

MONARCH

ONE VOICE - ONE VISION - ONE PEOPLE

2020 MEDIA KIT

MISSION STATEMENT

MONARCH is dedicated to reflecting the affluent African American male and female lifestyles.

This community looks to MONARCH as a guide displaying products and experience's designed to inform, inspire and empower readers towards a lifestyle of luxury!

Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.



A man in a light grey suit is sitting in the open driver-side door of a dark Bentley Continental GT. The car is parked in front of a building with ornate architectural details. The man is looking towards the camera with a slight smile. The car's wheel features the Bentley logo.

An Audience With A Passion For Luxury

MONARCH Magazine is the premier publication featuring sophisticated, fashion-forward content. Providing a peek inside the exclusive world of high society, across many platforms.

COVERING

FASHION

PHILANTHROPY

ARTS

CULTURE

REAL ESTATE

CUISINE

CELEBRITY

ENTERTAINMENT

BEAUTY

CONSUMER

REMARKABLE BUYING POWER

AVERAGE AGE: 34

MALE/FEMALE: 56%/44%

COLLEGE EDUCATED: 98%

POST GRADUATED DEGREE: 75%

AVERAGE HOUSEHOLD INCOME: \$125,000 PLUS

AVERAGE HOUSEHOLD NET WEALTH: \$389,540

OWNS 2-PLUS HOMES

SOURCE: EMPOWERMENT SURVEY; MRI READERSHIP SURVEY



READERSHIP

THE IDEAL LUXURY DEMOGRAPHIC

INFLUENCE

I tend to take the lead in decision making	89.2%
I am usually one of the first of my peers to try new products.	75.1%
People often ask my advice about financial issues	75.9%
People often ask my advice when thinking of making a significant purchase	72.2%

Consumes or Serves Alcohol Occasionally/ in Past 7 Days

Types of Alcohol

Blended or Rye Whiskey	8%	Rum	28%
Canadian Whiskey	7%	Tequila	23%
Irish Whiskey	5%	Vodka	32%
Scotch Whiskey	10%	Table Wine	50%
Whiskey (any)	17%	Champagne/Sparkling Wine	36%
Bourbon	10%	Wine Coolers	26%
Gin	16%	Brandy or Cognac	26%
Cordials or Liqueurs	15%	Beer	42%

FASHION AND JEWELRY

Purchased Women's Apparel in Past Year	88%
Average Spent on Women's Apparel	\$1,498
Purchased Men's Apparel in Past Year	74%
Average Spent on Men's Apparel	\$1,395
Purchased Jewelry or Watches in Past Year	68%
Average Spent on Jewelry/Watches	\$1,295

ENTERTAINING

Entertains One or More Times per Month at Home	39%
Entertains One or More Times per Month Outside the Home	43%

AUTOMOTIVE

Own a Premium Luxury Car	59.1%
Owns or Leases Two or More Vehicles	63%
Owns or Leases Three or More Vehicles	28%

TRAVEL

Average Round-Trip Commercial Airline	24.2%
Average Foreign Round Trips Via Commercial Airline	15.3%
Average Number of Nights in Hotel or Resort	36.9%
Stay At Luxury Boutique Hotel Or 5 Star Hotel Or Rental Property	68.4%
Fly First Class Or Business Class	76.4%
Take Two-Plus Cruises	51.0%



Multimedia Solutions

BESPOKE MEDIA SOLUTIONS ACROSS ALL PLATFORMS

MONARCH MAGAZINE is the leader and authority on high-end luxury



PRINT

- Exclusive Partnerships
- Brand Adverts
- Advertorial Features
- Expert Columns & Profiles
- Cover Brand Placements
- Sponsorships



DIGITAL

- Video
- Vignette Episodes
- Branded Sponsorship



MONARCH CONNECT

- Email Messaging
- Curated Email
- Exclusive Newsletter
- Curated Newsletter/Sponsored Feature



EVENTS

MONARCH events are interactive experiences that enable brand partners the opportunity to engage with an audience that values, quality, luxury and style.

Editorial Departments

Unmatched Editorial Empowering Your Lifestyle From The Inside Out!

In each issue, MONARCH features all aspects of luxury living, including automotive, jewelry, watches, yachting, aviation, real estate, style, culture, art, collectables, travel and gastronomy. Readers are provided rich photography evocative writing and first-class advertising that speak to their passions.

MONARCH attracts a discerning audience who share the same appreciation and desire for quality, artianship, heritage, fine design and exclusivity - core elements that define luxury. A unique combination of high standards coupled with influence and spending power makes MONARCH'S audience the ideal target for the world's top luxury brands.



VACATION
Arabian Dream

ABU DHABI

Uniquely poised between East and West, the country has emerged as a global pioneer for arts and culture.

...opening for her art. The museum, built on the 100th anniversary of the founding of the United Arab Emirates, is set to open in 2021. The museum, designed by the late architect James Fallon, is set to be a landmark addition to the city's cultural scene. It will be the largest museum in the world, with a total area of 100,000 square meters. The museum will be a landmark addition to the city's cultural scene. It will be the largest museum in the world, with a total area of 100,000 square meters. The museum will be a landmark addition to the city's cultural scene. It will be the largest museum in the world, with a total area of 100,000 square meters.

World Class Art and Architecture

...the city's cultural scene. It will be the largest museum in the world, with a total area of 100,000 square meters. The museum will be a landmark addition to the city's cultural scene. It will be the largest museum in the world, with a total area of 100,000 square meters. The museum will be a landmark addition to the city's cultural scene. It will be the largest museum in the world, with a total area of 100,000 square meters.

Exquisite Palaces

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A Taste of Adventure

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THE LUXURY INSIDER: THE UNMATCHED CHARM OF THE CITY OF THE FUTURE



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OUR YEAR IN FOOD



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Jeffrey Wright

ART OF EXCELLENCE



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Editorial Calendar



SPRING EDITION THE ART OF LIFESTYLE

Luxury Road: A spotlight on vehicles that turn heads no matter the occasion.

Renaissance Décor: A collection of the best accoutrements for the stylish home.

Modern Day Muse: A list of those who have inspired our world by mastering travel, art, style and design.

Cultural Currency: Pieces of art that are luxury investments throughout the world.



On Sale Date: 4/31/2020
Space Close: 4/15/2020
Material Close: 4/5/2020



SUMMER EDITION TRAVEL & CUISINE

Lifetime Excursions: Satisfy your wanderlust with international & domestic travel

The Cocktail Guide: A comprehensive guide to creating the perfect drink.

City Cruise: A list of vehicles capable of navigating in and out of the concrete jungle.

World's Best Restaurants: Globetrot across the world for dishes that tantalize your taste buds.



On Sale Date: 6/20/2020
Space Close: 5/5/2020
Material Close: 5/28/2020



FALL EDITION STYLE ISSUE

Bespoke Items: Brands and services for those with discerning tastes.

Falls Essential Wardrobe Guide: Layers that keep you warm while looking cool.

Road Rules: Luxury automobiles that push boundaries while navigating the highways.

Monarchs Of Style: A list of 2020's most fashionable men & women.



On Sale Date: 10/18/2020
Space Close: 8/30/2020
Material Close: 9/22/2020



WINTER EDITION AFFLUENT ISSUE

Global Lux: A preview of the latest in watches, cars, fashion and jewelry.

Winter Wonderland: Ski destinations to bring in the New Year.

Affluent Guide: A list of the most prominent and powerful men and women throughout the nation.

Countdown To Excellence: A list of luxury destinations and experiences. The best places we visited in 2020 and where we most want to go in the coming year.



On Sale Date: 12/19/2020
Space Close: 11/11/2020
Material Close: 11/15/2020

Distribution & Circulation

WITH 150,000 ISSUES PER QUARTER MONARCH, REACHES A MIX OF AFFLUENT, SOCIALLY-ACTIVE CONSUMERS, MOGULS, AND CELEBRITIES. IN METROPOLITAN AREAS FROM COAST TO COAST.



THE ENGAGEMENT MODEL

DIRECT RESIDENTIAL MAIL

These copies are direct-mailed in to the homes of the most affluent zip codes throughout the nation

CONTROLLED COMMERCIAL

Placed with concierges and In lobby of some of the finest hotels, select retailers, premier public locations.

SELECT NEWSSTANDS

Barnes & Nobles and boutique newsstand placements.

EVENT DISTRIBUTION

Magazines positioned within exclusive events throughout the year.

INTERNATIONAL DISTRIBUTION

Spain| London| Rome| France

Regional Readership



LOS ANGELES

Distribution specific to the LOS ANGELES CA market:

- Direct Mail: 48,044 Copies Yearly
- Exclusive Mailing List: Hollywood Hills, Upper Laurel Canyon, Glendale, West Los Angeles
- Exclusive Email List: High Traffic locations



CHARLOTTE

Distribution specific to the CHARLOTTE NC market:

- Direct Mail: 23,200 Copies Yearly
- Exclusive Mailing List: Wessex Square, Myers Park, Providence Crossing, Foxcroft
- Exclusive Email List: High Traffic locations



DALLAS

Distribution specific to the DALLAS TX market:

- Direct Mail: 26,300 Copies Yearly
- Exclusive Mailing List: Oak Lawn, Preston Hollow, Bluffview, Highland Park, North Dallas
- Exclusive Email List: High Traffic locations



HOUSTON

Distribution specific to the HOUSTON TX market:

- Direct Mail: 33,424 Copies Yearly
- Exclusive Mailing List: Galleria/Uptown, West Houston, West University, River Oaks
- Exclusive Email List: High Traffic locations



NEW YORK

Distribution specific to the NEW YORK, NY market:

- Direct Mail: 59,680 Copies Yearly
- Exclusive Mailing List: Financial District, Tribeca, Cobble hill, Upper East Side, Upper West Side
- Exclusive Email List: High Traffic locations



SAN FRANCISCO

Distribution specific to the SAN FRANCISCO CA. market:

- Direct Mail: 22,172 Copies Yearly
- Exclusive Mailing List: Pacific Heights, Financial District, Nob Hill, South of Market
- Exclusive Email List: High Traffic locations



WASHINGTON DC

Distribution specific to the WASHINGTON DC market:

- Direct Mail: 94,128 Copies Yearly
- Exclusive Mailing List: Prince George County, Georgetown, Chevy Chase, Friendship Heights, Montgomery County
- Exclusive Email List: High Traffic locations



ATLANTA

Distribution specific to the ATLANTA GA. market:

- Direct Mail: 77,052 Copies Yearly
- Exclusive Mailing List: Buckhead, Oakdale, Midtown, Morningside
- Exclusive Email List: High Traffic locations

Print 2020 Rate Card

A 9 x 12 format, delivered quarterly, Monarch's cosmopolitan tone and flavor reflects and inspires its readers, weaving in and out of the worlds of business, philanthropy, real estate, culture, cuisine, fashion, entertainment and celebrity.

Access to a compelling mix of editorial that provides insight & access for the individual who is in pursuit of the luxury lifestyle.

AD SIZE	1x	2x	3x	4x
Full Page	\$18,500	\$17,750	\$16,500	\$15,250
1/2 Page	12,500	11,500	10,750	9,500
1/4 Page	9,000	7,750	6,750	6,000

Cover2

Page1 \$42,550 (no frequency breaks on covers)

Third Cover 21,275

Fourth Cover 24,450

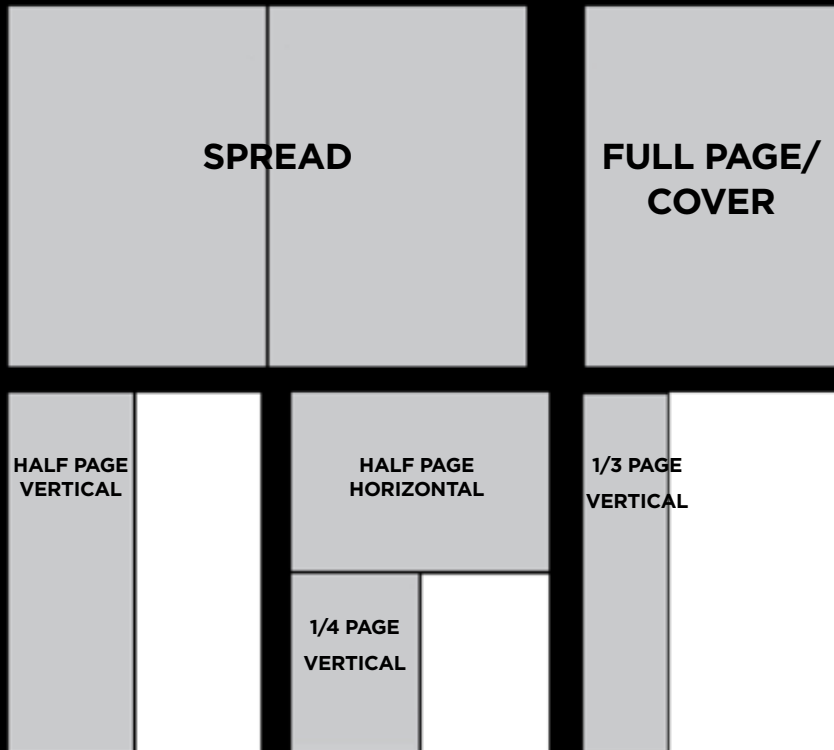
Two-Page Advertorial (by invitation only)
\$30,500

Note: 15% up charge for premium positions



Print Advertisement Specifications

All electronic ads must be Macintosh or PC compatible and accompanied by a contract proof (dot based) such as Kodak Approval or CREO Spectrum. All color proofs must meet SWOP standards and we suggest a color bar for accuracy. Monarch magazine is not responsible for ads sent without proofs or ads not meeting our electronic submission requirements. A design fee will be incurred for any work Monarch magazine does on behalf of the customer. Advertising materials delivered beyond deadline are subject to additional charges.



APPLICATIONS

In Design: All linked graphics and Postscript Type 1 fonts included. Removal of multilingual extensions is requested.

Adobe Photoshop: EPS, JPEGs and TIFFs accepted. Files must meet a minimum of 300 dpi requirements and be converted to CMYK.

Adobe Acrobat (PDF format): All resulting PDFs must be high resolution. All PDF files should be created with crop marks as a 12-pt offset. Fonts must be embedded on all PDF files. A proper postscript file must be generated and distilled within Acrobat Distiller with 1.3 compatibility in order to be accepted. Any files not meeting these criteria will be rejected.

Adobe Illustrator: Convert all fonts to outlines. Do not embed images. Link them to the document and submit them with native document (refer to graphic guidelines).

FONTS

Include a copy of ALL fonts used in your files. If EPS images are linked, be sure to include both printer and screen fonts for your files. All fonts must be Postscript Type 1.

True Type and Multitasker format will not be accepted.

GRAPHICS

EPS, JPEG, PDF and TIFF files are accepted. All images should be 300 dpi and should be provided at final size. Convert all RGB graphics to CMYK for printability.

Note: Please allow for additional 1/4" bleed on all sides of page for grind-off during binding.

Printing Process and Binding Method: Web Offset, perfect bound.

AD SUBMISSION: Upload your ads in Monarch's Web site.

TERMS AND CONDITIONS

We request an accurate color digital proof to be provided with all artwork. If neither color nor B/W proof is provided we cannot be responsible for variance in color, font substitution or shifting of image position. We will do everything in our control to match a provided color proof but cannot take responsibility for reasonable color variance.

- All media submitted is considered non-returnable.
- Monarch reserves the right to refuse advertisements.
- Advance payment required for new advertisements
- A signed contract must be received by Monarch.

PRINTING

Web offset (SWOP) / Perfect binding / Publication trim size: 9" x 12"

ADVERTISING SPECIFICATIONS

Space	Trim	Bleed	Non-Bleed	Live
Spread	18" x 12"	18.25" x 12.25"	17.5" x 11.5"	17.25" x 11.25"
Full Page / Cover	9" x 12"	9.25" x 12.25"	8.5" x 11.5"	8.25" x 11.25"
1/2 Vertical	4.5" x 12"	4.75" x 12.25"	4" x 11.5"	3.75" x 11.25"
1/2 Horizontal	9" x 6"	9.25" x 6.25"	8.5" x 5.5"	8.25" x 5.25"
1/3 Vertical	3" x 12"	3.25" x 12.25"	2.5" x 11.5"	2.25" x 11.25"
1/4 Vertical	4.5" x 6"	4.75" x 6.25"	4" x 5.5"	3.75" x 5.25"

MONARCH Digital Luxury

Planting a flag in the world of digital luxury

Monarch inspires the most desirable audience of affluent, young and sophisticated luxury consumers with engaging and exclusive content. Developed from our dedicated team of digital editors and designers, we offer advertising partners an authentic and exclusive environment to reach their target audience.

Convey your brand's incredible story presented through customized

*Video

*Email

*E-Newsletter



Video Partnerships



MONARCH offers creative services, such as photography, videography, design and copy writing.

We design highly visual and engaging bespoke editorial-style video campaigns, each uniquely customized to tell the brand partner's story. Programs are scalable and include supporting traffic drivers, such as email marketing and social media posts. Videos are hosted on MonarchMagazine.com, and there is the opportunity for licensing for use on brand partners' platforms.

TO SEE MORE EXAMPLES OF PAST CUSTOM CONTENT PARTNERSHIPS, CLICK [HERE](#).



E-Newsletters

MONARCH delivers a timely and curated synopsis of the most relevant and interesting news in the world of luxury, including autos, yachts, fashion, jewelry & watches, jets, travel, wines and more. Email is exclusive. The partner has two banner positions: one is (1) 970x250 and the other is (1) 300x250. The banner positions are sold in three- or seven-day bursts.


CLIENT AD UNITS

- FEATURED BILLBOARD/SKIN
- ORIGINAL EDITORIAL CONTENT
- CLIENT VIDEO GALLERY
- SPACE FOR BRAND TO FEATURE ANY RELATED BRAND NEWS, UPCOMING EVENTS, EXCLUSIVE PROMOTIONS, ETC.
- SOCIAL INTEGRATION


MONARCH MAGAZINE

AFFLUENT LUXURY LIFESTYLE


A SPONSORED EMAIL
The Week of July 18 thru 20




EXCLUSIVE INTERVIEW
NE-YO
Talks The Luxury Experience, Family, Career, Music & 2018 Lincoln Navigator.



THE REALITY IS REAL
DECONSTRUCTING THE REAL HOUSEWIVES OF POTOMAC
Featuring GIZELLE BRYANT & ROBYN DIXON
Look Behind The Scenes Of Summer Fashion Spread.




WOMAN'S HEART
18TH ANNUAL WENGER AWARDS
Recognizing individuals and organizations for their extraordinary contributions to women's heart health. Named after Nanelle Kass Wenger, M.D., a pioneer in women's cardiology, this is the only annual event in Washington, DC that gives recognition to individuals and organizations for their extraordinary contributions to women's heart health.



BARBADOS
Once a destination that only the high-society frequent, this Caribbean island, once dubbed "Little England", has become an inviting and inclusive haven for all.

[CLICK FOR MORE](#)



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2018 SUMMER ISSUE OUT NOW!

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Monarch Events



BESPOKE EVENTS

Monarch creates high-end customized experiences within an exclusive and intimate setting, allowing our partners direct access to high-net worth readers and VIP guests. To ensure maximum benefit and return on investment. Monarch offers event solution models, craft private dinners, product launches and cocktail receptions based on clients needs. Each event provides an unique opportunity for partners to interact with our audience, the most influential and affluent African American consumers in the world.



Monarch Events

MONARCH is dedicated to providing its audience with the best possible experiences that are tailored to their passions. Offering special invitations, coveted benefits and personalized gifts from some of the world's superlative luxury brands.

Our readers enjoy unparalleled experiences with a remarkable group of peers, while our partners gain direct access to one of the most affluent and discerning communities.

To learn more about the MONARCH experience, click [here](#).


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 Instagram.com/MonarchMagazine

