

A NEW MAGAZINE that puts the spotlight on LUXURY BOUTIQUE HOTELS, GREEN RESORTS, COOL SPAS, HOT RESTAURANTS, KILLER FASHION and everything else you need for a hip global nomadic lifestyle.

# REST

magazine™



## A UNIQUE TRAVEL AUDIENCE

Each monthly issue of REST MAGAZINE reaches more than 400,000 affluent and upscale global nomads – people who indulge in lifestyle travel all over the world.

REST MAGAZINE is distributed monthly to the homes of opt-in subscribers and by special arrangement with high-end boutique hotels and resorts, spas, club houses, fine restaurants, and exclusive retail establishments in New York, Los Angeles, Chicago, San Francisco, Boston, Atlanta, Phoenix and other major U.S. cities.

Other travel magazines target general mass audiences of possible travelers. We reach an exclusive group of travelers that enjoys high-end luxury travel – what we call “lifestyle travel.” REST MAGAZINE is targeted specifically to a niche audience that prefers the uniqueness and pleasure of boutique hotels. Nothing about this audience is ordinary and nothing about this magazine is mundane.

Among the interesting attributes of our audience:

- 63 percent are women
- Median age is 45
- 94 percent have attended college
- 34 percent have post-graduate study
- Median household income is \$1,200,000

## LIFESTYLE TRAVEL

*For hip global nomads, wherever they are and wherever they go.*

Lifestyle travel is not retiring or reclusive. Neither is REST MAGAZINE™.

This new hip monthly magazine offers reviews of upscale boutique hotels, green resorts, exclusive entertainment hotspots, high-end spas and excellent culinary treasures.

We narrate the art of rest and relaxation for a well-heeled audience of astute and globally aware travelers.

We explore every aspect of the world of true luxury travel and uncover the unique and secret places in North America, Europe, and parts of Arabia and Asia.

LIFESTYLE TRAVEL is our genre – a world of excitement, mystery and style.



## CHARACTER OF A WINNER

REST MAGAZINE is a new publication that reaches into the surging interest in BOUTIQUE HOTELS. Boutique hotels account for only 1% of total hospitality inventory, but demand has long-since outstripped the current supply. This is why many hospitality analysts expect boutique hotels to grow by a phenomenal 500% in less than 10 years.

Our readers appreciate the unique design and high-touch amenities found at these hotels. They enjoy the exclusivity of staying at a hotel that doesn't look like the one down the street. And they pay a premium for this kind of service.

Our audience is upwardly mobile, well-educated, and a frequent lifestyle traveler. They are interested in fine living and they have a steady pursuit of style, fashion and comfort.



### Rate Base

80,000

### Annual Subscription Price

\$56.00

### Cover Price

\$8.50



People who frequent boutique hotels are more likely to be high-income earners and highly educated:

- 90% earn more than \$100,000 per year; 50% earn more than \$500,000 per year.
- 80% are professional/managerial; 52% own or partner in a business; 40% are self-employed.
- 72% use the internet as their primary source for news while 83% use special interest magazines like REST MAGAZINE for 'mind shaping'.
- 56% consider themselves automobile 'enthusiasts' or 'purists' when it comes to owning and driving an automobile.
- 85% use fragrances at least once a week (the U.S. average is 25%) and 82% purchase clothing based on brand reputation and style awareness.
- On average, they work 55 hours per week but consider recreation and travel a priority for their leisure time.



UPSCALE BOUTIQUE HOTELS  
GREEN RESORTS  
FASHION  
ENTERTAINMENT  
SPAS  
RESTAURANTS

**Total Circulation**

80,000

**Total Readership**

400,000

Readership studies show that special interest publications (aka "niche magazines") like REST MAGAZINE are more effective in generating positive attitudes and creating lasting impressions. An in-depth survey of readers in Atlanta, Dallas, and Los Angeles in 2005 by Monroe Mendelsohn Research (MMR) concluded that free regional upscale lifestyle magazines are not as well read and are not considered authoritative.

REST MAGAZINE is designed to provoke the special interests and attention of a well-defined high-end audience. We deliver a strong and growing circulation because interest in boutique hotels is rising.

REST MAGAZINE is informative, authoritative, and is a credible source for special interests.

REST MAGAZINE provides useful information not found anywhere else.

**CONTACT US** about an advertising program that will get you seen by one of the most affluent and influential audiences in print and online.



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