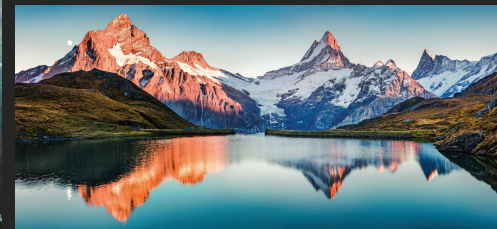
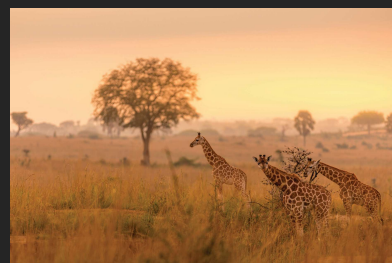




Preferred Brand B2C Publications

Media Kit

2026



Preferred Brand Publications

B 2 C P u b l i c a t i o n 2 0 2 6

B2C Publications

- Preferred Travel magazine
- Preferred Global co-op brand ad program

Addeundum

B2B Publication

- Worldwide Hotel Listing



Preferred Travel magazine

Leading luxury travel publication

Publication 2026 Schedule

- Vol 31, March
- Vol 32, June
- Vol 33, September
- Vol 34, December

Audience

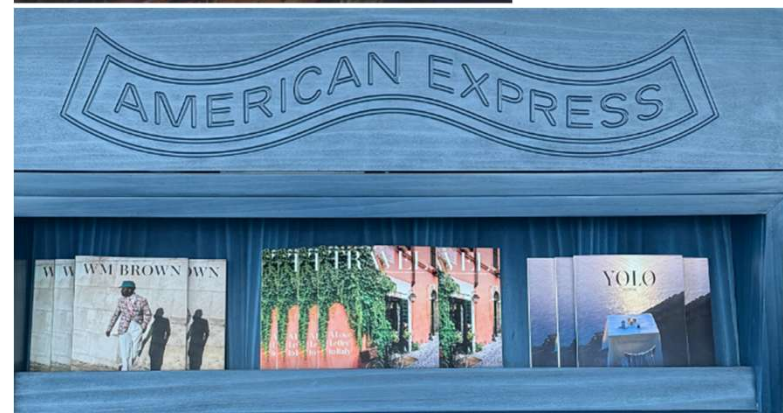
- Avg Age: 34-54
- Avg HHI: \$350k+
- Avg HNW: \$2M+

Distribution

- 600 hotels, resorts, residences in 80 countries
- AMEX Centurion Lounges
- AMEX Centurion Digital Library
- PressReader- largest global digital newsstand
- www.PreferredTravelMag.com

Reach

- Rate base – 100,000
- Audience – 700,000
- Total brand footprint – 1,000,000



Preferred Travel magazine

Branding Opportunities

Branding Advertising

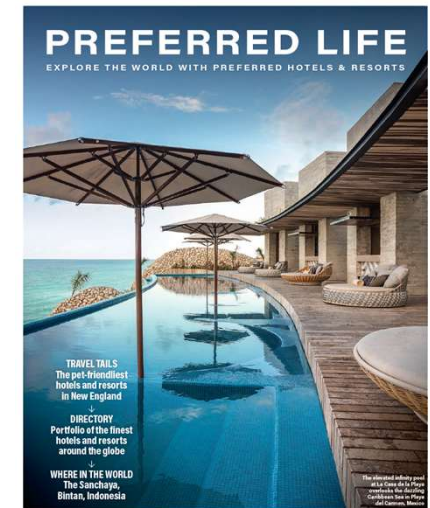
- Page Rates (Net):
 - Full page:
 - 1-2x = \$10,500
 - 3-4x = \$7,500
 - Double Page:
 - 1-2x = \$21,000
 - 3-4x = \$15,000
- Rail listing in Worldwide Hotel Directory:
 - Cost = \$350 net
- Preferred Life edit opener:
 - Cost = \$2,000 net

2026 Ad Space Deadlines

- Vol 31, March - Space deadline – Jan. 6, 2026
- Vol 32, August - Space deadline – March 16, 2026
- Vol 33, September - Space deadline – June 26, 2026
- Vol 34, December - Space deadline – October 1, 2026



Full page brand ad example



Preferred Life edit opener

ITALY	
LXV	Hotel Villa Cipriani, Asolo
LXV/PHR	Locanda Rossa, Capalbio
LXV	Villa Marina Capri, Capri
LXV	Casa di Langa, Corretto Langhe
LXV	Hotel Sassonghor, Cortina
LXV	Grand Hotel Courmayeur Mont Blanc, Courmayeur
LXV	Bernini Palace Hotel, Florence
LIF	Hotel Number Nine, Florence
LIF	Sanse Experience Resort, The, Fofonica
LXV	Grand Hotel Imperiale, Forte dei Marmi
LEG	Lefay Resort & SPA Lago di Garda, Gargnano
LXV	Hotel Bristol Palace, Genova
LXV	Excelsior Belvedere Hotel & SPA, Ischia
LXV	Almar Giardini di Costanza Resort & SPA, Mazara del Vallo
LEG	Armani Hotel Milano, Milan
LIF	Milano Verticale LUNA Esposizione, Milan
LXV/PHR	Rosa Grand Milano – Starhotels Collezione, Milan
LIF	Square Milano Duomo, The, Milan
LEG	Passalacqua, Moltrasio
LEG	Castellotti, Montorio
LIF	Grand Hotel Santa Lucia, Naples
LIF	Preidhof Luxury Dolce Vita Resort, Naturno
LIF	Castello Dal Pozzo Resort, Oleggio Castello
LIF	SAVOY HOTEL & SPA, Pesum
LIF	HOTEL EXCELSIOR SPA & LIDO, Pesaro
LEG/PHR	Lefay Resort & SPA Dolomiti, Pinzolo
LXV	Covo Del Saraceni, Positano
LEG	Excelsior Palace Portofino Coast, Rapallo
LIF/PHR	Corso 281, Rome
LXV	DOM Hotel, Rome
LXV	First Musica, The, Rome
LXV	First Roma Arte, The, Rome
LXV	First Roma Dolce, The, Rome
LXV	Palazzo Roma, Rome



MYCONIAN VILLA COLLECTION, MYKONOS, GREECE



ALMAR GIARDINO DI COSTANZA RESORT & SPA, MAZARA DEL VALLO, ITALY

WWHL Rail image listing

The Power of Print Brand Advertising

Effectiveness

Inherent Advantages with Print Brand Advertising:

- Print is Trusted
 - 46% U.S. adults say they Trust Print Ads
 - 19% say they trust social media ads
- Science to back it up
 - Luxury magazines are a multi-sensory experience
 - Print ads elicit a stronger emotional response and longer lasting impact than digital
 - Readers spend more time with physical ads with stronger staying power
- Print readers attracts a more affluent and influential audience
- More focused eye
 - Brand message resonates more deeply
 - Print allows you to step away from the barrage of screen/digital impulses
- Brand ad continuity
 - Builds strong brand equity, fosters trust and creates lasting impression
 - Repetition reinforces brand recognition and increases likelihood of conversion

*Research:

- C&EN Buying Power Survey 2023
- Neuromarketing Study by Temple University & USPS



Preferred Travel magazine

Material Specifications and deadlines

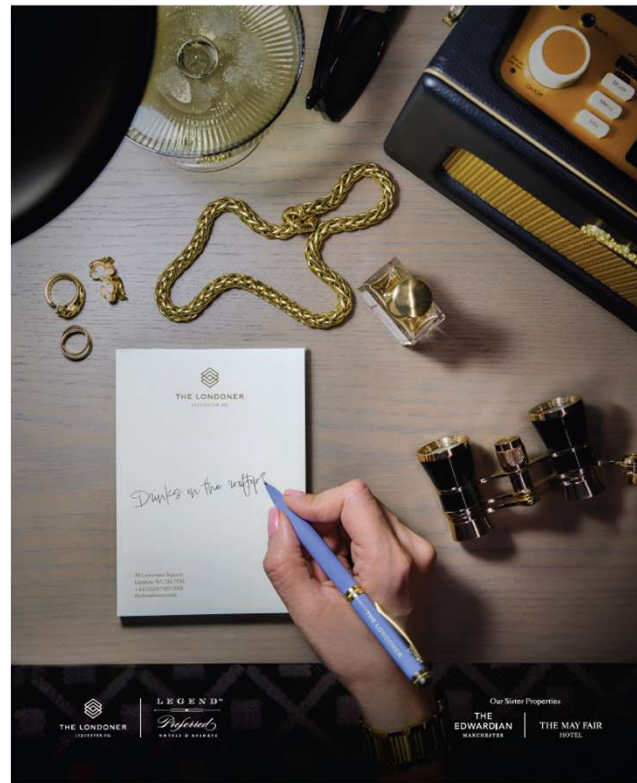
Print File Preparation

- High-res CMYK PDF files with all fonts embedded
- Clearly label the file with the featured company name and the correct volume
- Black text should be supplied as 100% black, not 4-color black
- Final creative sent with no crop marks
- Take note of bleed size and allow for trim + live size
- Email final creative to: eallerton@preferredtravelgroup.com

<u>Size</u>	<u>Full Page (w x h)</u>	<u>Spread (w x h)</u>
Bleed Size	231 mm x 281 mm	456 mm x 281 mm
Trim Size	225 mm x 275 mm	450 mm x 275 mm
Live Area	205 mm x 255 mm	430 mm x 255 mm

2026 Material Deadlines

- Vol 31, March - deadline – Jan. 13, 2026
- Vol 32, August - deadline – March 23, 2026
- Vol 33, September - deadline – July 3, 2026
- Vol 34, December - deadline – October 7, 2026





Preferred Print Brand Advertising

C o - o p P r o g r a m

Preferred Global Print Brand Ad

CO-OP PROGRAM 2026

The Preferred Hotels & Resorts' global brand co-op advertising program is a yearlong campaign utilizing the most highly esteemed, global luxury travel publications.

As a member, your unique brand may participate and reach a dynamic luxury audience, cost efficiently.

Audience

- Passionate, avid luxury global travelers

Branding Opportunity

- Image placement inclusion
 - Rate = \$2,500 - \$6,000 net per placement

Materials

- No materials needed - turnkey

Publications

- Conde Nast Traveler
 - Americas; India
- Travel & Leisure
 - Americas; India; Italy
- Town & Country
- KINGDOM Golf magazine
- CREA Traveller
- Financial Times- HTSI
- Afar
- Departures International
 - Switzerland; UK; Mexico; Hong Kong; Japan; Germany

Preferred
HOTELS & RESORTS

Luxury Travel Begins Here

Begin your journey with 600 hotels, resorts,
and residences in 80 countries.
PreferredHotels.com

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MONUMENT HOTEL
Barcelona, Spain

CAMP CREEK INN
Inlet Beach, Florida, USA

ARMANI HOTEL MILANO
Milan, Italy

Preferred | **LEGEND** | **LVX** | **LIFESTYLE** | **Preferred**
HOTELS & RESORTS | RESIDENCES

AM
EX

Preferred global brand print ad schedule



	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCTOBER	NOVEMBER	DECEMBER
DEPARTURES INT'L									Departures UK Germany Japan		Departures Switzerland + Hong Kong	Departures Mexico
TRAVEL & LEISURE					T&L Americas IT + 500 List Issue			T&L WORLD'S BEST AWARDS	T&L India Adventure Issue	T&L Americas Culinary T&L Mexico	T&L Americas Best in Class T&L India: Hotels issue	T&L Americas Destination of the Year
CONDE NAST TRAVELER GLOBAL	CNT America + UK GOLD LIST				CNT America HOT LIST Issue			CNT India Destination Wedding		CNT READER'S CHOICE AWARDS	Middle East + India READER'S CHOICE AWARDS	Americas Winter Sun Issue
KINGDOM GOLF				Kingdom Spring Majors Issue				Kingdom Summer Travel Issue			Kingdom Fall/Winter- List + 2025 Preview Issue	
TOWN & COUNTRY ----- CREA						Town & Country Travel Issue				CREA Traveller Japan Hotels Issue		
FORBES ----- Financial Times: HTSI				Forbes Travel Star Awards						FT-HTSI Travel issue		

Addendum

B2B publication platform



B2B: Worldwide Hotel Listing

Travel advisors + agencies

An invaluable resource for the travel trade industry, this detailed listing of 600 independent hotels, resorts, and residences is easy to navigate and utilized regularly by individual advisors and travel agencies.

Audience

- Preferred Travel Advisors + Agencies
- Global Trade Industry Conferences
- Preferred Global Sales Offices

Distribution

- Multichannel: Print + Digital
- Published 3x per year:
 - April – space deadline – Feb. 6, 2026
 - August – space deadline – June 12, 2026
 - December – space deadline – Oct. 1, 2026

Rates

- Full Page brand ad = \$2,900 net
- Listing image = \$725.00 net

Material Specifications

- Full Page Brand Ad
 - Bleed Size: 8.750 in x 11.250 in
 - Trim Size: 8.5 in x 11 in
 - Resolution: 300 DPI
 - File Type: PDF
 - Color Space: CMYK
 - No crop marks
- Listing Image
 - No materials needed
 - *space limited: first come, first served



NEW JERSEY				Guestrooms
L.V.X.	»	Pendry Natirar	Peapack and Gladstone	68
NEW YORK				
L.V.X.	»	Lake House on Canandaigua, The	Canandaigua	125
L.V.X.	»	Garden City Hotel, The	Garden City	269
LEG	»	Baccarat Hotel New York	New York	114
LEG	»	Dominick, The	New York	391
LIF	»	Maritime Hotel, The	New York	126
LIF	»	Michelangelo New York - Starhotels Collezione, The	New York	179
LIF	»	ModernHaus SoHo	New York	114
L.V.X.	»	Park Lane New York	New York	610
L.V.X.	»	Pendry Manhattan West	New York	164
LIF	»	Prince Kitzano New York, The	New York	149
LIF	»	Royalton Park Avenue	New York	249
L.V.X.	»	Sherry-Netherland, The	New York	50
LIF	»	Smyth Tribeca	New York	100
LEG	»	The Mark	New York	150
L.V.X.	»	Virgin Hotels New York	New York	460
L.V.X.	»	Wall Street Hotel, The	New York	181
OHIO				
LIF	»	Summit Hotel, The	Cincinnati	239
LIF	»	Blackwell Inn and Plaza Conference Center, The	Columbus	151
OREGON				
LIF	»	Retreat at Silver Valley Ranch, The	Seneca	46
PENNSYLVANIA				
L.V.X./PRR	»	Hemlockin	Farmington	260
LIF	»	Hotel Rock Litz	Litz	139
RHODE ISLAND				
L.V.X.	»	Brenton Hotel	Newport	57
L.V.X./PRR	»	Preserve Sporting Club & Resort, The	Richmond	51
SOUTH CAROLINA				
LEG/PRR	»	Montage Palmetto Bluff	Bluffton	230
LEG	»	Hotel Bennett, Charleston	Charleston	179

LEG - LEGEND L.V.X. - L.V.X. LIF - Lifestyle PRR - Preferred Residences
» participates in I *Preferred* Hotel Rewards | T.P.A. - Preferred Travel Partner

**We are here to serve
our member hotels'
brand marketing needs**

Brand marketing consultation:
Elizabeth Allerton – Eallerton@PreferredTravelGroup.com
+1.917.903.0863