



GUICE

Magazine

GUICE MAGAZINE MEDIA KIT



Guice

ABOUT US

QUALITY

GUICE MAGAZINE ATTRACTS THE DISCERNING READER WITH INTELLIGENT AND RELEVANT EDITORIAL. THROUGH THIS PRIVATE INVITATION INTO AN EXCLUSIVE CLUB OF CLASS AND LUXURY, READERS ARE GIVEN IMMEDIATE ACCESS TO TOPICS, PRODUCTS, AND SERVICES THAT ACCOMMODATE THEIR LIFESTYLE. FROM SUPERIOR DESIGN AND PHOTOGRAPHY TO IMPRESSIVE COVERS AND HIGH-QUALITY PAPER, JETSET DISTINGUISHES ITSELF AMONGST ITS NEWSSTAND PEERS.

SOPHISTICATION

GUICE MAGAZINE IS A RECOGNIZED ESSENTIAL AMONGST THE ELITE. ITS READERS SPAN ACROSS THE WORLD AND CONSIST OF EXECUTIVES, CELEBRITIES, ENTREPRENEURS, AND PROFESSIONAL ATHLETES. YOUR ADVERTISING DOLLARS WILL BE CONCENTRATED TO AN IMPRESSIVE LIST OF ABSOLUTE SPENDING POWER.

GUICE

MAGAZINE

A WEALTH OF OPPORTUNITIES

WELCOME TO GUICE MAGAZINE! IT IS MY HONOR AND PRIVILEGE TO INVITE YOU TO JOIN OUR DISTINGUISHED COLLECTION OF ADVERTISERS WHO EXCLUSIVELY TARGET THE WEALTHIEST DEMOGRAPHIC IN THE WORLD.

GUICE MAGAZINE IS A LUXURY PUBLICATION CURATED SPECIFICALLY FOR THE MOST ELITE AND PRESTIGIOUS READERS, REACHING THEM WHILE THEY ARE RELAXED AND CAPTIVE ABOARD A PRIVATE JET OR LUXURY YACHT, AT THEIR PRIMARY RESIDENCE OR VACATION HOME, OR ATTENDING A VIP EVENT OR FIVE-STAR RESORT.

GUICE MAGAZINE STANDS ALONE IN A COMPETITIVE MARKET AND DEFINES LUXURY FOR ITS READERS. WITH AN AVERAGE HOUSEHOLD INCOME OF \$1.5 MILLION, GUICE READERS APPRECIATE THE FINER THINGS IN LIFE. THE BENEFIT OF A HIGHLY CONCENTRATED CIRCULATION IS A COST-EFFECTIVE ADVERTISING SPEND WHOSE REACH INCLUDES THE ONE PERCENT OF THE WORLD'S POPULATION WHO CONTROL MORE THAN FIFTY PERCENT OF THE WORLD'S WEALTH.

PUBLISHED QUARTERLY, GUICE PRESENTS CLIENTS WITH A SEDUCTIVE DISPLAY OF EXQUISITE PRODUCTS AND SERVICES THEY DESIRE AND ARE ALSO ALTERNATIVE INVESTMENT-WORTHY SPLURGES. THE PUBLICATION IS SELECTIVE WITH ITS DIVERSE PARTNERS, ACCEPTING JUST A LIMITED NUMBER EACH YEAR. I LOOK FORWARD TO WORKING WITH YOU, AND I EMBRACE THE OPPORTUNITY TO DEVELOP A STRONG AND BENEFICIAL PARTNERSHIP TOGETHER.

SINCERLY EDITOR-IN-CHIEF,

Danita Harris, CAP[®]



INTELLIGENCE IS LUXURY

Tax Free Asset Management

INVESTING IN GOLD

1



2

GUIDE MAGAZINE IS AN EXPERT IN THE WORLD OF FINANCIAL SERVICES REGARDING TAX FREE ASSET GROWTH. LUXURY IN TODAY'S CONTEXT IS NOT JUST SYNONYMOUS WITH «THE MOST EXPENSIVE THINGS IN THE WORLD», WE ARE ACTIVELY LOOKING FOR NEW TRENDS ON INVESTING, SHOWCASING REVOLUTIONARY PRODUCTS AND EXPERIENCES THAT MAKE THEM ICONIC. WE DEDICATE OURSELVES TO BRING INFORMATION THAT WILL POSITIVELY CONTRIBUTE TO YOUR PORTFOLIO HOLDINGS.

ALTERNATIVE PORTFOLIO INVESTMENTS

3



TOTAL CIRCULATION

APPROXIMATELY 27,000 READERS



Magazine

DISTRIBUTION

GUICE PROVIDES EXPERT AND VERIFIED INFORMATION ON MANY OTHER AREAS OF THE WORLD OF FINANCIAL SERVICES & LUXURY. THEREFORE, THE READERS OF GUICE ARE DIFFERENT FROM THOSE OF OTHER LIFESTYLE WEBSITES: THEY READ, NOT JUST LOOK AT PICTURES THEY READ AND FINISH READING LARGE MATERIALS THEY SPEND A LOT OF TIME ON THE WEBSITE THE GUICE AUDIENCE IS NOT VERY LARGE, BUT ITS LEVEL OF KNOWLEDGE ABOUT WHAT THE QUALITY OF LIFE SHOULD BE IS VERY HIGH.

THANKFULLY, GUICE MAGAZINE CONNECTS YOUR BRAND TO OUR TARGETED READERSHIP THROUGH

- DIRECT SUBSCRIPTIONS
- CURATED EXCLUSIVE EVENTS
- UNIQUE PARTNERSHIPS

ALTERNATIVE DISTRIBUTION

PDF VERSIONS OF GUICE MAGAZINE

Editorial
TIMELINE



SUMMER/FALL '22

WINTER 2022-23

SPRING '23

SUMMER '23

FALL '23

WINTER '23

ISSUE 1

FASHION ISSUE

2022 GUICE PREVIEW. REAL INVESTMENTS IN REAL ESTATE. PROCURING TIME WORTHY TIMEPIECES. TO TRAVEL FOR LUXURY HANDBAGS?

ISSUE 2

WINE & TRAVEL ISSUE

DREAM MACHINES: THE 2023 LUXURY AUTO PREVIEW.
GRAPE EXPECTATIONS
WINE AS AN INVESTMENT.
.UNPLUGGED: OFF THE BEATEN PATH TRAVEL .

ISSUE 3

PHILANTHROPY ISSUE

COMPOUNDING INTEREST AND SUPPLEMENTING RETIREMENT FUNDS.
HOMESTEAD HIDEAWAYS.
GOOD DEEDS:
PHILANTHROPIC PORTFOLIOS.
ARTISTIC IMPRESSIONS:
INVESTING IN ART.

ISSUE 4

GOLD ISSUE

BEATING INFLATION WITH COMMODITIES.
JETSETTING TO CHASE THE WINTER BLUES AWAY. THE SPIRIT OF GIVING.
NFT'S AS THE NEW BASEBALL CARD.

ISSUE 5

FASHION ISSUE

ALL THINGS THAT BUBBLE - FROM CAVIAR TO SPARKLING WINE.
BEAUTY REGIME WORTH THE INVESTMENT
TIMELESS SUMMER LOOKS. REPEATABLE SUSTAINABLE FASHION.

ISSUE 6

WINE & TRAVEL ISSUE

JET. SET. TRAVEL
PRIVATE JET TRAVEL LIKE YOU'VE NEVER SEEN

NOTORIOUSLY DELICIOUS

LUXURY SPAS FOR NEEDED RESET - INVESTING IN YOUR MIND BODY AND SPIRIT

ISSUE 7

GOLD ISSUE

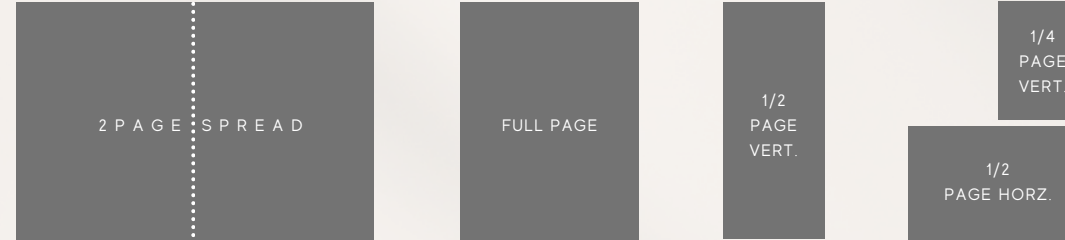
BRICS AND WHAT IT MEANS FOR YOUR PORTFOLIO

CYBER SECURITY FOR HNWS- NEEDED NOW MORE THAN EVER.

SPIRIT OF GIVING AND FAMILY LEGACY
PLANNING = WEALTH CREATION

AD SIZE REQUIREMENTS

SPACE UNIT	FULL BLEED	FINAL TRIM SIZE
2-PAGE SPREAD	17" X 11.125"	16.75" X 10.875"
FULL PAGE	8.625" X 11.125"	8.375" X 10.875"
1/2 PAGE (HORIZONTAL)	7.65" X 5"	7.65" X 5"
1/2 PAGE (VERTICAL)	4.375" X 11.125"	4.125" X 10.875"
1/4 PAGE	3.75" X 5"	3.75" X 5"
FRONT & BACK COVER	8.625" X 11.125"	8.385" X 10.875"



DIGITAL FILE REQUIREMENTS - PDF ONLY

GENERAL GUIDELINES ENSURE THAT ALL IMAGES ARE A MINIMUM OF 300DPI AT 100% OF FINAL PLACEMENT SIZE. CONVERT ALL SPOT/SPECIAL COLORS TO FOUR-COLOR PROCESS. PLEASE PROVIDE CMYK FILES AND IMAGES ONLY. DO NOT SUBMIT FILES IN RGB, OR FILES CONTAINING ADDITIONAL CHANNELS.

PLEASE NOTE

- PDF FILES MUST CONTAIN ONLY 4-COLOR PROCESS IMAGES (CMYK).
- GUICE MAGAZINE IS NOT RESPONSIBLE FOR PDF FILES PREPARED INCORRECTLY.
- ALL ARTWORK MUST BE DESIGNED PER THE SPECIFIED DIMENSIONS. IF THEY ARE NOT, THE ARTWORK WILL BE RESIZED TO FIT THE DESIGNATED SPACE.
- SAFETY: ALL LIVE/READABLE TEXT/MATTER SHOULD BE 1/4" FROM THE TRIM LINE ON ALL FOUR SIDES. GUICE MAGAZINE IS NOT BE RESPONSIBLE FOR ANY INFORMATION OR LIVE MATTER PLACED OUTSIDE THE SAFETY THAT IS TRIMMED OR CUT OFF.
- WHEN USING PURE BLACK IN YOUR DESIGN, PLEASE USE: C=40, M=30, Y=30, K=100
- ALL ADS SUBMITTED SHOULD BE SUITABLE TO PRINT AS IS. GUICE MAGAZINE IS NOT RESPONSIBLE FOR ANY ERRORS IN CONTENT.
- IF FILES ARE PREPARED IMPROPERLY AND MECHANICAL REQUIREMENTS ARE NOT MET, GUICE MAGAZINE CAN NOT GUARANTEE THE REPRODUCTION OF THE ADVERTISEMENT.

SUBMITTING FINAL MATERIALS

OPTION 1:

UPLOAD FILES

PREPARE YOUR AD FILE(S) THEN UPLOAD TO OUR AD UPLOAD SITE:

[HTTPS://WWW.DROPBOX.COM/REQUEST/RMAZIB0RWALE9ZVFCFSU](https://www.dropbox.com/request/RMAZIB0RWALE9ZVFCFSU)

MULTIPLE FILES MUST BE PUT INTO A .ZIP FILE.

IF YOU HAVE ANY QUESTIONS ABOUT THE DIGITAL REQUIREMENTS OR IF YOU ARE HAVING DIFFICULTY CONFORMING YOUR AD TO OUR SPECIFICATIONS, CONTACT OUR DESIGN DEPARTMENT AT HELLO@GUICEWEALTHMANAGEMENT.COM

OPTION 2:

SEND DISK, CD, DVD OR FLASH DRIVES ACCEPTED. ALONG WITH THE DISK PLEASE PROVIDE CONTACT INFO, ISSUE DATE OR INSERTION ORDER, ADVERTISER NAME, AND AGENCY NAME. DISKS WILL BE RETURNED IF REQUESTED. ALL FINAL AD MATERIALS SHOULD BE SHIPPED TO THE DESIGN DEPARTMENT (ADDRESS LISTED BELOW).

ATTN: DESIGN DEPARTMENT
 GUICE MAGAZINE
 C/O GUICE WEALTH MANAGEMENT
 30 WALL STREET
 8TH FLOOR
 NEW YORK, NEW YORK 10005





GUICE MAGAZINE
MEDIA KIT



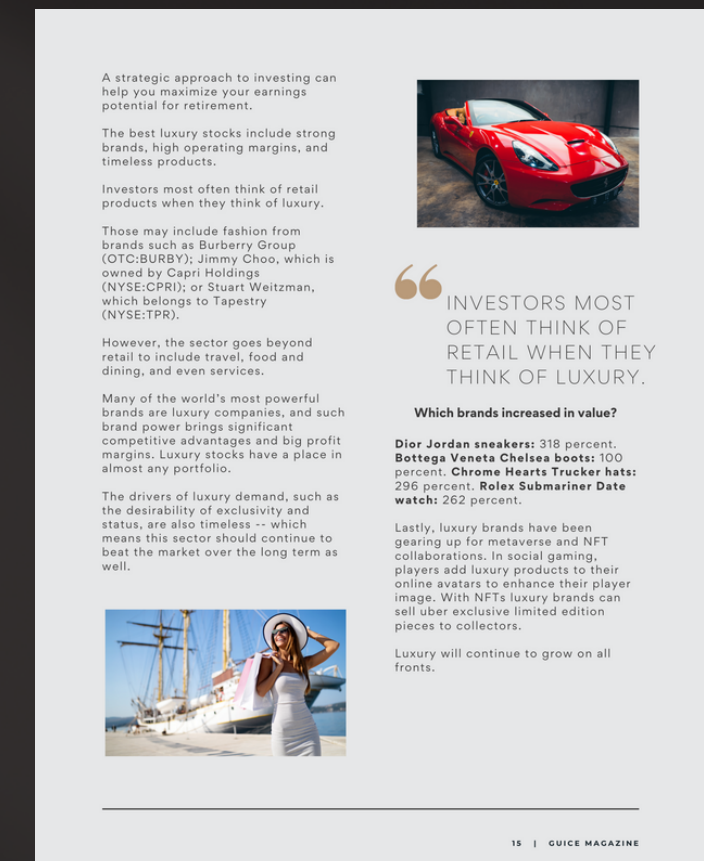
SUMMER '22



ADVERTORIAL



WINTER '22



ARTICLE

CIRCULATION

- ON BOARD PRIVATE JETS
- PRIVATE JET TERMINALS (FBOS)
- PRIVATE JET CHARTER COMPANIES
- YACHT BROKERS, CLUBS, AND MARINAS
- VIP SUBSCRIBERS
- HIGH-END CAR SERVICES

- CORPORATE FLIGHT DEPARTMENTS
- CORPORATE SUITES
- FRACTIONAL JET OWNERSHIP COMPANIES
- FIRST CLASS LOUNGES AND CABINS
- SUITES AT TOP HOTELS AND RESORTS
- EXCLUSIVE EVENTS

MICROTARGETED MARKETING

GUICE MAGAZINE CONNECTS YOUR BRAND TO OUR TARGETED READERSHIP. WITH ADDITIONAL COVERAGE THROUGHOUT HUNDREDS OF PRIVATE JET TERMINALS, YACHT CLUBS, AND OTHER EXCLUSIVE LOCATIONS.

PUBLISHED QUARTERLY, GUICE MAGAZINE OFFERS YOUR ADVERTISING OPPORTUNITIES THAT ARE WELL-POSITIONED TO HEAVILY INFLUENCE MAJOR BUYING DECISION MAKERS.

FEATURED IN EACH ISSUE
G

ISSUE

Features

A

ADVERTORIALS

ADVERTORIALS UNLIKE ALMOST ANY OTHER PUBLICATION, GUICE OFFERS ORIGINAL ADVERTORIAL CONTENT, WRITTEN AND DESIGNED BY GUICE'S ESTEEMED EDITORIAL AND DESIGN TEAMS, THAT IS INDISTINGUISHABLE FROM REST OF THE EDITORIAL CONTENT IN THE MAGAZINE. THIS GIVES ADVERTISERS THE OPPORTUNITY TO SUBTLY PROMOTE THEIR PRODUCTS TO GUICE'S READERSHIP IN WAYS THAT DO NOT APPEAR LIKE TRADITIONAL ADS.

C

CUSTOM CONTENT

WHETHER YOU ARE PROMOTING AN INDIVIDUAL, BRAND, PRODUCT, OR SERVICE, THE SKILLED EDITORIAL AND DESIGN TEAMS AT GUICE CAN HELP CRAFT ORIGINAL CONTENT THAT BLENDS SEAMLESSLY WITH THE REST OF THE MAGAZINE. THE AVERAGE READER WILL NEVER PERCEIVE THIS AS ADVERTORIAL, THUS INCREASING YOUR CHANCES OF ENGAGEMENT AND POSITIVE BRAND AWARENESS AMONGST OUR HIGH-NET-WORTH READERSHIP

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MEDIA KIT 2022-23

READER DEMOGRAPHICS

- . AVERAGE AGE: 41
- . MALE / FEMALE %: 70/30

SPECIAL EVENTS

DIFFERENT FORMATS ON A TURN-KEY BASIS.



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GUICE MAGAZINE 2022