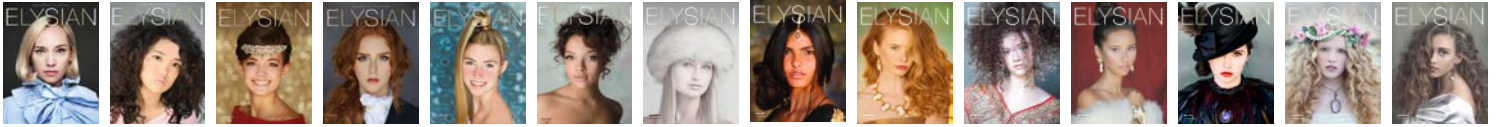




ELYSIAN™

2019
MEDIA KIT

EDITORIAL FOCUS



ELYSIAN is a women's lifestyle magazine for the discerning reader. By showcasing the successes of exceptional women and revealing a world defined by graceful living, we embolden our reader to live purposefully, appealing to her appreciation for luxury and beauty, and her desire to make a positive impact in the lives of others.

IN EVERY ISSUE

- | | |
|-----------------|--------------|
| INSPIRING WOMEN | FASHION |
| ENTERTAINING | FOOD |
| HOME | ARTS |
| GARDEN | PHILANTHROPY |
| HEALTH | TRAVEL |
| BEAUTY | |



DEMOGRAPHICS & STATS

ELYSIAN READERS ARE

ELYSIAN readers expect excellence in life — whether it's in the items they purchase or what they read. Our pages are filled with advertisements featuring the luxury items those readers desire and the captivating articles they crave.

AFFLUENT | ENGAGED | EDUCATED | INFLUENTIAL | INTELLECTUALLY CURIOUS

3M
NET WORTH

38
MEDIAN AGE

97%
OWN HOME

250K+
ANNUAL INCOME



HIGH AFFINITY DISTRIBUTION POINTS


- Barnes & Noble
- 5-star hotels
- Private aviation
- Luxury spas
- Country clubs
- Plastic surgeons
- Chiropractors
- Orthodontics
- Acupuncture
- Dermatologists
- Investment securities brokers
- Financial advisors
- Luxury auto dealerships
- Fitness facilities and trainers
- Upscale nail and hair salons

AUGMENTED REALITY IN PRINT



SHOP & EXPLORE



Experience ELYSIAN through interactive augmented reality using your smartphone or tablet. Shop, watch videos, view galleries, visit websites, and dive deeper into our pages than ever before. Look for the interactive symbol  on our pages; then follow the simple instructions below to begin your interactive journey.

BENEFITS INCLUDE:

- control user experience
- videos and video tours
- events/calendar links
- photo galleries
- product purchases
- click to website
- map your location
- direct call

Start Exploring in 3 Simple Steps:

1

Download the free Roar app for iPhone or Android.



2

Open the app, hold phone in front of the page and tap the screen to scan.



3

Interactive content will appear on your screen. Tap desired content to interact.



2019 CALENDAR

SPRING

THE GOLF ISSUE

On Sale: April 21, 2019

SUMMER

THE ART & FINANCE ISSUE

Ad Close: April 3, 2019 • On Sale: June 6, 2019

FALL

THE WELLNESS & ADVENTURE ISSUE

Ad Close: August 15, 2019 • On Sale: September 10, 2019

WINTER

THE TRAVEL & ENTERTAINING ISSUE

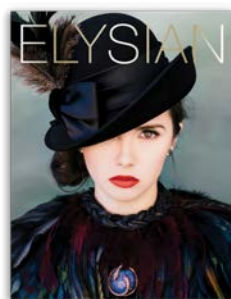
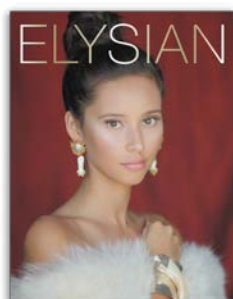
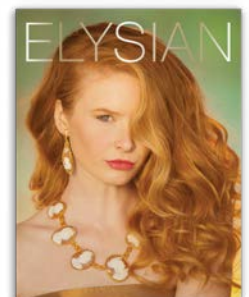
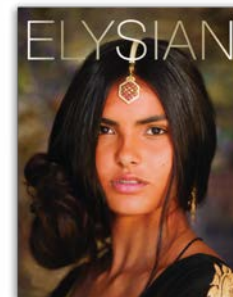
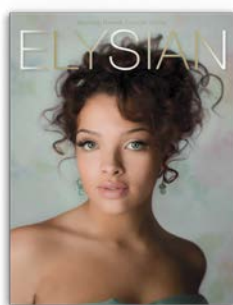
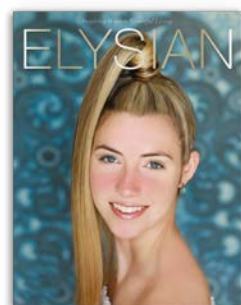
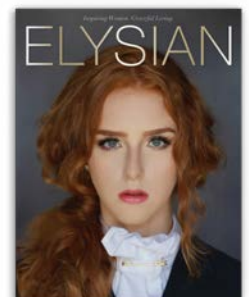
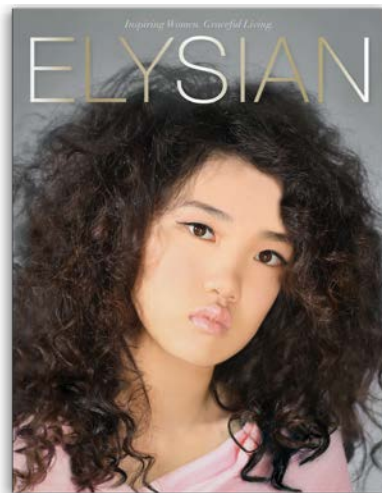
Ad Close: November 6, 2019 • On Sale: December 4, 2019

SPRING 2020

THE MEDIA & ENTERTAINMENT ISSUE

Ad Close: February 6, 2020 • On Sale: March 4, 2020

Materials due exactly one week after ad close. Editorial calendar subject to change.



PRINT AD SPECIFICATION & REQUIREMENTS

IMAGE REQUIREMENTS

All images provided for ads should be final, color corrected, high resolution (300 dpi) CMYK files. No spot colors are accepted. PDF, JPG, TIF, AI or EPS file type is recommended. High resolution images should not be scaled up more than 115% to maintain image quality.

DEADLINE: Refer to your advertising representative to submit files. Ads submitted past deadline will be assessed a 50% late charge.

ADVERTISEMENT BRAND STANDARDS

ELYSIAN is an exclusive publication that focuses heavily on maintaining an aesthetic of the highest standard and preserving the specific allure of all our pages. All ads are reviewed by the Elysian creative department and may be subject to suggestions and/or revisions. No article style ads/ no advertorials. Our creative department is always happy to create a beautiful custom ad.

DESIGN SPECIFICATIONS

HEADLINE: We suggest the headline be short, clever, impactful and between 6 to 10 words. Font size should be between 16 and 28 points. No larger than 32 points.

BODY COPY: Body copy should convey a quick and short message between 2 to 3 sentences and remain at a font size between 10 to 13 points. No smaller than 10 points.

CONTACT INFORMATION: Should include- Address, Telephone and email. (Facebook, Instagram etc. is optional - not required) Font size should remain between 10 to 12 points. No smaller than 9 points.

LOGO: Low resolution logos will not be accepted. Logo **MUST** be high resolution. Acceptable file formats are: 300 dpi .jpg, .png, .eps or .ai file. Any logos that appear to be low resolution will be returned for revisions. Logo sizing will vary depending where the logo is placed in the ad. (The Elysian creative department will review logo size and placement before placing ad).

AD CONTENT: Must be season appropriate. For example no Summer clothing ad in a Winter issue. An ad will not be reprinted from a previous issue of Elysian if the content is outdated by season or messaging. All information and images must be current and relevant.

LIVE AREA & BLEED

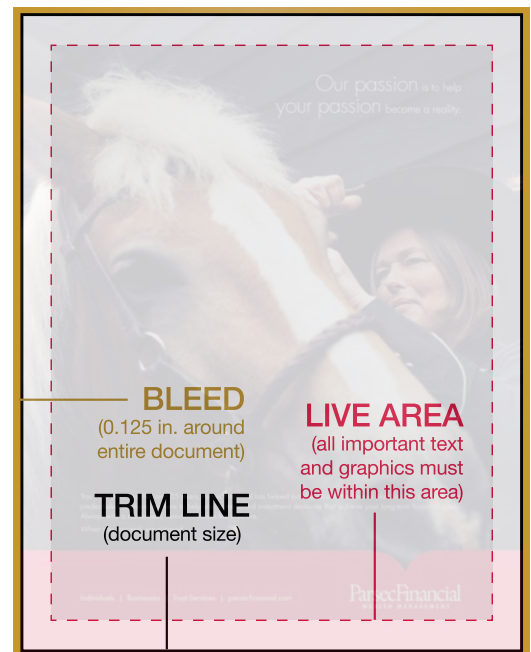
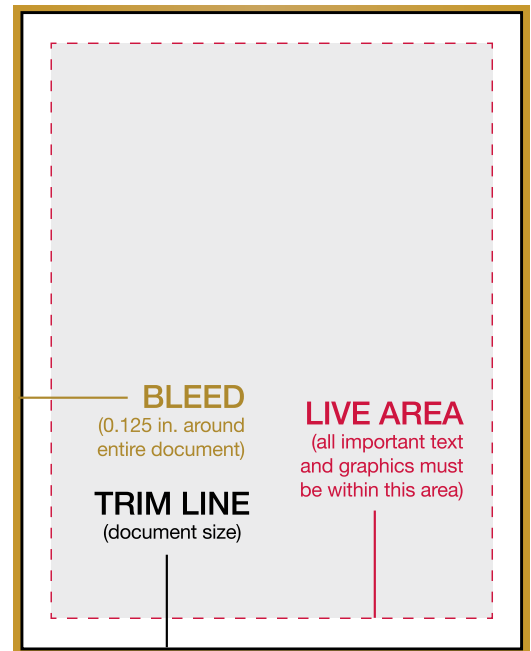
FULL PAGE

LIVE AREA: 8 X 11 TRIM: 10 X 13 BLEED: 10.25 x 13.25

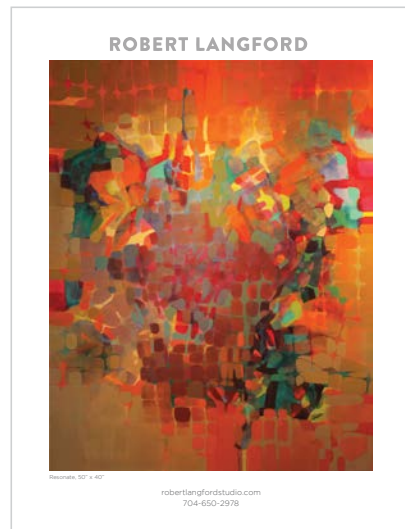
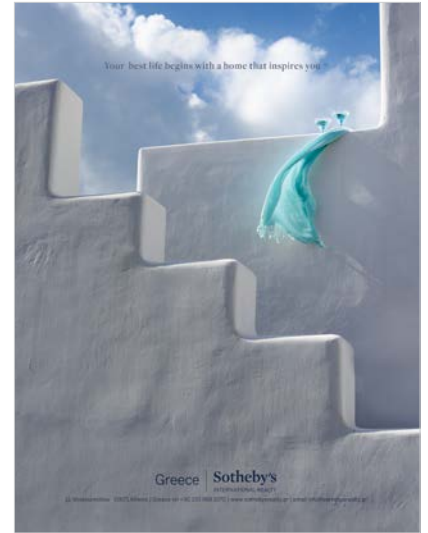
TWO PAGE

A two page ad should be submitted as two separate full page ads having the same specifications as above.

All copy or graphics not intended to trim should be positioned .825" or more from trim. Artwork intended to bleed must be created with a minimum of .125" image area beyond trim area to guarantee consistent bleed.



RECOMMENDED AD EXAMPLES



ELYSIAN

Inspiring Women. Graceful Living.

READELYSIAN.COM