

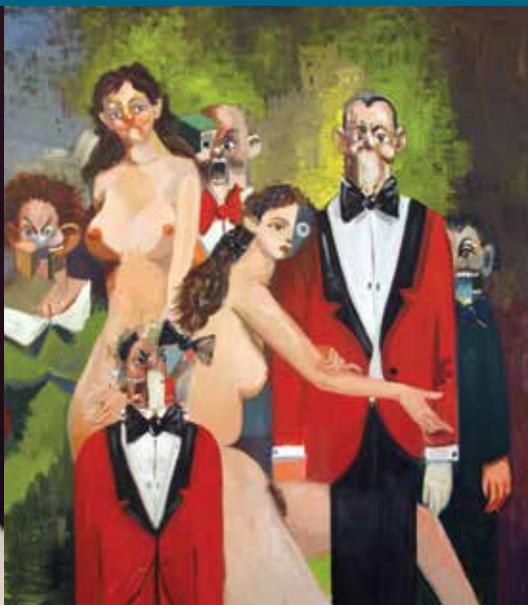
CONTEMPORARY CULTURE

venü

MAGAZINE

*Prestigious in print. Powerful online.
Site-based & venue-specific distribution
reaching the premium marketplace.*

*Through our exquisite print quality, a fine look and feel,
intriguing editorial, and a strategic distribution model, VENÜ
has emerged as a leading lifestyle magazine for positioning
your brand directly in front of a High Net Worth audience.
VENÜ is available in print, and online through our digital platforms.*



MEDIA KIT 2019

venumagazine.com

Offering distinct advantages well above other publications targeting the regional marketplace. Venü is both in print (regionally), and digital, (reaching a global audience).

Who We Are & What We Do

When we set forth to create VENÜ Magazine in 2010 our goal was simple; to produce a fresh, original and enduring publication that believes in the intelligence and diversity of its readers, and rises to the challenges of surprising them visually and editorially. Foremost, it is designed to appeal to a certain mind-set rather than a specific demographic. This intention radically sets it apart from the abundance of publication available today.

Responding to a need for a title that has a genuine purpose, VENÜ is a publication that captivates its readers – something that can be kept and enjoyed time and again; a carefully crafted periodical that is coveted, collected and appreciated for its exceptional design and alluring content.

VENÜ offers its readers an eclectic blend of editorial. We grasp their attention with the latest in art, architecture & design, style, travel, food and wine, yachting, sustainable lifestyle, motoring, film, music and so much more. We further tantalize our audience with provocative profiles and exposés of taste-makers and urbane influencers.

What is VENÜ About?

1. Quality is First and Foremost... quality of creative, quality of editorial, and quality of the manner in which we present every advertiser to our readers.
2. Our publication is designed to inspire, entertain, educate and help our audience acquire the finest in products and services.
3. We enjoy working with our advertisers! We listen to them, learn from them and partner with them for success.
4. We are content rich, and won't over-fill our magazine with advertising – our goal is to maintain a minimum of 75% editorial content.
5. We will grow and extend our brand to satisfy the ongoing needs and expectations of our readers, and our advertisers.
6. We publish VENÜ with a passion, and deliver a far superior publication targeting affluent consumers more aggressively than our competitors.



We offer comprehensive advertising campaigns including digital, print and editorial. A premium environment for maximizing your brand awareness and identity.

Who should Advertise with VENÜ?

Regional, National and International brands that desire access to a viable audience of savvy, intelligent women and men that have a high appreciation for life's finer things.

VENÜ aggressively and consistently will deliver your marketing message to its elite audience – Both in print and online through Venü's digital newsstand and our social media outreach. Great value for reaching your clientele through our (Print/digital/Social) platforms together as a package.

As we continue expanding the magazine into distinguished markets, our focus is aimed specifically at piquing the interest of affluent individuals interested in reading about art, architecture & design, yachting, motoring, style, travel, dining, wine & spirits, music, theater, film & entertainment and more.

VENÜ delivers cutting-edge editorial with a distinctive look that's pleasing to the eye and intrigues the mind.

Connect with us for:

- Launching brands, rolling out new products
- Hosting industry-specific events and promotions
- Showcasing cultural or corporate events
- Promoting contests and giveaways
- Growing your brand's awareness
- Conducting product samplings and reviews
- Special Section and Gift Guide placements
- Media partnerships



Position your brand throughout the top markets in the Northeast, South Florida, and nationally through upscale events -- both in print and through our online editions and digital outreach.

Circulation & Distribution

Ensuring that your brand is positioned before affluent residents and visitors with the highest discretionary income and spending power, *Venü* is distributed throughout select metropolitan regions.

Published four times a year, VENÜ is timely and timeless – it ventures beyond the average delivering an illuminating glimpse into our contemporary culture and bearing witness to the exceptional talent that surrounds us.

VENÜ's printed edition is distributed through a proprietary "site-based" and "venue-specific" distribution model. Each issue is consumed and celebrated by patrons of luxury hotels and residential buildings, private jet terminals, upscale spas/salons, art galleries, museums, fine restaurants, health clubs, retail stores. Plus our exclusive distribution through the affluent events we media partner.

VENÜ is also digital (free), available online through our website, and our digital newsstand -- ALL links are "HOT". We also distribute VENÜ's digital version through our social media outlets: VENÜ's opt-in and subscribed to Ü-LIST, Instagram, Facebook and Twitter pages, going viral digitally with each issue.

Our readers frequently share Venü with friends and colleagues. VENÜ is also hand-delivered to high-end, luxury lifestyle, and cultural events, and generously distributed through exclusive VENÜ events — an average of 4.3 people read each issue.

Showcase your brand and increase your market share

- Frequency: Quarterly (four times per year)
- Distributed: Monthly
- Audience (Print, Online, Social Media and Pass Along): 200,000+
- Readers Per Issue: 4.3
- Subscriptions \$24.99 (4 Issues)
- Non-Paid: Site-based and venue-specific distribution. Controlled circulation.



Ultimately we are about informing our readers where to go in their quest to find the best.

Who will you reach?

- An audience with a vast disposable income, diverse tastes, and distinct interests.
- A targeted group of unique, affluent and influential decision-makers that recognize and follow market trends.
- Consumers who are difficult to attract through conventional mainstream marketing efforts.
- Readers with an average household income of \$385K.

Why Advertise with VENÜ?

At its core, VENÜ is about giving our readers insight to all that's original and inspirational – and for our advertisers we provide a premium platform to market their products and services to the high-end luxury market.

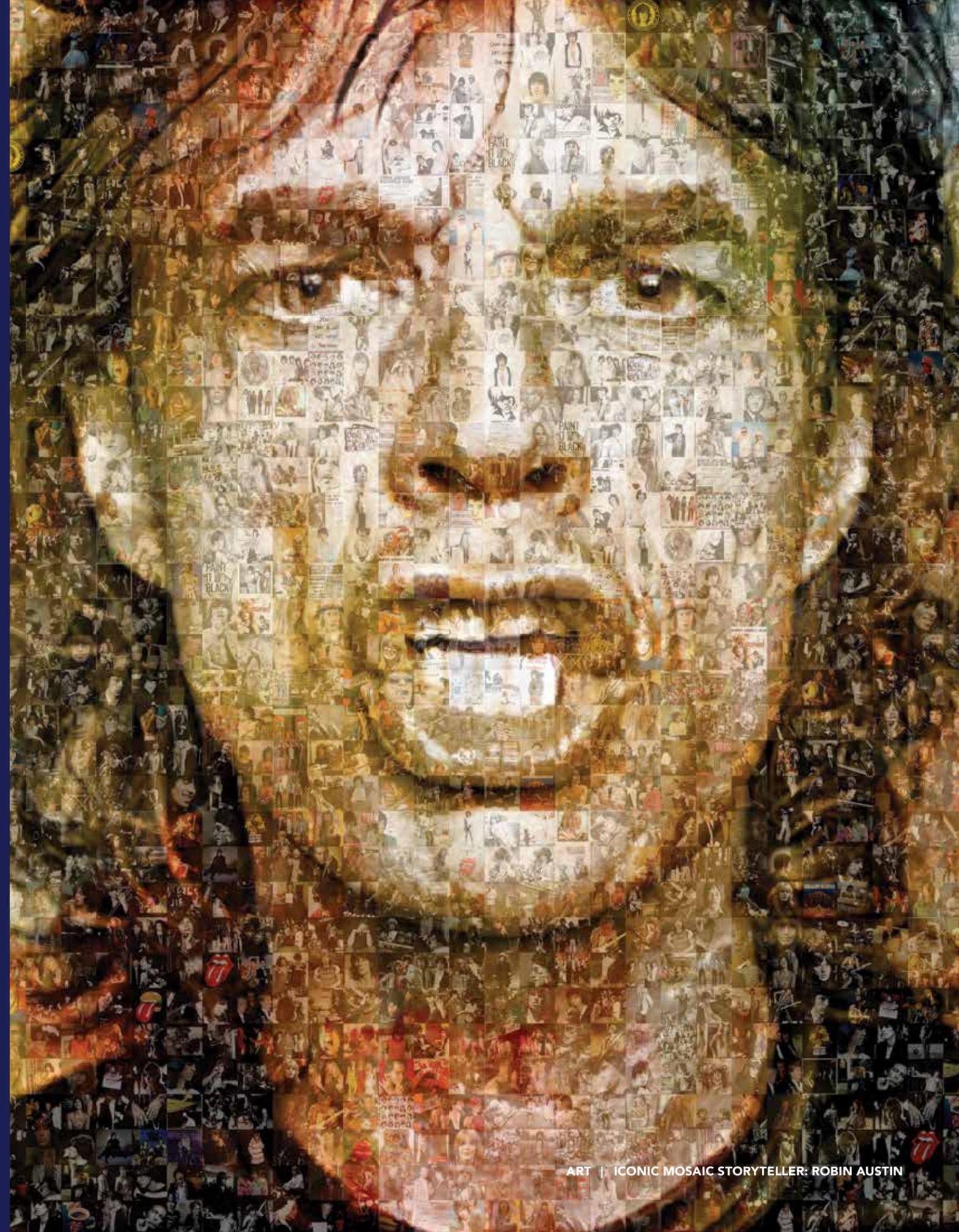
VENÜ is fresh and unique! Our readers are consumers of means, they demand quality, and they desire the finest in luxury products and services. VENÜ is THE premium contemporary culture publication (in print and online) designed to increase brand awareness...

... you are leaving money on the table by overlooking our audience.

We're confident there is not another magazine offering advertisers an opportunity to reach affluent individuals throughout the Northeast, South Florida, luxury events nationwide and globally through both our printed and digital platforms, for the rates Venü offers.

Did You Know?

- VENÜ readers trust us in their quest to find the best products and services.
- Most magazines are read and discarded. Not VENÜ! Our readers tell us that they are collecting and proudly displaying VENÜ on their coffee tables, nestled atop their favorite hardcover art and other collectible books.
- VENÜ's digital subscriptions are also complimentary, and sent to our Ü-LIST Subscribers through our dedicated E-BLASTS before the printed edition is released, plus VENÜ is sent out through our Social Media Outreach (readership 125K)



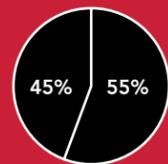
Our readers spare no expense when acquiring luxury goods and services.

Demo**graphics** & Psycho**graphics**

Our desire to educate, amuse and entertain isn't exclusive or prejudiced, and we don't think that age or income alone dictates who has an interest in contemporary culture...

DEMOGRAPHIC:

Our reader is between the ages of 35-68 and earns a minimum salary of \$385K individually per year.



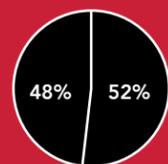
Gender

Male: 45%
Female: 55%



Education

College Graduate: 85%
Some College: 98%



Marital Status

Single: 48%
Married: 52%

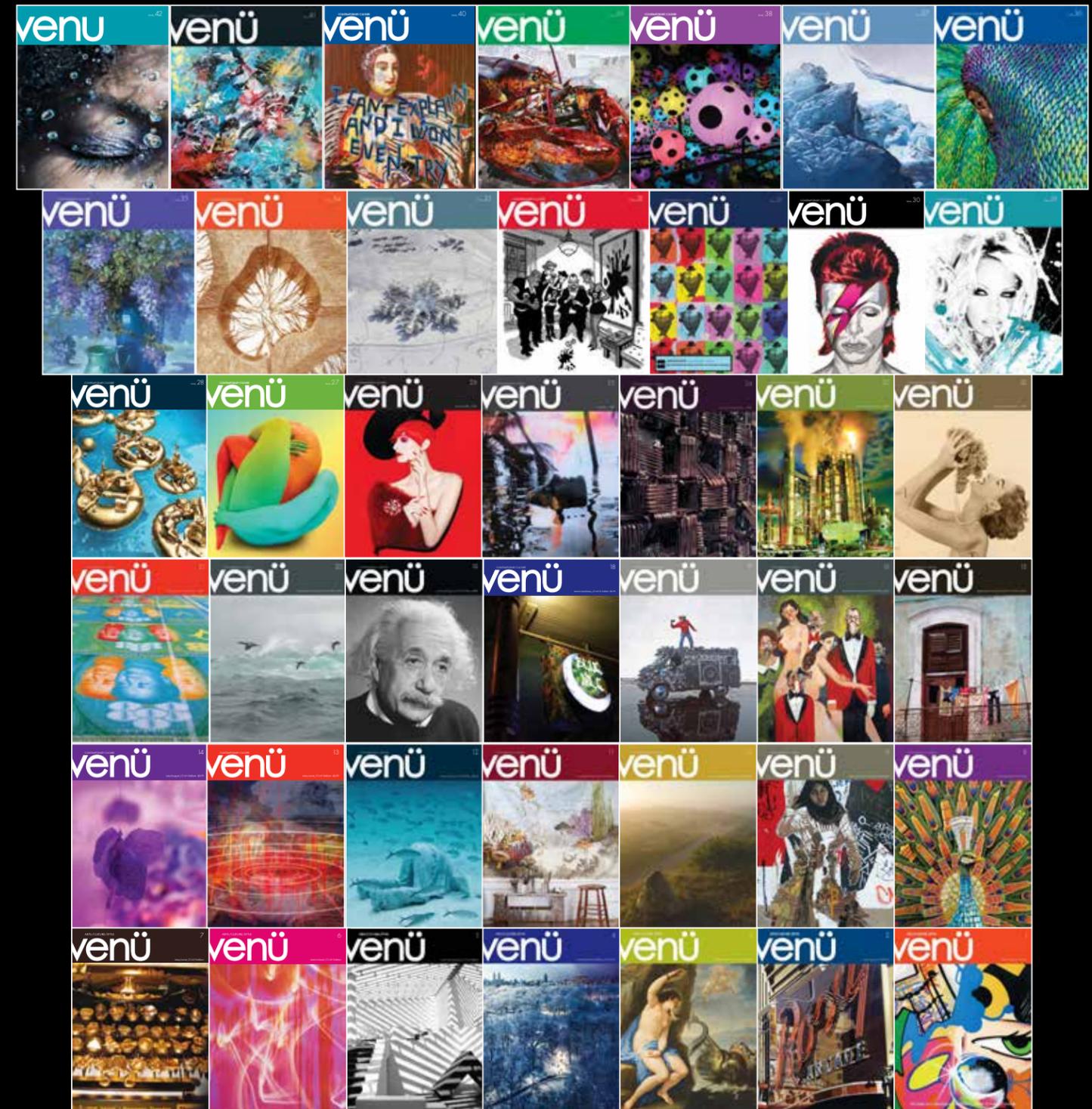
Median Age: 48
Pass Along: 4.3
Average Household Income: \$385K+

PSYCHOGRAPHIC:

According to results of a recent Readers Survey completed in 2014, VENÜ readers are:

- Engaged with the publication**
 Our readers spend approximately 60 minutes reading an issue.
- Loyal Readers**
 97% of our readers have read every issue. 78% have read at least 5 of the last 6 issues.
- Action-Oriented**
 98% told a friend or colleague about a story they read in VENÜ.
 51% visited an advertisers website.
- Satisfied with VENÜ Magazine**
 93% rate VENÜ as "Excellent or Good"
 68% rate VENÜ as "Excellent"

In print and digitally everywhere



VenuMagazine.com

ABOUT THE MAGAZINE

Since 2010, VENÜ has been indulging affluent readers with cutting-edge editorials and captivating visuals dedicated to the world of luxury. From the most alluring artwork in the world, to delicious dishes by famous chefs who share their culinary secrets (and sensational stories), to impressive yachts and posh places to stay when traveling to the hottest destinations, and much more. VENÜ is a collectible magazine that appeals to cultured individuals within the high-income-earner demographic. We celebrate the intelligence and diversity of our audience delivering an upscale publication that rises to the challenge of blending both clean and crisp design with intriguing editorial.

At its core, VENÜ offers its readers insight to original and inspirational topics – and for the advertiser we provide a prestigious and cost-effective platform for marketing your fine products or services to the decision-makers.

INSIDE EVERY ISSUE

VENÜ is timely, and timeless. The editorial mix explores a range of interests, including art, design, travel, food+wine, architecture, style, sustainable living, motoring, yachting, theater, music, film, and much more.

SPECIALIZED DISTRIBUTION

VENÜ is “site-based” + “venue-specific”

“Site-based” places VENÜ through luxury hotels, residential buildings, private jet terminals, museums, galleries, yacht clubs, country and golf clubs, showrooms, boutiques, and more.

“Venue-specific” places VENÜ through the upscale events we media partner with expanded distribution nationally: top art fairs, design shows, yacht shows, wine+gourmet food events, charity fundraising events, Venü POP-UP events and more.

PLUS, we have subscribers for both our printed and digital issues. This strategy ensures your advertisement is seen directly by the customers you want – those with the income to spend!

BONUS! Our readers are telling us they share every issue with their friends and colleagues. On average approximately 4 people will set their eyes upon your marketing message per issue. VENÜ is also generously distributed at several luxury, lifestyle, and cultural events throughout the year.

CIRCULATION

Frequency: Quarterly
Readership: 125k +
Readers Per Issue: 4.3

SOCIAL MEDIA

Instagram: 7k +
Facebook: 2k +
Twitter: 6k +
Venü Ü-LIST newsletter
eblast subscribers: 3k+

AUDIENCE

Median Age of Audience: 48
Female/Male: 59%/41%
College Education: 90%
Currently Employed: 95%
Self-Employed Professional: 65%
Executive or Management Level: 84%
Median Household Income: \$385k +
Average Home Value: \$2.7 Million



VENÜ BULLET POINTS:

Venü is a leading contemporary art, culture, and luxury lifestyle magazine (both in print + digital), based in Connecticut with distribution throughout the Northeast, South Florida, and top locales nationwide through partnerships: Top art shows, food & wine festivals, Design Shows, Yacht Shows and more. Distribution is through leading luxury hotels, residential buildings, private jet terminals, galleries, museums and design centers. South Florida is Venü's sister market, to the Northeast region: (NY/CT/RI/MA)

VENÜ'S PRINTED EDITION IS "SITE-BASED" AND "VENUE-SPECIFIC"

Site-based: through luxury hotels, residential buildings, private jet terminals, museums, galleries, yacht clubs, country and golf clubs, showrooms, boutiques, and more. (regions below)

Venue-specific: through the upscale events we media partner with expanded distribution nationally: top art fairs, design shows, yacht shows, wine + gourmet food events, charity fundraising events, Venü events.

DIGITAL DISTRIBUTION + SOCIAL MEDIA:

Venü's digital version is sent to all our Ü-List subscribers, prior to Venü's hard copies hitting the streets. We additionally promote each issue through Venü's social pages, going viral through [Instagram](#), [Twitter](#), [Facebook](#).

Great value for your (Print, digital, Social) together as a package. Readership 125,000.

****VIEW ALL DIGITAL VENÜ ISSUES, CLICK HERE - OR VENUMAGAZINE.COM**

DISTRIBUTION THROUGH:

- Private Jet Terminals CT/NY/FL
- Rooms at select luxury hotels/Inns
- Concierge at luxury hotels
- Luxury residential buildings/condos
- Exclusive events VENÜ partners with expanded distribution
- Venü POP-UP events (Art, Culinary, Fashion, Design)
- Galleries and museums (Many are advertisers)
- Wineries
- Country clubs and yacht clubs

PRINTED DISTRIBUTION:

- **CT:** Fairfield County, Litchfield County, Eastern Shoreline region (New Haven to Rhode Island).
- **NY:** Westchester County, NYC, The North Shore of Long Island, right to the Hamptons (Hamptons, summer issue), Hudson Valley and Saratoga Springs.
- **FL:** Throughout greater Miami and locations north to Palm Beach, Sarasota and Naples.
- **RI:** Newport and Westerly (Watch Hill)
- **MA:** Boston, (Nantucket + Martha's Vineyard, summer months)
- **CO:** Aspen (Summer months)
- **CA:** select locations in Wine country (advertisers, wineries, restaurants, hotels), Napa, Sonoma, Healdsburg (featured).
- **Events:** Expanded distribution through the events Venü media partners
- **Subscribers - Print:** We offer subscriptions through Venü magazine and our website.
- **Subscribers - Digital/online:** Ü-LIST subscribers, receive Venü's digital version via email free, invitations to upcoming events and newsletter.

ANNUAL EVENTS VENÜ PARTNERED*

**New events to be added quarterly*

JANUARY:

Palm Beach Modern+Contemporary - Palm Beach, FL

FEBRUARY:

LA ART SHOW - Los Angeles, CA (New partnership starts 2020)

Palm Beach Jewelry, Art & Antique Show - Palm Beach, FL

Art Wynwood - Miami, FL

Miami Int'l Yacht Show - Miami, FL

Art Palm Springs - Palm Springs, CA

MARCH:

- Architectural Digest Design Show - Manhattan, NY
- Palm Beach Int'l Yacht Show - Palm Beach, FL
- Boston Design Week - Boston, MA

APRIL:

- AD20/21 (Art+Design) - Boston, MA
- Trevini Ristorante: Venü Après Boat Show & Season Closing Party - Palm Beach FL
- Florida Winefest & Auction - Sarasota, FL

MAY:

- ART NEW YORK - NYC

JUNE:

- Luxury Marketing Council's Family Polo Day - Greenwich, CT (Greenwich Polo Grounds)

JULY:

- Art Market Hamptons - Bridgehampton, NY
- Reveal Int'l Contemporary Art Fair - Saratoga Springs, NY
- Art Aspen - Aspen, CO

SEPTEMBER

- Affordable Art Fair, NYC

OCTOBER:

- Audrain's Newport Concours, Newport, RI
- WestEdge Design Fair, Los Angeles, CA
- Boston Int'l Fine Art Fair, Boston, CT

NOVEMBER:

- FLIBS - Fort Lauderdale Int'l Boat Show, Fort Lauderdale, FL
- SOFA (Sculpture, Objects, + Functional Art), Chicago, IL
- ROOMS with a VIEW, Southport, CT

DECEMBER:

- Art Miami - Miami, FL
- Context Art Fair - Miami, FL
- Aqua Art Fair - Miami, FL
- Venü POP-UP event during Art Week/Basel, Miami, FL

We're confident there is not another magazine offering advertisers an opportunity to reach affluent individuals throughout the Northeast, South Florida, luxury events nationwide and globally through our digital platform, for the rates offered. Venü is a collectible coffee-table magazine, people tend to keep every issue of Venü.

Production

Dimensions

Ad Size	Trimmed	Full-Bleed	Non-Bleed
Full Page	9" x 11"	9.25" x 11.25"	8.125" x 10.125" H
Two-Page Spread	18" x 11"	18.25" x 11.25"	17.25" x 10.125" H
Half Page (Horizontal)	–	–	8" x 5" H
Half Page (Vertical)	–	–	3.875" x 10.25" H
Quarter Page	–	–	3.875" x 5" H

File Preparation

Typesetting	To avoid clipping, all type and elements on full-bleed advertisements must be inset a minimum of .375" away from the trim on all sides, and .5" from the gutter.
File Type	Print-ready PDF files ONLY. Two-page spreads should be separated into single pages with crop and bleed marks indicated. NO spot colors, convert all colors to CMYK. Include all fonts, hi-res CMYK images, logos and graphics.
Images Resolution	Minimum 300 dpi, CMYK format.
Line Art Resolution	Set to a minimum of 1200 dpi.
Line Screen	175 lines per inch.
Mail Ad Materials	VENÜ MAGAZINE 840 Reef Road, 2nd Floor, Fairfield, CT 06824 + 1-203-258-4555 Phone + 1-484-259-2073 Fax
Email Ad Materials	advertising@venumagazine.com Please send an email confirmation that your advertising materials were sent to: tthomas@venumagazine.com