

## ASPEN LIVING AT ITS FINEST

From renowned residents to international celebrities: That's who you'll find both within the pages and reading *ASPEN PEAK* magazine, the premiere luxury-lifestyle publication chronicling the undisputed pinnacle of alpine jet-set destinations. Boasting the country's most expensive residential real estate and a bounty of world-class luxury boutiques, Aspen's vibrant fashion, dining, nightlife and cultural scenes come to life within *ASPEN PEAK* in two captivating issues each year. Founded in 1830 as a percolating silver mining town and re-imagined in 1937 to become one of the world's most celebrated ski havens, Aspen has transcended from upscale winter resort to a sparkling, year-round enclave of style and sophistication.

# Calendar

ISSUE	SPACE RESERVATION	MATERIALS	AVAILABLE
WINTER	October 10, 2014	October 17, 2014	November 21, 2014
SUMMER 2015	April 2015	April 2015	May 2015

# Rates

**PRINTED AND DISTRIBUTED: 40,000  
ABC-AUDITED**

AD SIZE	1X	2X
FULL	\$18,025	\$16,225
SPREAD	\$34,250	\$30,825
HALF PAGE	\$10,815	\$9,735
QUARTER PAGE	\$7,210	\$6,490
COVER 2/PAGE 1	\$40,250	
COVER 3	\$21,000	
COVER 4	\$31,500	

- All rates are net
- Premium positions +25%
- Calendar, availability, and rates subject to change based on strategic opportunities, reader and market needs

**FOR MORE INFORMATION**, contact Alex Halperin, Publisher, at [alexandra.halperin@nichemedia.net](mailto:alexandra.halperin@nichemedia.net) or 970-429-1215 or your local *Aspen Peak* representative.

Visit [aspenpeak-magazine.com](http://aspenpeak-magazine.com)

# Where you can find us...

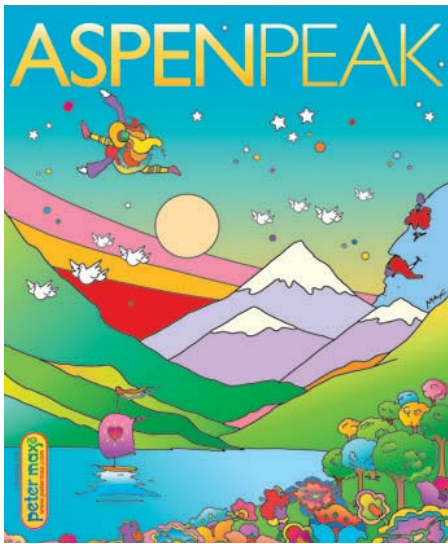
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Above the Salt	Gisella	Prada
Ajax Tavern	Gorsuch	Remede Spa
Alpine Property	Gucci	Roaring Fork Club
Anderson Ranch	Heidi Hat	Rifle Airport
Amen Wardy Home	Henry Beguelin	Royal Street Fine Art
Aspen Alps	Hotel Jerome	Rustique
Aspen Airport	Hyatt Grand Aspen	Salon Tullio
Aspen Private Airport	Il Mulino	Sashae Arts and Floral Gifts
Aspen Brewing Company	Jet Set	Silver Threads, Inc
Aspen Club and Spa	JH Todd Interiors, Inc	Sports Center
Aspen Meadows Resort	Jimmys Restaurant and Bar	Specialty Foods of Aspen
Aspen Mountain Lodge	Jour de Fete	St Regis Boutique at the St Regis
Aspen Sports	Kathryn Penn Jewelry	Steakhouse No. 316
Baldwin Gallery	Kali Denim	Stefan Kaelin Ski and Golf
Balentine Collection	Kemo Sabe	Sugar Sweet Clothing
Blitz Clothing	La Cantina	Syzygy
Bloomingbirds	La Martina	Takah Sushi
Boogies	La Palapa	Testosterone Aspen
Boyce Joan LTD	Land Rover	The Buffalo Collection
Brunello Cucinelli	Lather	The Galerie
Burberry	LivAspenArt	The Gant
Caribou Club	Loro Piana	The Little Bird
Caribou Jewels	Louis Vuitton	The Little Nell
Casterline/Goodman Gallery	M Salon	The Meatball Shack
CB Paws	Maison Ullens	The Red Onion
Christian Dior	Maja DuBrul	The Restaurant
Christopher H. Martin Gallery	Malo Aspen	The Ritz-Carlton Destination Club
Clark's Market	Manrico Cashmere	The Spa at The Viceroy
Cos Bar of Aspen	Mark Richards	The Sports Center
Covet	Maroon Creek Club	The St Regis Aspen Resort
Cuvee World Bistro	Matsuhisa	The Timbers Club
D&E	Meridian Jewelers	Ute City
Dancing Bear	Mezzaluna	Vail Valley Jet Center
Daniel's Antiques	Noori's Collection	Vickers Collection
Distractions	North Face Summit Shop	Victoria's
E.S. Lawrence Gallery	North of Nell	Wheeler Opera House
Eagle Vail Airport	O2	Whole Foods Market
Element 47	Optical Shop of Aspen	Wild Fig
Elevation	Pacifica Seafood	Wine Prospector
Elliott Yeary Gallery	Peaches Corner Café	Vicero
Fasching Haus	Performance	Viceroy Snowmass
Fendi	Pismo Fine Art Glass	Zocalito Latin Bistro
Frette	Pitkin County Dry Goods	
Gallery Maximillian	Poppycock's	

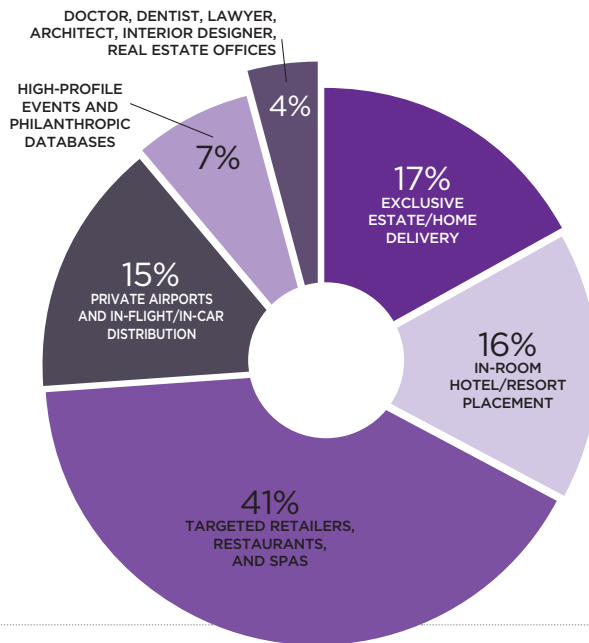
# Distribution Readership

**Two times a year, 40,000 copies of *Aspen Peak*** (Audited by AAM, formerly ABC) are printed and distributed\*, targeting affluent residents and visitors with the highest disposable income and spending power in Pitkin, Eagle, and Garfield Counties, which includes the communities of Aspen, Basalt, Carbondale, Snowmass, Woody Creek, Old Snowmass, and Redstone.

Through our strategic distribution model and significant investment in verified data from Nielsen Claritas, *Aspen Peak* is the **ONLY** magazine guaranteed to reach the sophisticated and affluent audience in the Aspen market.



\*Distribution subject to change based on strategic opportunities, reader and market needs



## HOUSEHOLD INCOME

\$200K+	99%
\$250K+	44%

FEMALE	47%
MALE	53%

AVERAGE AGE	49.6
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## LIQUID ASSETS

\$1MM+	92%
\$2MM+	61%

## READER LIFESTYLE

**Compared to the general population, *Aspen Peak* readers are:**

**2x more likely** to spend more than \$3,000 on domestic travel

**2x more likely** to drink super premium beers or imported wines

**2x more likely** to vacation at a spa

**2x more likely** to own ski equipment/take a vacation

**2x more likely** to go on vacation for the purpose of shopping

## BUYING POWER

**Compared to the general population, *Aspen Peak* readers are:**

**2x more likely** to shop at luxury retailers

**4x more likely** to have liquid assets over \$2 million

**5x more likely** to have annual HHI over \$200,000

**4x more likely** to drive a prestige luxury vehicle

(Audi, Aston Martin, Bentley, BMW, Cadillac, Ferrari, Infiniti, Jaguar, Land Rover, Lexus, Maserati, Mercedes-Benz, Porsche)

**2x more likely** to own a second home or investment real estate

**2x more likely** to purchase fine jewelry

Niche Media's distribution model is designed to ensure we reach the most affluent and active consumers in each of our markets. We invest significantly in independent primary research as well as secondary data from multiple research providers. Statistical information gathered from Claritas, part of the Nielsen Company, a world-leading demographic research information and media company. Claritas ensures access to consumers with household incomes in excess of \$200,000 and liquid assets of more than \$750,000. Demographic information is based on the direct mail program.





# ASPENPEAK®

M A G A Z I N E

2014  
WINTER ISSUE

- The ultra-wealthy flock to Aspen each winter to enjoy world class dining, shopping, culture and adventure
- Aspen is on "Forbes" America's most expensive zip codes list
- Aspen ranked #1 for highest volume of listings \$10 mil.+ , June 2012–13
- Retail sales in Aspen are up 8% in 2013
- Occupancy rates for 2013 are up 9%
- \$5 million dollars is spent on clothing each month in Aspen
- \$12 million dollars is spent on accommodations and lodging each month in Aspen

## Distribution

- 17% Exclusive estate delivery
- 16% In-room hotel placement
- 41% Targeted retailers, restaurants, & spas
- 4% Aspen professional lobbies
- 15% Private airports, in flight, and limousines
- 7% High-profile philanthropic events

**Materials Due Friday, October 17, 2014**

**Available: November 21, 2014**

## Winter Events

September 26–27  
Aspen Peak Ski Fashion Show

December 30  
Ajax Cup with Antonio Banderas

January 22–25  
X-Games

February 12  
Chocolate Classic

February 16  
Light It Up Blue

## Aspen Peak Reader Profile

2x More likely to shop at luxury retailers

4x More likely to drive a prestige luxury vehicle

6x More likely to have liquid assets over \$2M

2x More likely to go on vacation for the purpose of shopping

3x More likely to own ski equipment/take a vacation

Statistics provided by Claritas, part of the Nielsen Company

## Top International Markets

Brazil, Australia, Russia, and China

## Top US Markets

Texas, California, Florida, New York, and Illinois