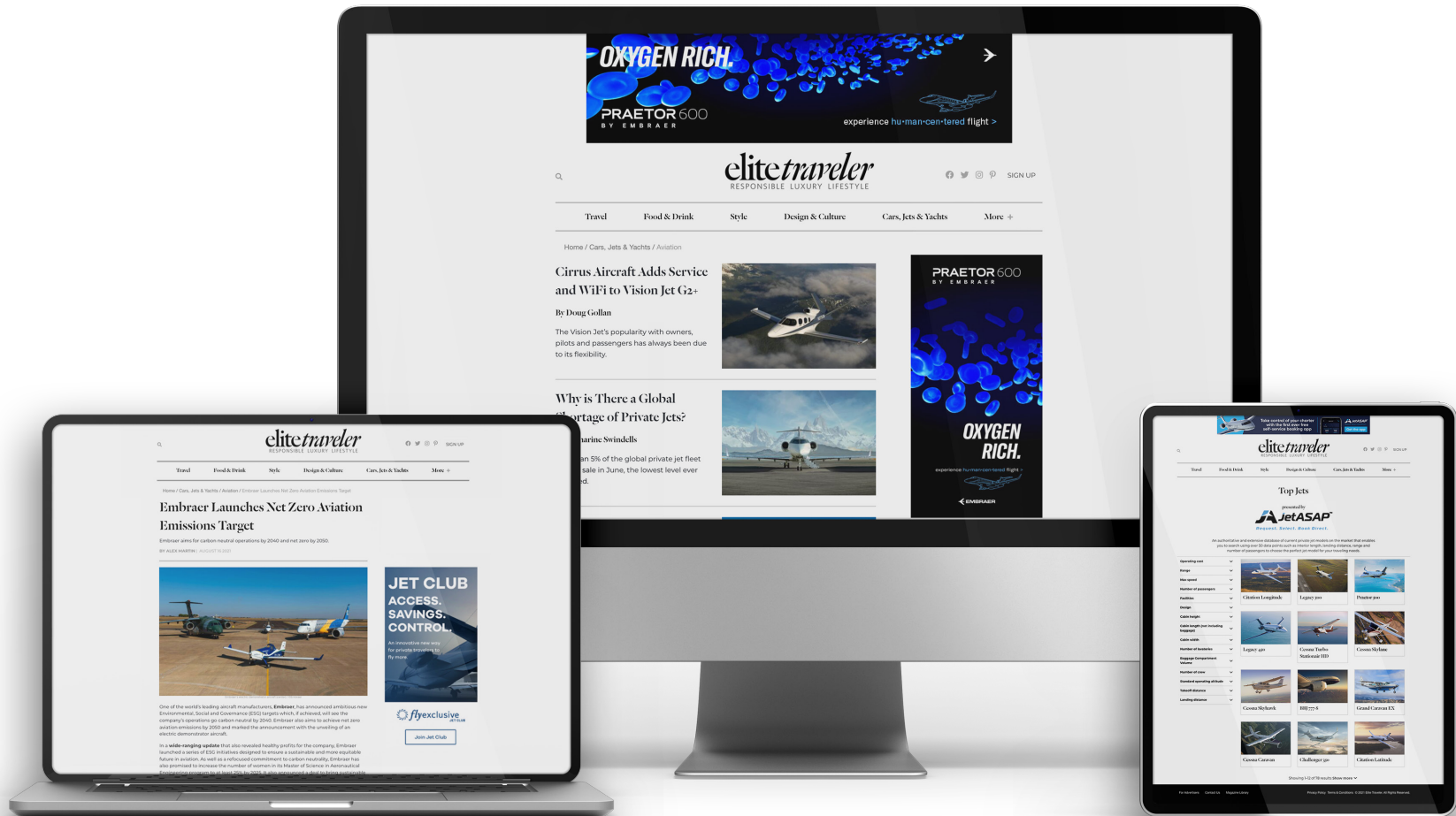
## DIGITAL PROFILE†

Pageviews	1,091,049
Unique Pageviews	1,002,973
Avg. Time/Page	2.09
Male/Female	55/45%

Sources: † Google Analytics | Q3 July-September 2022



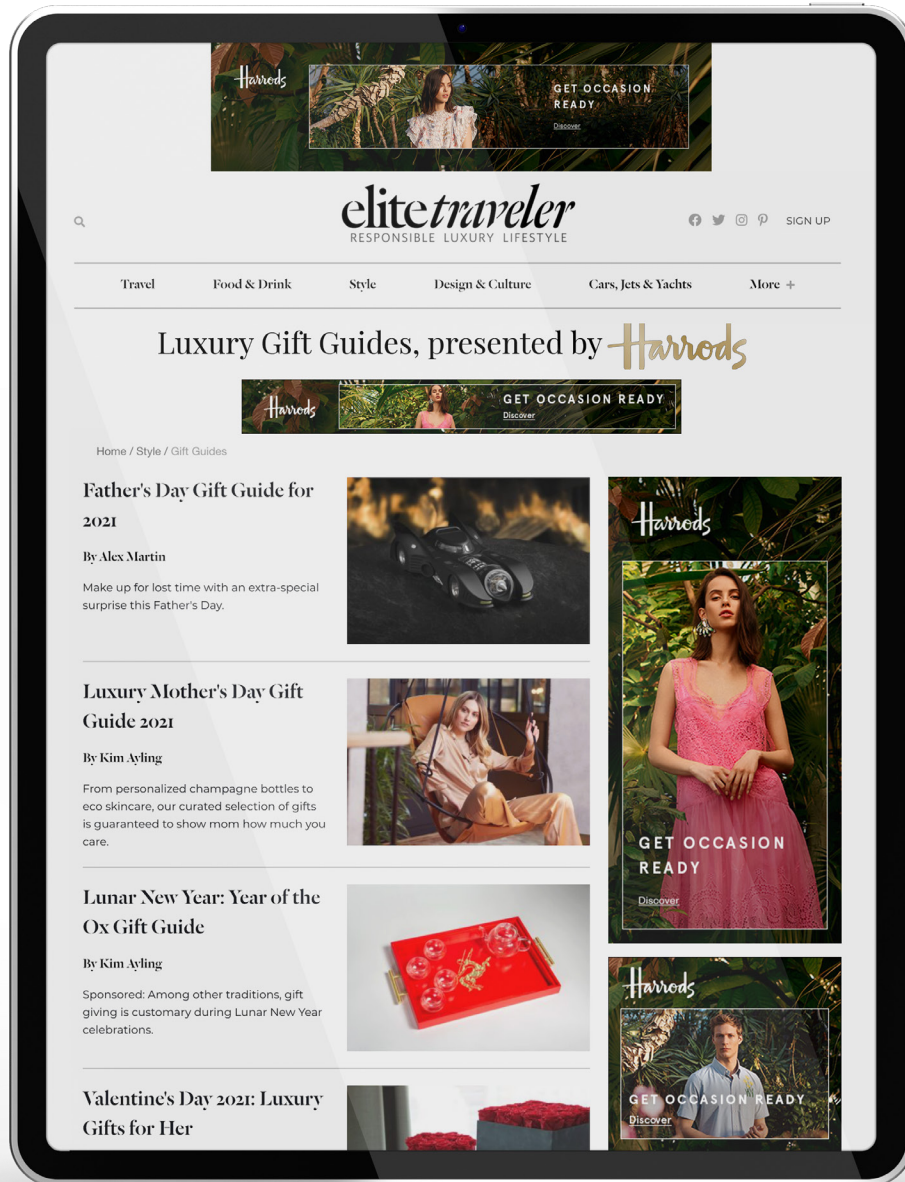
# CONTENT MARKETING



## NATIVE ADVERTISING

Reach your customers and generate leads with banner ad placements and brand sponsorships strategically placed with editorial alignment to add value and influence purchasing decisions.

# CONTENT MARKETING



## THEMATIC SPONSORSHIP

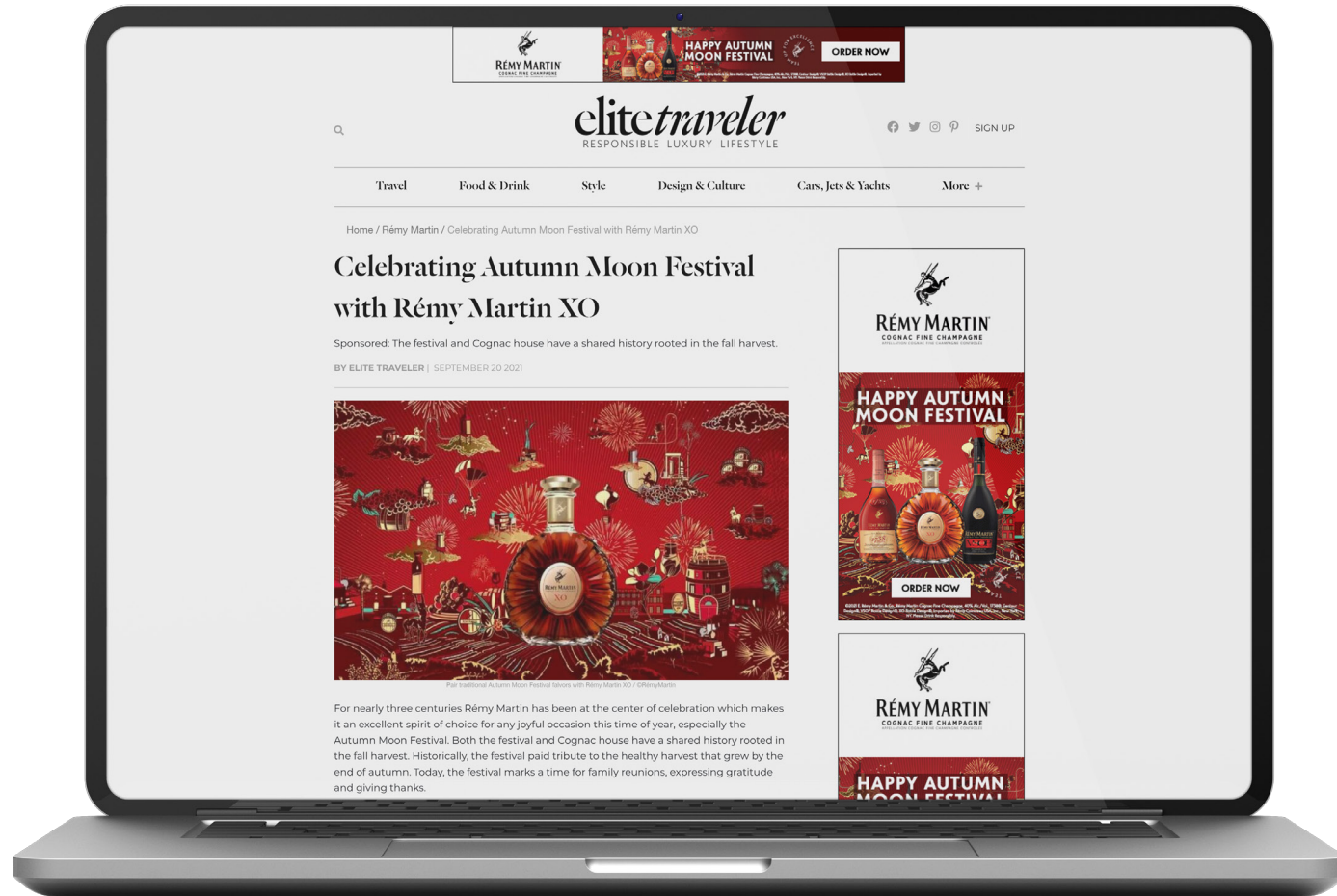
Aligning with content themes on EliteTraveler.com ensures that you are associated with our key message of sustainable luxury in your chosen sector. It positions your brand as supporting our content ethos and puts you at the forefront of your clients' minds when they are actively reading about subjects and themes relevant to your brand. Our thematic sponsors will have exclusive branding within the content hubs, and within the articles themselves.

## CONTENT HUBS

Architecture	Health & Wellness	Top Watches
Art & Exhibitions	Holiday Gift Guides	Travel Guides
Auctions	Hotel News	Watches
Aviation	Jewelry	Wellness Travel
Bars & Nightlife	Leaders in Luxury	Wines & Spirits
Cars	Long Weekend	Women's Style
Cruises	Men's Style	World's Finest Jets
Experiences	Property	World's Finest
The Experts	Restaurant News	Restaurants
Finance	Technology	World's Finest Suites
Gift Guides	Top Adventures	Yachts



# CONTENT MARKETING



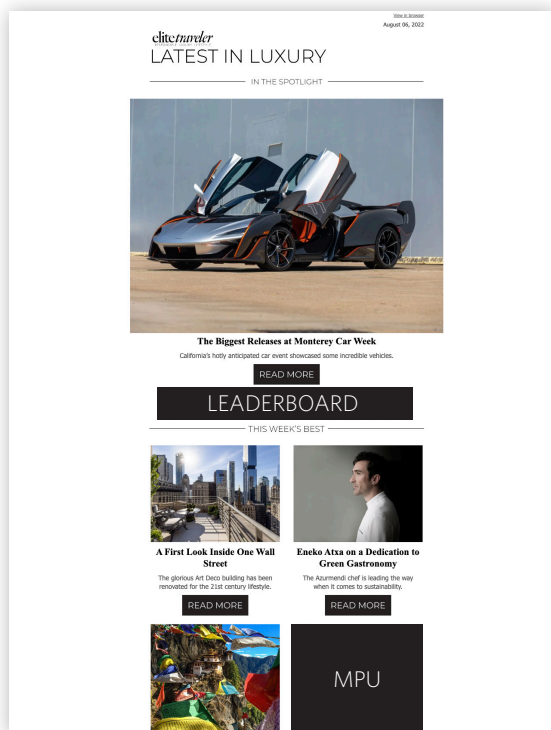
## NATIVE WEB FEATURE

Custom content will promote your brand's story within the context of EliteTraveler.com native reading experience. Our expert writers will work with your team to curate an article with the voice that speaks to our digital audience. Brands will have the opportunity for 100 percent SOV. The web feature will be showcased on the homepage or a designated channel, which will remain as content for 12 months.

[CLICK HERE TO SEE THE ELITE TRAVELER X RÉMY MARTIN HUB](#)

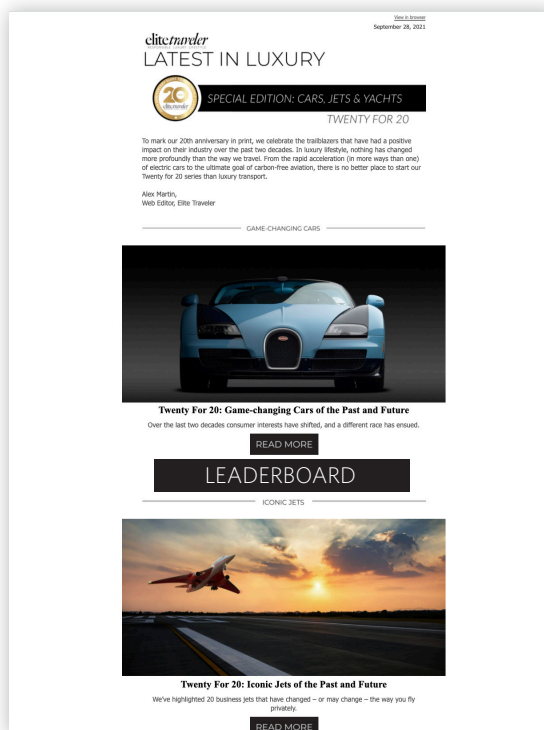
# EMAIL MARKETING

## SPONSORED NEWSLETTER



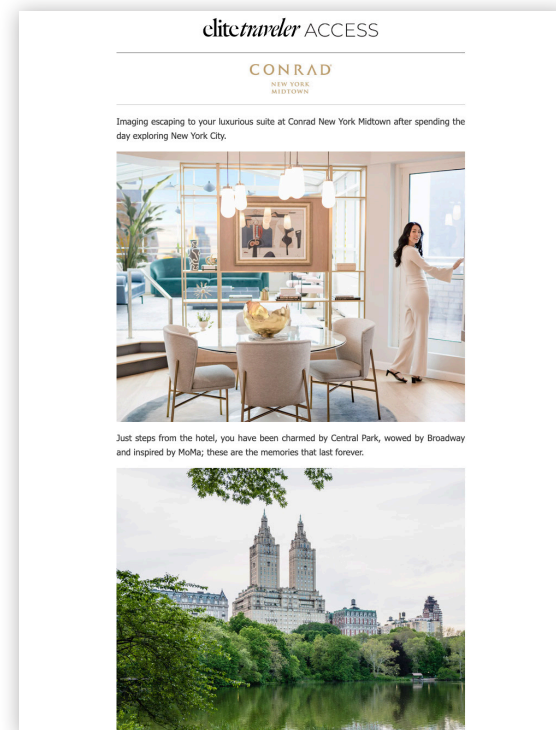
*Elite Traveler* LATEST IN LUXURY weekly newsletter provides lifestyle news curated by our expert editors featuring the world's best travel experiences, restaurants, fashion, watches, jewelry and motoring. Sponsored banners will reach these consumers looking for inspiration on their next travel and purchasing decision.

## CUSTOM NEWSLETTER



Custom newsletters are essentially themed guides, expertly crafted by our editors. Brand sponsorship is 100 percent exclusive, and gives you the option to customize the content. These authoritative guides market directly to our affluent audience that are seeking unique, authentic, must-read content.  
16,000+ Opt-In Subscribers

## PROMOTIONAL EMAIL



*Elite Traveler* ACCESS is a single-sponsor dedicated email, with 100 percent share-of-voice reaching the private jet audiences interested in the world of luxury that specifically want to receive our partner promotions & special offers. HTML format or JPG is recommended.

15,000+ Opt-In Subscribers

AVG OPEN RATE **24.38%** AVG CTR **3.31%** | Q1 January-March 2022



# SOCIAL MEDIA

*Elite Traveler* connects with its social community of affluent and aspirational individuals across each of its platform's 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, 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.

*Elite Traveler's* following continues to grow across all platforms with 5.24m quarterly\* impressions.



70.9K

@elitetraveler



23.4K

@elitetraveler



37.3K

@elite\_traveler



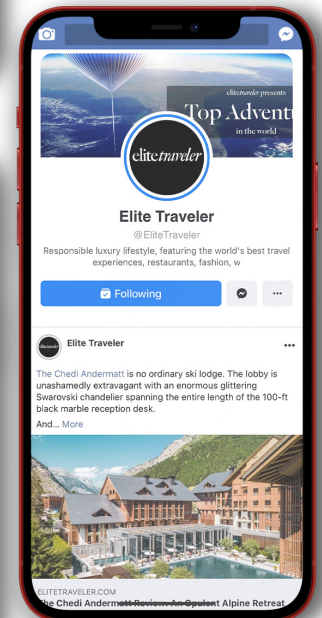
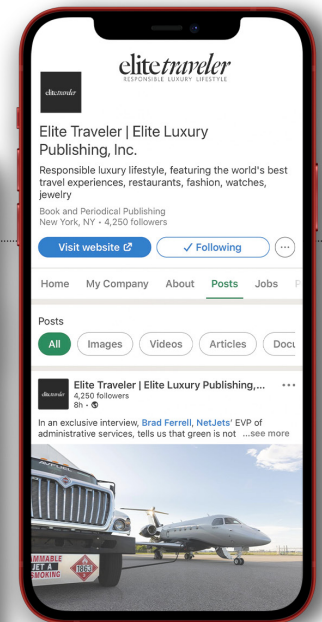
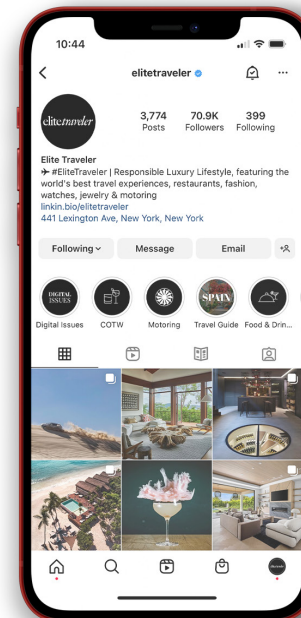
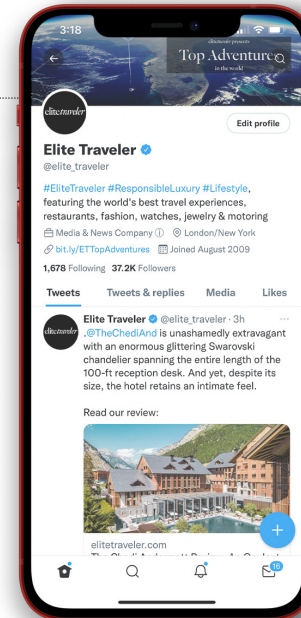
5.9K

@elitetraveler



4.2K

@elitetraveler



Sources: \*Social Media following are cumulative figures. Figures as of Q3 2022.

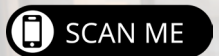
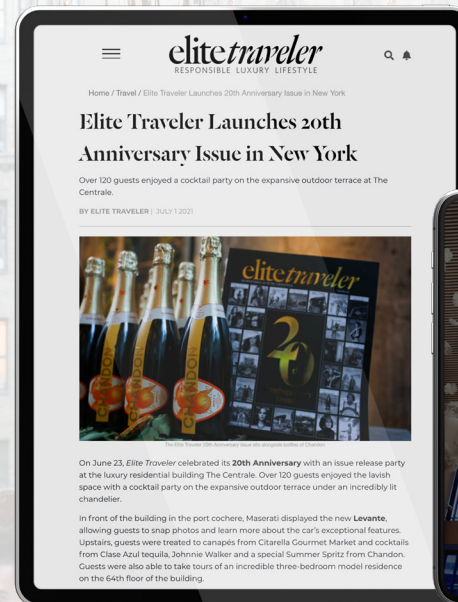
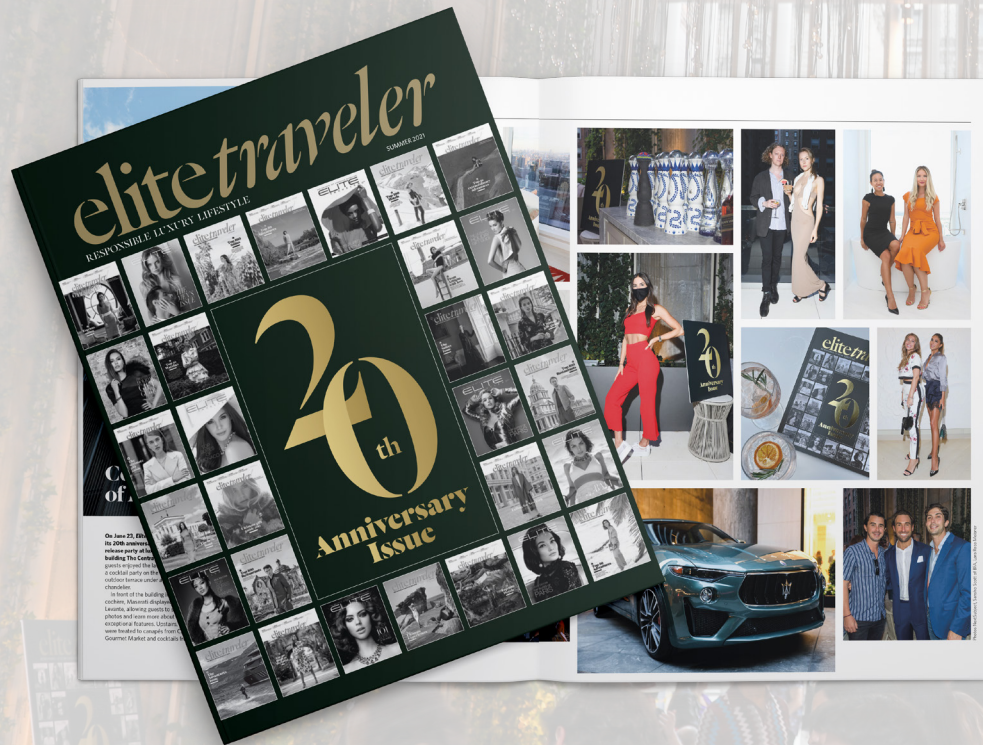


# EVENTS

*Elite Traveler* events unite high-net-worth readers with experts, brands and experiences that populate the magazine. Each event provides a unique opportunity for brands and partners to directly interact with our audience - the most influential and affluent consumers in the world.

*Elite Traveler* creates highly tailored experiences within an exclusive and intimate setting, allowing our partners direct access to a selection of hand-picked guests to ensure maximum benefit and return on investment.

We offer a bespoke event solution model and craft events based on clients' needs. These can be a private dinner, product launch, or cocktail reception.



TO WATCH  
VIDEO RECAP

[CLICK HERE TO SEE THE 20TH ANNIVERSARY EVENT RECAP](#)



# PRINT & DIGITAL RATE CARD

## PRINT

Prices Quoted Are Gross No frequency discounts given on cover options

### FULL PAGE BLEED RATES

	1x	2x	4x	8x
Full Page	\$31,563	\$30,615	\$29,700	\$28,808

### PREMIUM POSITIONS

Cover 2	\$35,563
Cover 3	\$33,062
Cover 4	\$38,177

**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.

### 2023 ADVERTISING CLOSING DATES\* (TBC)

	Ad Closing	Materials Due	On Jet
Spring: Mar/Apr/May 2023	Jan 3	Jan 10	March 2023
Summer: June/July/August 2023	Apr 4	Apr 11	June 2023
Fall: September/October/November 2023	July 1	July 11	September 2023
Winter: December/January/February 2024	Oct 3	Oct 10	December 2023

## CONTACT

[sales@elitetraveler.com](mailto:sales@elitetraveler.com)

[www.elitetraveler.com/contact-us](http://www.elitetraveler.com/contact-us) for a full list of sales representatives

\*Please note that deadlines are subject to change.

## DIGITAL

### ELITETRAVELER.COM

MPU	\$15/CPM
Double MPU	\$25/CPM
Leaderboard	\$15/CPM
Super Leaderboard	\$25/CPM
Billboard	\$25/CPM
Portrait Ad	\$25/CPM
Site Skin	Custom
Native Advertising / Thematic Sponsorships	Custom
Native Web Feature	\$7,500

### EMAIL MARKETING

Newsletter Banners - MPU/Leaderboard	\$3,000 ea
Custom Newsletter - LATEST IN LUXURY	\$15,000
Promotional Email - ACCESS	\$10,000

### SOCIAL MEDIA MARKETING

Social Media Amplification <sup>†</sup>	\$20,000
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<sup>†</sup> Elite Traveler's social media platforms include; Facebook, Instagram, Twitter, LinkedIn & Pinterest.

INSTAGRAM SPECIFIC	
Featured Story Highlight	\$7,500 ea
Sponsored Post - Single image/video post	\$5,000 ea
Sponsored Grid Post - Multiple image post	\$25,000
Cocktail Hour Live / Leaders In Luxury Live	\$10,000
Dark Post / #ElitePartner	Custom

# 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

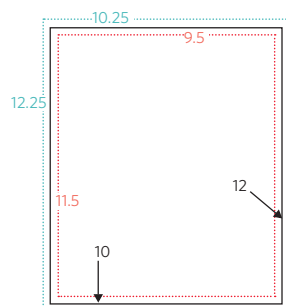
## ADVERTISEMENT SIZES

### 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:  
clare.ovenell@ns-mediagroup.com

For larger files, email via:  
www.wetransfer.com to:  
clare.ovenell@ns-mediagroup.com

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

**Color proofs** should be submitted to the address below clearly stating the company name, publication and issue:

Lisa Kamphuis,  
Walsworth Printers,  
656 Douglas Street  
Ripon, WI 54971  
Tel: +1-800-462-4727, ext: 228  
Tel Int'l: +1-920-748-3136

## 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

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:

clare.ovenell@ns-mediagroup.com

### For all other questions, contact:

sales@elitetraveler.com

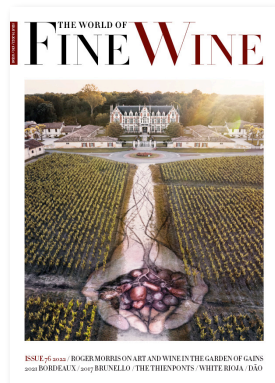


# LIFESTYLE PORTFOLIO



## HOTELS, RESORTS & 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](http://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

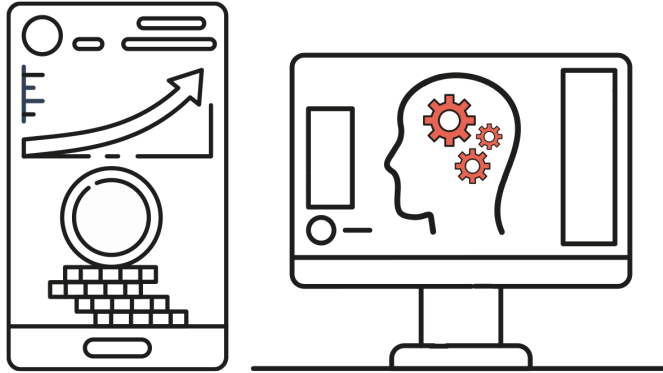
The multi-award-winning wealth management and luxury lifestyle media brand whose flagship magazine has become a must-read for the ultra-high-net-worth community. Described as a cross between *Forbes* and *Vanity Fair*, with its own wit and outlook, it is also required reading for the affluent financial 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.

## NEW STATESMAN MEDIA GROUP

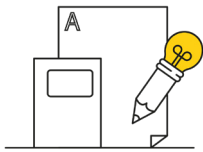
We explain how the world is changing for decision-makers in need of data-driven answers. We help our readers to lead effectively and define policies using the same rigour and quality journalism for which the New Statesman has long been admired. New Statesman Media Group has data at its core and will set standards for sourcing, explaining and visualising it. But while data informs our stories, our unparalleled network of experts and thought leaders will tell them. Our content is brought to you by some of the world's leading business and finance editors, digital experts, content specialists, data-driven journalists and data scientists. Our commercial mission is to deliver this high-value senior audience to our partners as live leads, in a format that works for their marketing departments. To do that we use [LeadMonitor.ai](http://LeadMonitor.ai), a proprietary marketing tool that is built into our websites and provides our partners with secure, accurate first party data.

For commercial enquiries please contact  
[leadmonitor@ns-mediagroup.com](mailto:leadmonitor@ns-mediagroup.com)  
 Energy Monitor  
 Investment Monitor  
[LeadMonitor.ai](http://LeadMonitor.ai)  
 New Statesman

# LEADMONITOR.AI

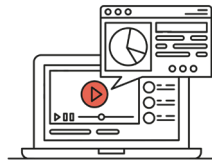


Leadmonitor.ai is a marketing solution that encompasses the whole campaign, from creating content to providing a sales qualified lead and everything else in-between. We believe you can target your ideal audience and convert them to sales-ready leads in the most cost effective and seamless way by using artificial intelligence, and removing the opacity.



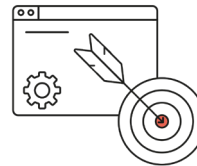
## 1. Create content

We have over 700+ in-house research analysts, consultants and journalists, as well as thousands of external thought-leaders, to create differentiated content with actionable insight across all our key industry verticals.



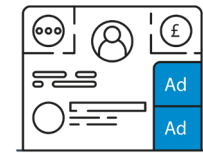
## 2. Reach

Our solutions specialists will work with you to identify your target audience and give an estimate of the number of leads you can generate and reach across our network.



## 3. Promotion & Targeting

Once your target audience is selected and your custom content created, we will start promoting it across our range of channels and websites.



## 4. Insight

From the first moment and throughout your campaign, you will have access to a real-time dashboard that shows you all the leads generated and which users & companies have been engaging with your content.



## 5. Optimize

Every day your campaign is live, we discover more about your target audience, your business and how we can provide more leads to improve your campaign.



# 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.

