

# NIKKI STYLE

MEDIA KIT 2017/18

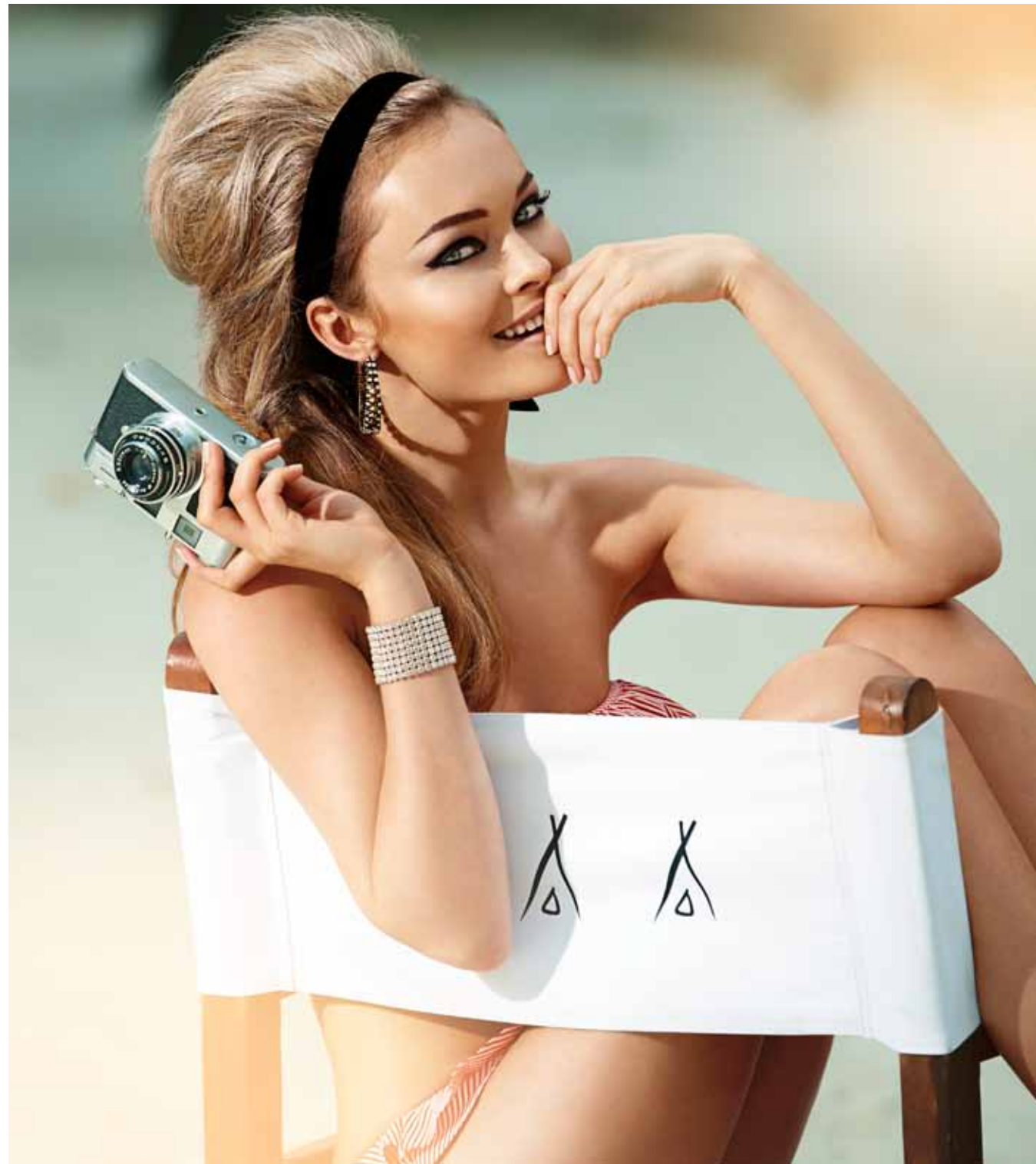
## WHO WE ARE

What makes *Nikki Style* the magazine for trendsetters worldwide?

Nikki Style reflects the lifestyles, attitudes and images of the world's top resort communities from a contemporary perspective with striking visuals. Nikki Style bridges the gap between fantasy and reality, pairing cutting-edge editorial on art and entertainment with marquee coverage of fashion and travel to readers who indulge in the latest trends and the best destinations.

### **PARENT** *company*

Penrod Management Group, Inc. ("PMG") is a privately held company founded and owned by luxury lifestyle entrepreneur Jack Penrod. In 1998, after over 30 years in the restaurant, entertainment and hospitality industry, Penrod formed PMG. Today, PMG has an impressive portfolio of innovative and successful concepts and brands. Entities under the PMG umbrella include Nikki Beach Worldwide, which comprises a Beach Club Division with 13 locations across 10 countries; a Lifestyle Division (including an exclusive branding and clothing line found at Lifestyle Boutiques located at all Nikki Beach locations, a music label and Nikki Style Magazine, a lifestyle publication produced by Nikki Beach Publishing); a Special Events Division and a Hotels & Resorts Division.



# BREAKDOWN

Nikki Style's average reader spends more than \$25,000 annually on fashion accessories

- 70% Specialty boutiques
- 75% Department stores
- 15% E-commerce
- 20% Catalogs

## OUR DEMOGRAPHICS

- 40% Male
- 60% Female

## EDUCATION

- 94% Graduate
- 41% Post-Graduate

## ACTION (LAST 12 MONTHS)

- 71% Advertised
- 25% Purchased





## READER PROFILE

*Nikki Style* is read by affluent Trendsetters, Jet-Setters, Community Leaders and Savvy entrepreneurs.

### AGE

21-24 years.....	25%
25 - 34 years.....	35%
35 - 44 years.....	34%
45+ years.....	6%

### REAL ESTATE

Own one residence.....	65%
Primary residence.....	\$900,000
Own a second home.....	25%
Second residence.....	\$750,000

### INCOME RANGE

\$100,000+.....	38%
\$150,000+.....	28%
\$200,000+.....	19%
\$250,000+.....	15%

### TRAVEL

International travel within the past 12 months	
Europe.....	48%
Asia.....	10%
North America.....	30%
Caribbean.....	12%

### RESTAURANT DINING

At least once a week.....	85%
At least twice a week.....	55%
At least three times a week.....	49%
Avg. spent on lunch P/P.....	\$35
Avg. spent on dinner P/P.....	\$65

### YEARLY TRAVEL EXPENDITURES

\$25,000 or more.....	39%
\$50,000 or more.....	36%
\$100,000 or more.....	14%
\$200,000 or more.....	11%

# CIRCULATION

With 10 issues a year, Nikki Style Magazine is read by international jet setters and style makers. We are a global brand, and are in the hands of the most affluent customers on the planet.

Miami.....	22,000
St Tropez.....	12,000
Saint Barth.....	5,000
Marbella.....	13,000
Koh Samui.....	17,000
Mallorca.....	13,000
Ibiza.....	18,000
Porto Heli.....	8,000
Monte Carlo.....	12,000
Dubai.....	32,000
Bodrum.....	12,000
Versilla.....	12,000
Cannes Film Festival pop up.....	15,000
Airline Lounges.....	4,000

Total: 195,000





## THE ENGAGEMENT

- The average time spent with magazine is 42 minutes
- 1 out of 3 readers spend more than 45+ minutes with magazine
- 79% look at it right away
- 3 in 4 read the magazine for fashion and travel
- 35% reference it throughout the week
- 80% of our readers take it home with them
- 40% share issues with spouse or partner
- Average reader spends \$25,000+ annually on fashion accessories

# RATE CARD

## **SPECIAL** *units*

Gatefolds, inserts, blind-in cards and blow-in cards are accepted on a limited basis and only with prior arrangements. Rates, availability, deadlines and specifications for any special units will be provided upon request. Please contact your account manager.

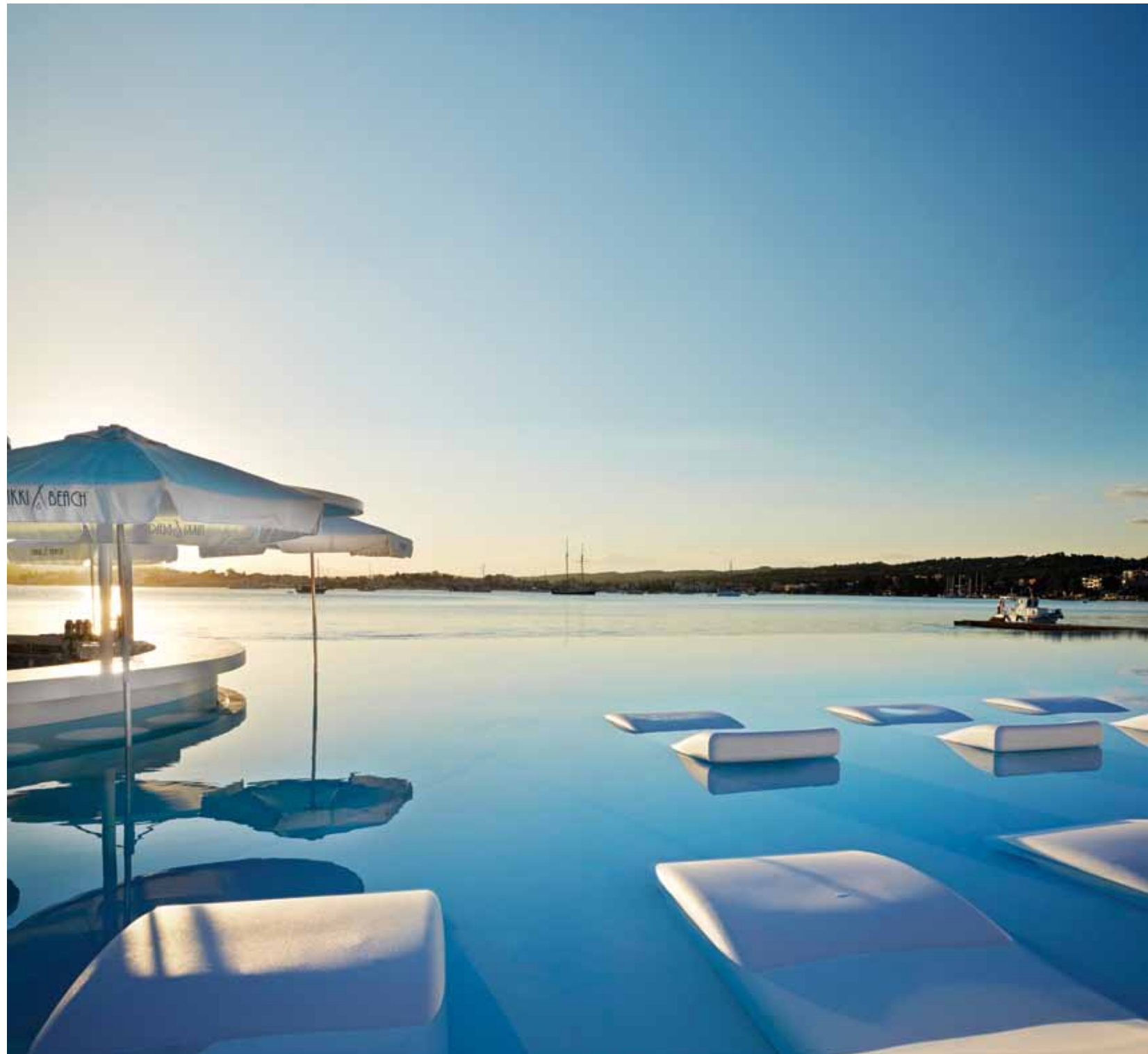
## **COMBINATION** *rate offer*

Maximize your reach to a larger audience by taking advantage of combination rates when advertising in more than one title published by Nikki Beach Publishing.

## **ADDED** *value*

Advertising in Nikki Style is a partnership beyond print on a local, national and international level. What sets Nikki Style apart from the others is the infinite marketing opportunities available to our valued advertisers. At Nikki Style, we believe in working together and combining the steps of the marketing process in order to successfully maximize your exposure and achieve the results you desire.

You can reach Nikki Style readers through a number of buzz-building marketing tools that generate brand capital through association with our exclusive audience.





# RATE CARD

## RATES & *positions*

Single Page.....	\$8,000
Premium Single – Contents.....	\$11,000
Inside Back Cover.....	\$11,000
Outside Back Cover.....	\$22,500
Double Page.....	\$12,000
Inside Front Cover Spread.....	\$25,000
Reverse Gatefold Spread.....	\$28,500



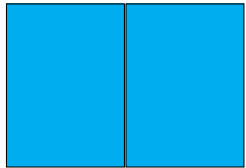
# ADVERTISEMENT SPECIFICATIONS

## PREFERRED *Format*

- PDF format
- (Press Optimized with no RGB or Spot Colors)
- 300DPI or higher at print size.
- CMYK colour mode

## ADVERTISEMENT *Standards*

Nikki Style reserves the right to reject any ads that do not meet our design standards. Please make sure your photos are high-res and that your design fits within the context of the overall Nikki Style aesthetic.



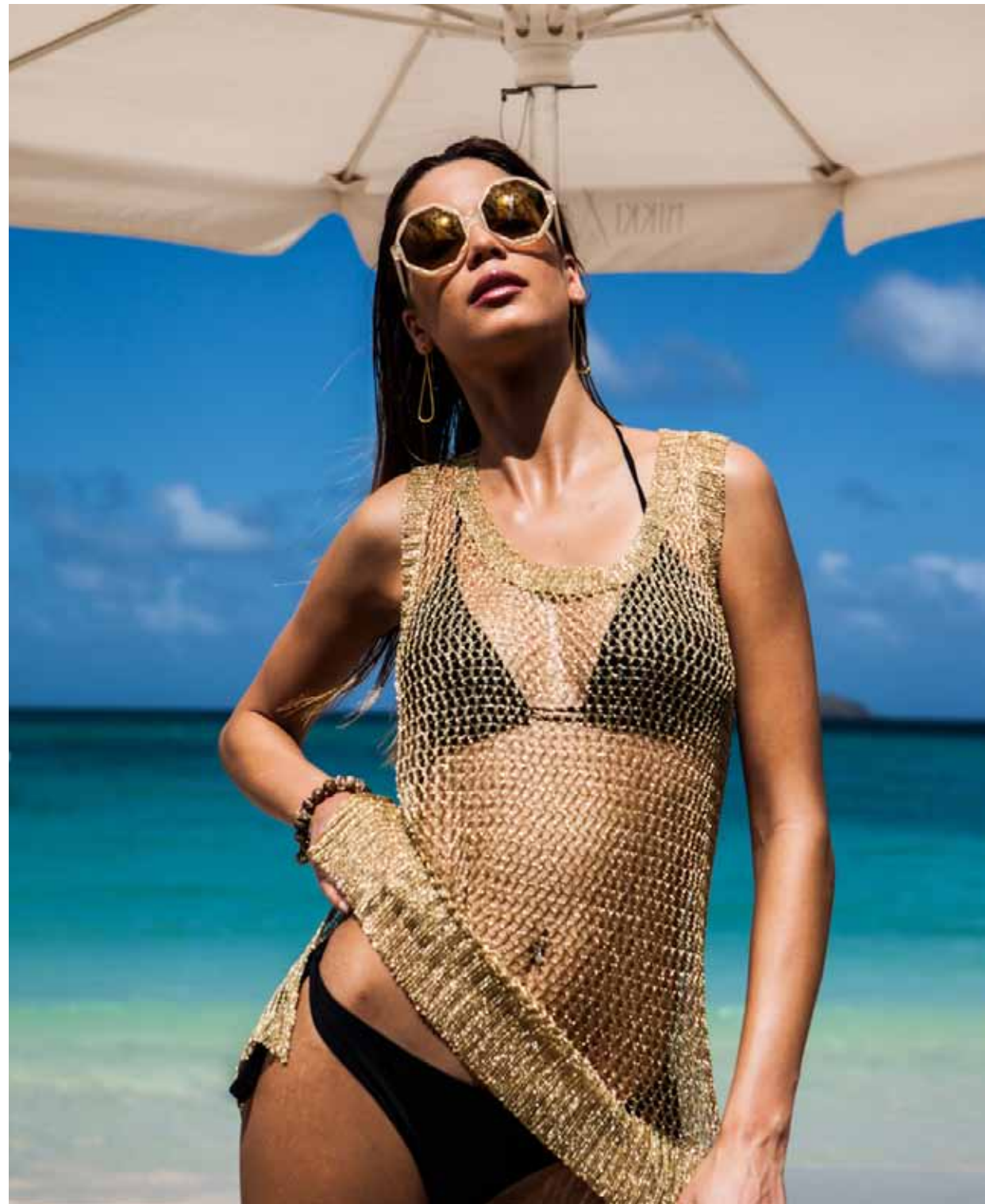
### DOUBLE PAGE SPREAD

Trim size: 440mm W x 275mm H  
Bleed size: 450mm W x 285mm H  
Gutter space: 12mm



### SINGLE

Trim size: 220mm W x 275mm H  
Bleed size: 230mm W x 285mm H  
Gutter space: 12mm





## CONTACT US

ADVERTISING EXECUTIVE

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SPECIAL OPERATIONS & SPONSORSHIP

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THANK YOU