

Luxury Pools

THE PREMIER OUTDOOR LIVING PUBLICATION



MEDIA KIT
2016

BUILDER | RICK CHAFEY RED ROCK POOLS AND SPAS

PHOTO CREDIT | MICHAEL WOODALL

INTRODUCTION



Luxury Pools magazine is the premier publication for affluent homeowners seeking to transform their outdoor living spaces into exquisite showpieces.

With many of the magazine's featured venues valued at more than a half-a-million dollars, *Luxury Pools* is the go-to idea book for prosperous homeowners planning one-of-a-kind poolscapes—

and for the professionals who will help them create the spectacular outdoor spaces they desire.

In 2016, *Luxury Pools* is shaping its distribution to reach more strategically targeted high net worth households...and offering those homeowners the innovative information they need to make well-informed decisions about their outdoor spaces.

Luxury Pools features the world's top tier pool designers and builders as well as landscape architects who create magnificent outdoor settings. With page after page of magnificent photography and informative profiles, *Luxury Pools* is the most effective tool for those seeking luxury outdoor living ideas. A selection of profiles from high-end manufacturers of outdoor products will also be included.

Luxury Pools provides the articles discerning homeowners seek. *Luxury Pools* readers want only the best, and the magazine offers more of the relevant information they need to choose the best heaters and filters, automatic pool covers and cleaners, pool enclosures, hardscaping, waterslides, hydrotherapy hot tubs and swim spas...and all of the amenities that elevate properties to the highest level of design and functionality.

With digital editions and distribution on newsstands, in major airline clubs, via direct mail to high-income households, and websites like Amazon and ManorHouseBookstore.com, *Luxury Pools* is readily available to the sophisticated property owners who purchase high-end products for their outdoor living, dining, and poolside activities.



AUDIENCE + DISTRIBUTION



COUNTRY

United States **86%**
International **14%**

GENDER

Male **56%**
Female **44%**

AGE

18-34 **9%**
35-54 **78%**
55-64 **12%**
65+ **1%**

MARITAL STATUS

Single **21%**
Married or living with a partner **79%**

EDUCATION

High school graduate **13%**
Some college / technical school **16%**
College degree **71%**

COMBINED HOUSEHOLD INCOME

\$500,000 + **22%**
\$300,000 - \$500,000 **49%**
\$150,000 - \$300,000 **15%**
Under \$150,000 **14%**

HOME VALUE

\$5 million+ **15%**
\$1 million - \$5 million **76%**
Under \$1 million **9%**

DISTRIBUTION

Newsstands in national bookstores
and major retail chains
10,000

Upscale homeowners
15,000

Luxury Pools builders and designers
8,600

Website, phone, and e-book requests
10,000

Home shows and trade distribution
5,000

Newsstands in upscale supermarkets
and gourmet stores
5,000

**AVERAGE TOTAL COPIES
PER ISSUE 60,000**

DIGITAL EDITION

AD SIZE	RATE
Digital Edition Sponsorship	\$5,000
2-Page Spread	\$2,000
Full-Page	\$1,250
Slideshow	\$500
Video Embed	\$350

THIS COMPREHENSIVE DIGITAL PROGRAM INCLUDES:

Full-page ad (left of cover) viewed by all digital readers

First ad seen by all readers

300 x 600 digital display ad announcing your company as the "Official Sponsor" of the Luxury Pools Digital Edition

E-mail sent to over 10,000 opt-in subscribers announcing the release of the Digital Edition with prominent promotion of our official sponsor

Digital Edition embed widget to promote your sponsorship of the issue through your website and social channels

Each issue of *Luxury Pools* magazine is available in a digitized format complete with video, animation, unique content, and "live" links. This makes for a richer user experience and provides our advertising partners with an opportunity to engage with our audience on an interactive level. All print ads, and digital insertions, are hyperlinked back to the advertisers' websites, commerce platforms, and social media destinations.

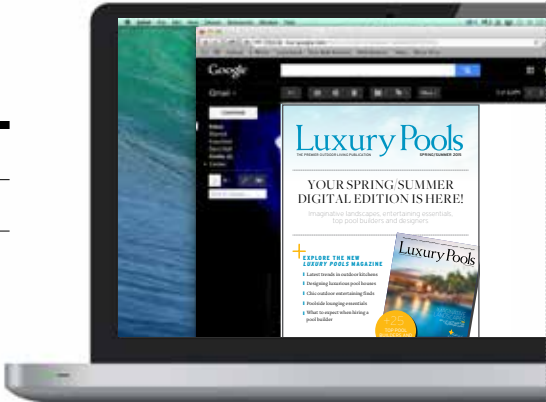


Exclusive digital edition sponsorship program

Each digital edition of *Luxury Pools* magazine allows for one issue sponsor. Your branded message appears directly to the left of the issue cover and is the first ad seen by all readers.

EMAIL CAMPAIGNS

E-BLAST	RATE
Exclusive	\$1,250



Luxury Pools sends out weekly Email campaigns to 10,000 of our opt-in email subscribers, promoting our advertising partners' seasonal offerings, marketing events, and special promotions. Email campaigns are an ideal way to reach a targeted, affluent audience, by connecting them to your website to achieve quick results.

Additionally, *Luxury Pools* is actively involved with Facebook and Twitter and leverages these Social channels to continuously promote and support our advertising partners.

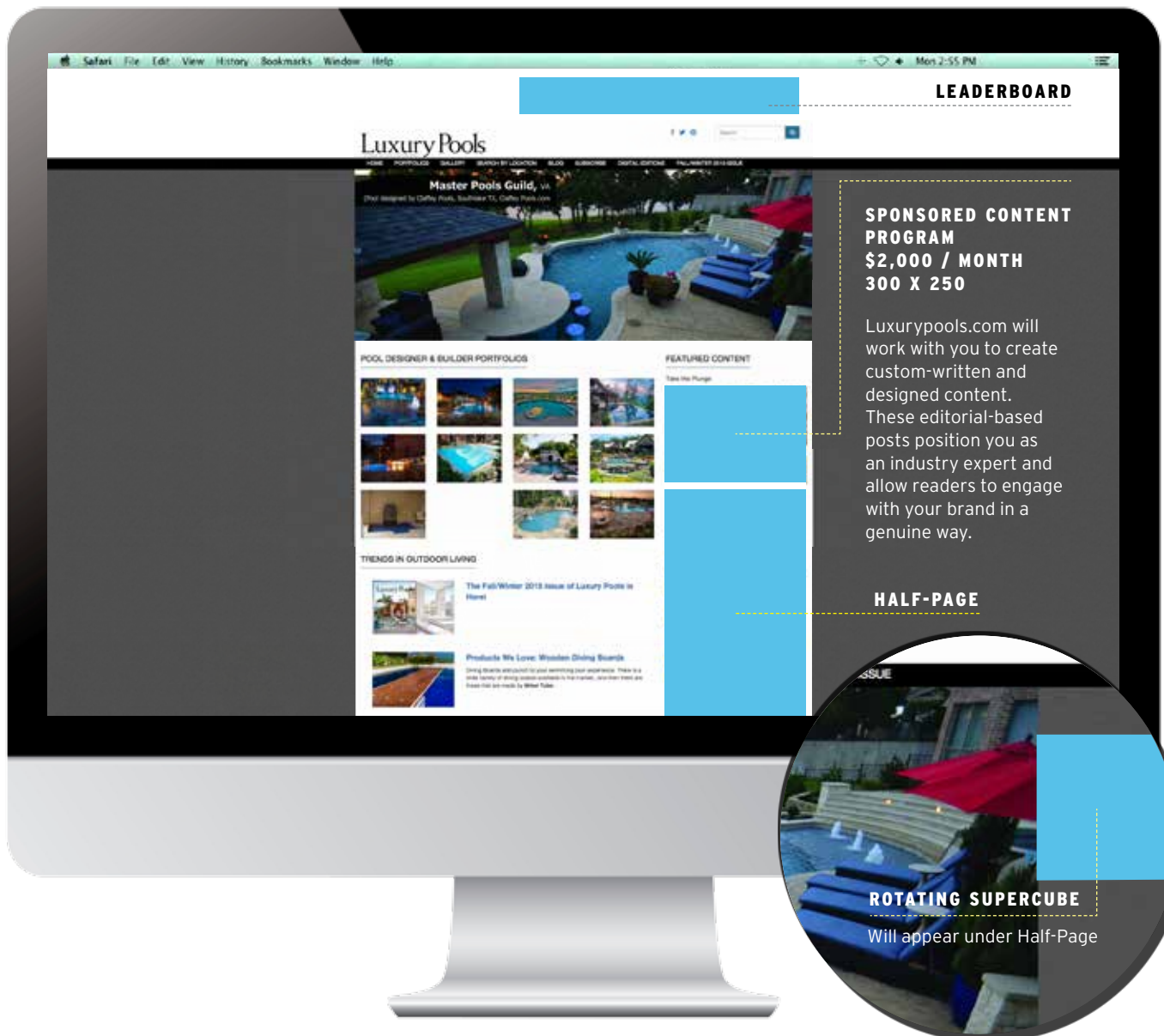
DIGITAL ADVERTISING

BANNER	SIZE	RATE/MONTH
Sponsored Content	300 x 250	\$2,000/mo
Leaderboard	728 x 90	\$1,250/mo
Half-page	300x 600	\$1,250/mo
Rotating Supercube	300 x 250	\$750/mo

3-month flight minimum

Luxurypools.com is the go-to online resource for prosperous homeowners planning a one-of-a-kind poolscape.

Luxurypools.com is the go-to online resource for affluent home-owners looking to transform their properties into exquisite showpieces and identify the top-tier professionals who will help them create the outdoor spaces they desire.



LEADERBOARD

SPONSORED CONTENT PROGRAM
\$2,000 / MONTH
300 X 250

Luxurypools.com will work with you to create custom-written and designed content. These editorial-based posts position you as an industry expert and allow readers to engage with your brand in a genuine way.

HALF-PAGE

ROTATING SUPERCUBE

Will appear under Half-Page

ADVERTISING SPECIFICATIONS



AD SIZE	MEASUREMENTS*	MEASUREMENTS WITH BLEED
Spread	18" x 10.875"	18.25" x 11.125"
Full Page	9" x 10.875"	9.25" x 11.125"
1/2 Page Horizontal	8.5" x 5.0625"	n/a
Inside Front Cover Spread	18" x 10.875"	18.25" x 11.125"
Inside Front Cover	9" x 10.875"	9.25" x 11.125"
Inside Back Cover	9" x 10.875"	9.25" x 11.125"
Back Cover	9" x 10.875"	9.25" x 11.125"

*Full-page bleed ads extend .125" on all sides. Allow .25" safety from trim along each side.

HOW TO SUBMIT MATERIALS AND ADS

To submit large files you can upload them to our website at hightail.com/u/rms. You can also e-mail your files to production@rmsmg.com or mail a CD to our office.

ACCEPTABLE AD FORMATS

- PDF/X-1a is the preferred file format for submission
- InDesign application files (packaged: all supporting files and fonts included and properly linked)
- TIFF, JPEG, EPS and Adobe Photoshop files are accepted in certain instances but only at high resolution and at the discretion of the magazine
- All image files must be SWOP, CMYK or grayscale and between 300 and 400 dpi

DOCUMENT CREATION

- Build document to purchased ad size—refer to provided chart
- All high-resolution images, artwork, and fonts must be included when the file is created
- All colors and images must be CMYK. Total area density should not exceed the SWOP standard of 300%

PROOFS

Proofs are used to check general document layout and content, not for accurate color match, unless specified by agency.

MATERIAL DEADLINES

All advertising materials must be received by the due date. Advertisers will be invoiced at publisher's cost for all preparation charges.

RETENTION OF MATERIALS

All materials will be automatically discarded after one year. Publisher is not responsible for archiving ad materials.

COLOR PROOF

A printed proof for color and placement can be supplied for \$75. Otherwise, a soft proof will be sent to you via e-mail.

TERMS + CONDITIONS

GENERAL TERMS AND CONDITIONS

The advertiser and its agency, if there is one, each represents that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in its advertisement, including: (1) the names, portraits, and/or pictures of all persons; (2) any copyrighted material; (3) any testimonials contained in any advertisements submitted to and published by the publisher.

Conditions, other than rates, are subject to change by publisher without notice.

All contents of advertisement are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time, for any reason, without liability, even though previously acknowledged or accepted.

Positioning of advertisements is at the sole discretion of publisher.

Cancellations cannot be made after space deadline closing dates.

All insertion orders are accepted subject to provisions of current rate card.

Rates are subject to change upon notice from publisher. Cancellation of space reservations for any reason (including a change in rates by the publisher) in whole or in part by advertiser will result in adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement or for any remedy beyond the return of any amount paid for an ad for any error in the ad. In no event shall publisher be liable for indirect or consequential damages.

Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertiser or its agency ordered and which advertising was published.

No conditions other than those set forth in the rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such conditions conflict with any provisions contained within this rate card.

Publisher is not responsible for delays in delivery and/or non-delivery in the events of acts of God, action by any governmental or quasi-governmental entity, fire, flood, accidents, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any matter.

All advertisements must be clearly identifiable as such with a trademark or signature of the advertiser, or the word "Advertisement" may be placed with copy which in publisher's opinion resembles editorial copy.

Failure to make insertion orders correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for based upon the terms of the schedule in force without further notice.

It is the responsibility of the advertiser and its agency to ensure that all insets and other advertising comply with U.S. postal regulations and other applicable federal and state laws and regulations.

As used in this section entitled "General Conditions", the term "publisher" shall refer to RMS Media Group, Inc.

Submission of any advertisement, insertion order, space reservation, or position commitment shall constitute acceptance of the foregoing General Conditions.

ADDITIONAL CONTRACT CONDITIONS

In the event payment is not made in strict compliance with the payment terms set forth in this agreement, the entire unpaid balance shall become due and payable at the option of the Publisher. In such event, interest shall accrue on the unpaid balance at the maximum legal rate. The prevailing party in any action to collect the unpaid balance shall also be entitled to recover its costs and reasonable attorney's fees.

Publisher reserves the right to produce, use, and distribute the above publication without inclusion of the advertising called for in this agreement if the balance, due by the advertiser, is not paid in full.

Dishonored checks will be subject to an additional \$25 charge for each such check.

Further, the Publisher will exercise all rights available to it pursuant to Civil Code section 1719, including the right to treble damages.

Advertiser will be assessed all costs of collection for any amounts unpaid after their due. If a collection agency is utilized, advertiser agrees to pay any collection fees charged to Publisher, in addition to the amounts due under this agreement.

If any payment is made by credit card, the advertiser authorizes Publisher to charge all payments to a credit card.

In the event that artwork is not supplied in the agreed-upon time-frame, or the advertiser has not responded to requests to approve the supplied proof on final production deadline, Publisher will run current advertisement without final proof or pick up and print the previous advertisement at our discretion.

If a severe error or change (by fault of publisher) was made to the ad after its approval by the client, Publisher will correctly reproduce and print the ad in its next issue at no cost to the advertiser.

It is understood that in such events the advertiser agrees to remain liable for payment as it is stated in the contract.

Publisher reserves the right to print an ad according to a design layout produced by the advertiser without supplying a proof before print. If a proof was supplied and approved by the advertiser, the advertiser is obligated to all payments regardless of any mistakes that may have been overlooked.

The parties to this agreement agree that jurisdiction and venue for adjudication of any dispute shall be in a court of competent jurisdiction, located within Boston, Massachusetts.

This agreement shall be construed in accordance with the laws of the Commonwealth of Massachusetts.

If any word, term, or provision of this agreement is found by any court of competent jurisdiction to be void, invalid, or unenforceable, the remaining words in terms and provisions shall continue in full force and effect.

In the event that charges for artwork are not included in this contract, but artwork is created by Publisher, additional fees for setup and production will be billed.

Luxury Pools

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