

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 also available digitally, online.*



MEDIA KIT 2018

[venumagazine.com](http://venumagazine.com)

Offering distinct advantages well above other publications targeting the regional marketplace.

# 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 regional magazines 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, motoring, film, music and so much more. We further tantalize our audience with provocative profiles and exposés of tastemakers and urbane influencers.

## What is *VENÜ Magazine* 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.



A premium environment for maximizing your brand awareness and identity.

# Who should Advertise with VENÜ?

Local, 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.

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 in front of an affluent market that purchases your products and services.**

# Circulation & Distribution

Ensuring that your brand is positioned before affluent residents and visitors with the highest discretionary income and spending power, *Venü Magazine* 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 and newsstands. Plus our exclusive distribution through affluent events we media partner.

*VENÜ* is also available online through our website and through 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*, Facebook and Twitter pages.

*Our readers frequently share their issues with friends and colleagues — an average of 3.2 people read each issue. VENÜ is also hand-delivered to high-end, luxury lifestyle, and cultural events, and generously distributed at exclusive VENÜ events.*

## **Showcase your brand and increase your market share**

- Frequency: Quarterly (four times per year)
- Distributed: Monthly
- Audience (Print & Online): 95,000+
- Readers Per Issue: 3.2
- 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 \$395K.

## 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 designed to increase brand awareness...

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

## 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.



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.



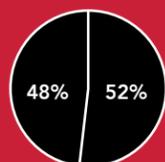
### Gender

Male: 45%  
Female: 55%



### Education

College Graduate: 85%  
Some College: 98%



### Marital Status

Single: 48%  
Married: 52%

Median Age: 48  
Pass Along: 3.2  
Average Household Income: \$385K

## PSYCHOGRAPHIC:

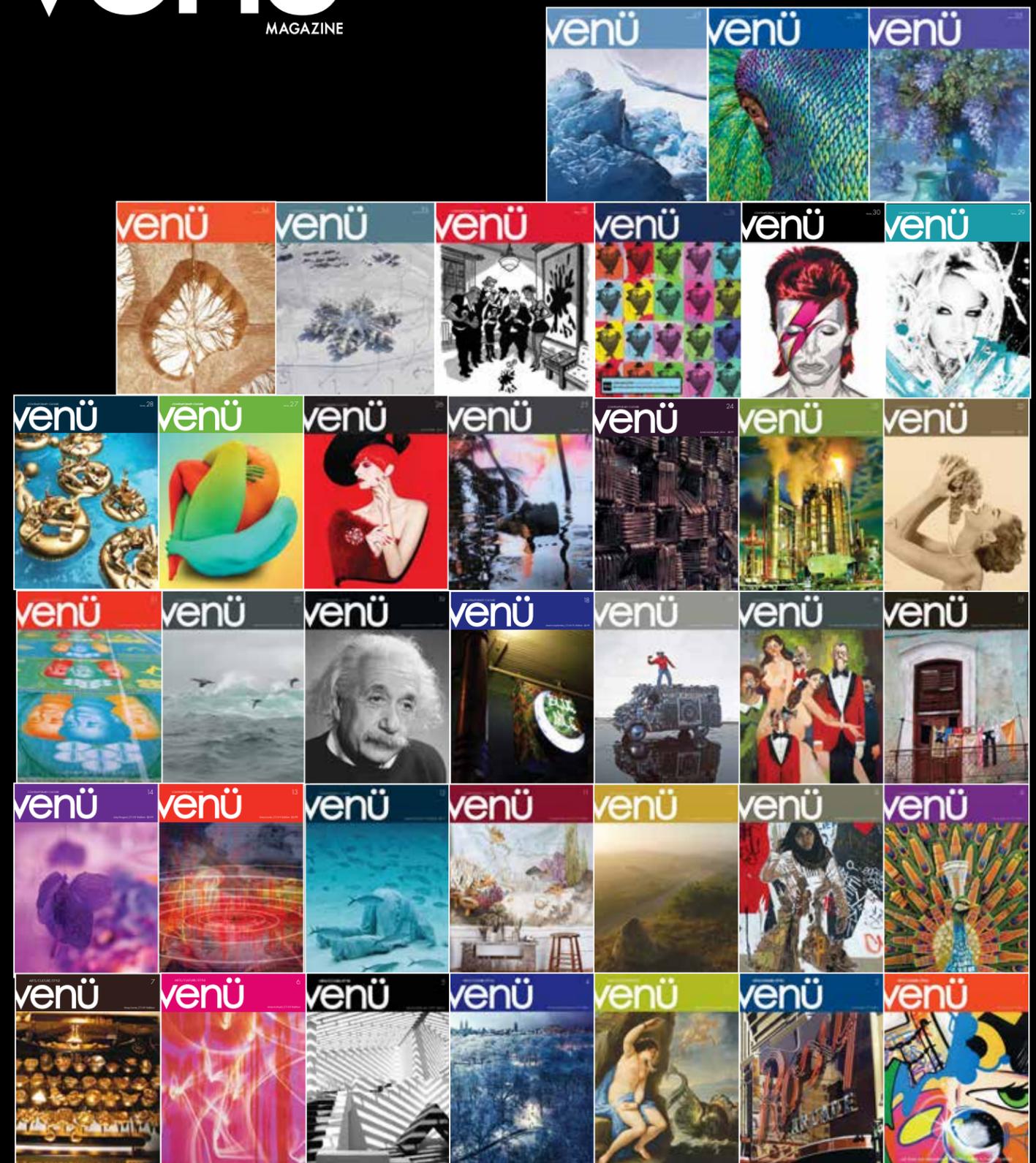
According to results of a recent Readers Survey completed in 2014, VENÜ readers are:

- Engaged with the publication**  
 Our readers spend approximately 60 to 90 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"

SOURCE: Publisher's data; reader survey January 2014

CONTEMPORARY CULTURE  
**venü**  
MAGAZINE

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.



**IN PRINT & VIRTUALLY EVERYWHERE**  
VenuMagazine.com