

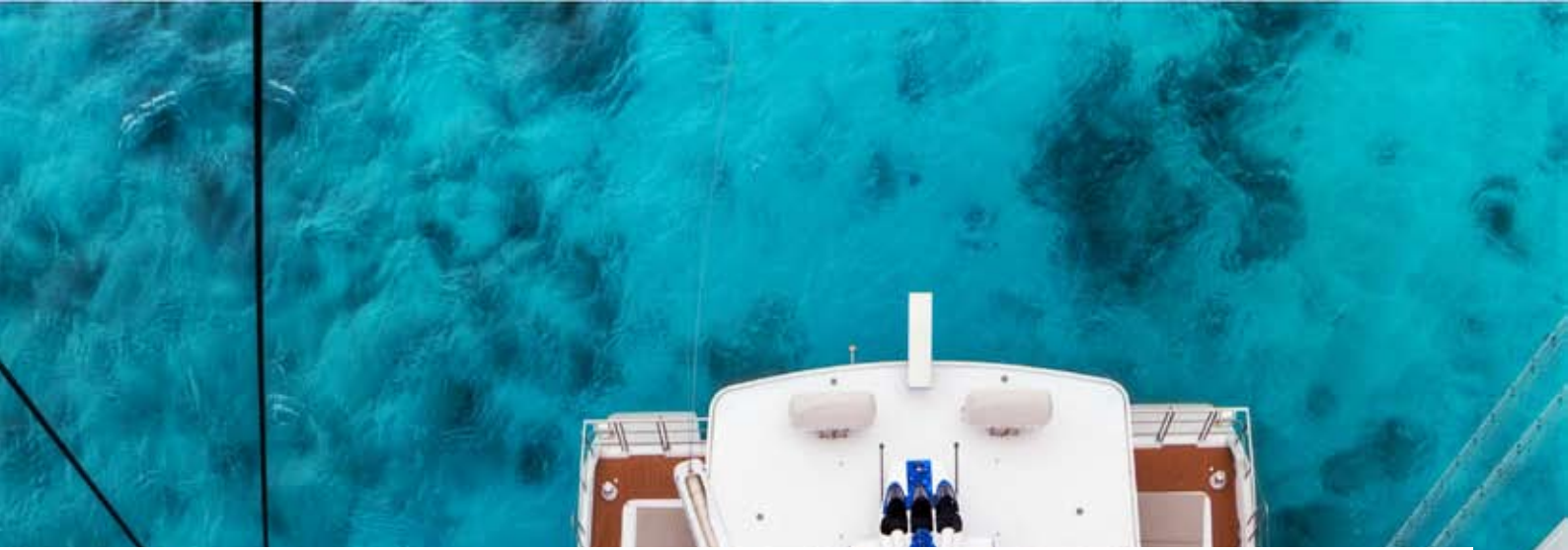
THE INTERNATIONAL ANNUAL FOR NEW MILLIONAIRES

ML

MILLIONAIRE LIFESTYLE™
MAGAZINE



Media Pack 2013



OUR WORLD

Welcome to a world where Wealth meets Luxury; discover the lavish lifestyle choices enjoyed by the world's most affluent; experience the splendour of the most bespoke products and services available to the moneyed, famous and influential around the globe; a place where it is truly possible to have it all, and where Living Life Abundantly is the rule.

Enter that world in which *ML Magazine* is the quintessential luxury lifestyle reference guide for the affluent reader, assisting them with the decisions to command the very best!

ML Magazine caters to the unique interests of the international High Net-Worth Consumer (HNWC) - particularly those who have recently attained this wealth and status, and who often lack the necessary international luxury market information that will enable them to maximise the lifestyle they have earned. *ML Magazine* readers demand relevant, up-to-date and specialist knowledge of the very best luxury products and services that the world has to offer.

It takes a lot of time to conduct extensive research to find this global information, even if you know what and where to look for it. And, of course, 'time is money', so our comprehensive publication is the perfect accompaniment to this much coveted way of life.



“...a single worldwide publication exclusively created for the distinctive international jet set life of the contemporary global affluent”

– William Rankin, Publisher of *ML Magazine*

WHY ADVERTISE IN ML MAGAZINE?

1 PUT YOUR PRODUCTS AND SERVICES IN FRONT OF PEOPLE WITH MONEY!

ML Magazine is distributed to, and read by, local and international high net-worth (HNW) and affluent consumers. It targets the young newly wealthy consumer market, it does not target aspiring consumers. Since our readers are predominantly wealthy, this means that they already have the **IMMEDIATE ABILITY TO PURCHASE** your luxury, premium brands today, not one day when they have the available funds.

2 ONE ADVERT GOES A LONG WAY

Each issue of *ML Magazine* has an enduring presence and is read by multiple HNW readers. Each issue gives advertisers A FULL YEAR'S **DIRECT EXPOSURE TO A HIGHLY TARGETED, EXTREMELY VALUABLE (AND ELUSIVE) MARKET**. The magazine is continually read in 5-star hotels, premium airport lounges, private members clubs, in corporate receptions and other high-end targeted venues. It goes on selling as long as the issue is current, with many copies enduring even longer as they are kept as coffee table magazines.

3 ONLINE PRESENCE

By advertising in our printed publication, you also gain exposure in the digital version of the magazine available online at WWW.MLMAGAZINE.COM. We also provide advertisers with a complementary online company profile link in the website's Luxe Directory section for six months.

4 BRAND ASSOCIATION

ML Magazine only publishes luxury and premium brands; by advertising your brand in the magazine, **OUR READERS WILL AUTOMATICALLY ASSOCIATE YOUR BRAND WITH PRESTIGE AND STATUS**, elevating their perception (trust and confidence) of your brand and resulting in a greater probability of action taken by the reader in response to your advertising campaign in *ML Magazine*.



5 LOCAL AND INTERNATIONAL MARKET REACH

ML Magazine's 'out of home' distribution model specifically puts the magazine in front of your targeted **LOCAL AND INTERNATIONAL MILLIONAIRE CONSUMERS**. Our editorial content is written in a manner which is informative, relevant and interactive that caters to our HNW readership around the world, no matter which country they are from or in.

6 EXCLUSIVITY

ML MAGAZINE IS NOT READILY AVAILABLE TO JUST ANYONE: it is distributed only to affluent consumers and in the venues they frequent. The magazine is therefore not sold in retail stores as most other titles are. A typical *ML Magazine* reader recognises this exclusivity and feels a positive connection towards the publication and brands advertised within (as a result of knowing he/she are part of this exclusive readership) resulting in **A GREATER TENDENCY TO ACTION TOWARDS ADVERTISED BRANDS...YOUR BRAND!**

7 NO MORE THAN 40% ADVERTISING PER ISSUE

We always maintain a 60:40 ratio between editorial and advertising; **WE WILL NEVER FILL THE MAGAZINE MORE THAN 40% WITH ADVERTISING**. This maintains a high editorial balance, ensuring your ad is not placed amongst a sea of other adverts which could limit your visibility and dilute your campaign's effectiveness.



WHAT TYPE OF CONTENT DOES ML MAGAZINE COVER?

- AVIATION – private jets, helicopters and premium commercial air travel.
- BEAUTY – spas, cosmetics and fragrances.
- BUSINESS – advice, insight and expert opinion.
- COLLECTING – art, antiques and collectibles.
- CULTURE – contemporary society and arts events.
- DESIGN – architecture.
- DESTINATIONS – hotels, resorts, cities and regions.
- DIVERSIONS – exclusive activities, sport and entertainments.
- DRINKS – fine wines, whiskies, cocktails.
- FASHION – international fashions and shoots.
- GASTRONOMY – fine dining and food.
- HEALTH – including all aspects of wellbeing.
- INTERIORS – homes, furnishings and interior design.
- JEWELLERY – fine contemporary and classic jewellery.
- MOTORING – new car reviews and lifestyle pieces.
- PHILANTHROPY – giving back.
- PROFILES – interviews with notable international personalities.
- PROPERTY – including ML Estates Collection: a showcase of fine available property.
- ML SHOWCASE – our pick of the very best products available worldwide.
- STYLE – tailoring, grooming and looking the part.
- TOYS – gadgets, technology and treats.
- WATCHES – fine and collectible men’s and women’s timepieces.
- WEALTH – expert knowledge, advice and opinion on wealth management.
- YACHTING – motor and sailing yachts.



READER DEMOGRAPHICS

A typical *ML Magazine* reader is a younger international HNWC, often only recently acquiring the wealth that affords them the propensity to consume luxury brands. They are mobile individuals who travel the world frequently, possessing the available resources of time and money to do so. Known colloquially as a 'jet set' lifestyle, our readers pursue exotic leisure and social activities as well as international investment opportunities that are possible only for those of this affluent nature. At the top of their industry or profession, our readers have extraordinary purchasing power and the ability to align themselves with the premium brands of choice represented in the magazine.

- **Readership age gap: 26 - 55**
- **Median age gap: 33 - 42**
- **60% are male and 40% are female**
- **82% are considered 'High Net Worth' (over USD \$1.0 Million)**
- **4% are considered 'Ultra High Net Worth' (over USD \$30 Million)**
- **14% are considered 'Aspiring' (below USD \$1.0 Million)**
- **Median Net Worth: USD \$3.0 Million**



DISTRIBUTION MODEL

ML Magazine implements a distribution model that is strategically established to enhance and maximize the reader exposure base of the publication to its identified global target market of the international HNWC. This strategy utilizes the industry standard "Out-of-Home" distribution rather than a mass public retail presence so that the magazine is seen and read by a discerning audience in familiar, comfortable and relevant venues that augment the value of the information offered.

DISTRIBUTION CHANNELS

- **Boutique and 5-Star Hotels and Resorts**
- **Boutique and 5-Star Private Game Lodges and Golf Estates**
- **First/Business Class Airline Lounges and in-flight Libraries**
- **Private Membership Clubs and Societies**
- **Private Executive Jet Centres**
- **Exclusive Day Spas and City Health/Fitness Centres**
- **High Profile VIP and Corporate Events**
- **Premium Motor Showrooms and Limo Services**
- **Luxury and high-end property locations**
- **Corporate Offices / Reception Areas**
- **Embassies**
- **Private Banking Members**
- **HNW Subscribers**

GLOBAL PRINT RUN

- **Avg present global print run target - 35,000 copies**
- **UK - 18,000 copies**
- **Mainland Europe - 10,000 copies**
- **Rest of World - 7,000 copies**
- **Est avg readers per copy – 10+ HNWC readers**
- **Est avg global readership – 350,000+ HNWC readers**



SOME OF OUR EXISTING ADVERTISERS



CONTACT
MILLIONAIRE LIFESTYLE PUBLISHING LIMITED

GENERAL ENQUIRIES

Tel: +44 (0)20 7183 7330

Fax: +44 (0)87 2115 8179

info@mlmagazine.com

www.mlmagazine.com

ADVERTISING ENQUIRIES:

SKS Media / EMC Tel: +44 (0)20 32 868 737

ml@sksmmedia.co.uk

OTHER ENQUIRIES AND EMAIL CONTACTS:

Subscription Requests – subscribe@mlmagazine.com

Editorial and PR Requests – editor@mlmagazine.com

Contact the Publisher – publisher@mlmagazine.com