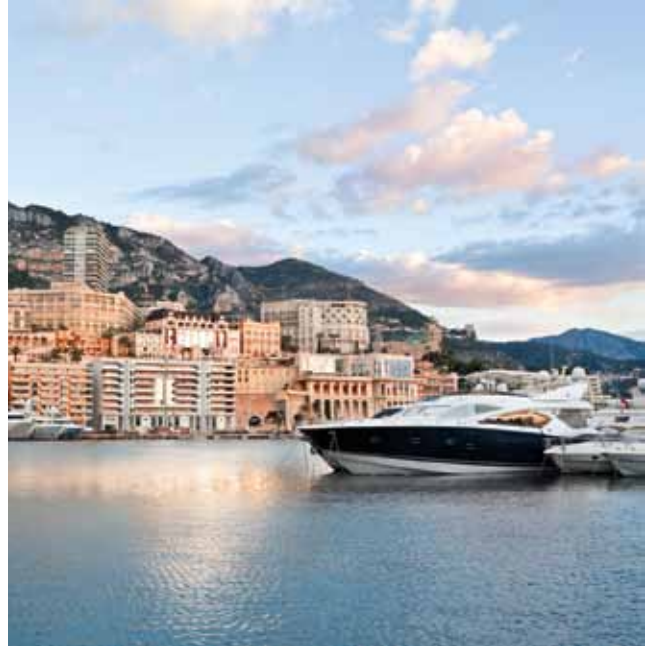


Fairmont

HOTELS & RESORTS

FAIRMONT MAGAZINE | MEDIA KIT 2012



PUBLISHED BY





FAIRMONT AWARDS

2009 NORTH AMERICAN TRAVEL JOURNALISTS ASSOCIATION
Grand Prize, Photography
Alex Farnum
"The Full Maui"
Fall/Winter 2010 Issue

2009 PROCTER & GAMBLE BEAUTY AND GROOMING AWARDS
Finalist: Best Beauty Feature in a Magazine or Newspaper
Jean-Francois Légaré
"Tailor-Made London"
Fall/Winter 2010 Issue

2009/10 PEARL AWARDS, CUSTOM PUBLISHING COUNCIL (US)
2009 Bronze Award: Most Improved Publication (Editorial)
2010 Silver Award: Design, Best Cover

2009 I LOVE ED AWARDS (UK)
Finalist: Best Travel Leisure Title

2009 OZZIE AWARDS FOLIO: MAGAZINE (US)
Gold Award: Best Redesign, Custom (Design)

OUR PROFILE

Our mission is to turn moments – time spent with the magazine – into memories for our readers, Fairmont’s guests. The magazine creates distinctive emotional connections with readers by engaging them with authentic content that speaks to them as travellers and is relevant to their lifestyle and experiences in the world at large.

A reader’s experience of Fairmont magazine confirms their choice of Fairmont as a brand that represents who they are, a brand they can trust, and it places that brand in the wider world.

Fairmont is a consumer lifestyle magazine published twice a year designed to inspire readers and showcase the finer things in life. In every issue we try to take a unique approach to bringing reader value and engagement covering:

ART & DESIGN
FASHION
FOOD & DRINK

WELLNESS
SPORT
TECHNOLOGY

TRAVEL
CULTURE
EXPERIENCES



FAIRMONT HOTELS & RESORTS are known not only for their elegant properties but also for their unparalleled service. What began as one hotel in 1906 has grown into one of the leading hotel companies of the world, with luxury properties in the most spectacular locations across North America, the Middle East, Africa, Mexico, Central America, Europe, and the Caribbean. Fairmont Hotels & Resorts have earned the loyalty of their guests by exceeding expectations and providing warm and personal service in distinctive surroundings.



File requirements:

PDF/X-1 with fonts embedded, all pictures; saved in CMYK.

AD FILE DETAILS:

FONTS: Minimum 6 pt type, Minimum 8 pt reverse type

RULES: Do not use hairline rules

BLACK RULES: 1/4 pt minimum

COLOUR RULES: 1/2 pt minimum

PHOTOS: 300 dpi
CMYK mode.
Maximum density 300.

COLOURS: CMYK colours only.
NO PANTONE COLOURS!

RICH BLACKS: Use 100K combined with 40C to provide rich black

CROP MARKS: Please offset crop marks and colour bars by .25".

PROOF: SWOP certified colour proofs. Proofs should include colour bars with 25%, 50%, 75% and solid areas for each colour. Provide same size (100%) as file submitted. Include bleeds and trims.

Spafax Canada will not be responsible for colour reproduction or any other deviation from original proofs without a SWOP colour proof.

2012 Advertising Rates

	CANADIAN	U.S. & INTERNATIONAL*	BOTH
FULL PAGE	\$11,765	\$7,500	\$17,500
DPS	\$22,000	\$14,100	\$32,900
OBC	\$14,705	\$9,375	\$21,875
IFC SPREAD	\$27,060	\$17,250	\$37,560
IBC	\$13,530	\$8,625	\$20,125

INSERTS: Please contact us for information, 416-350-2425

Guaranteed Positioning: 15% premium

All rates are Gross CDN \$

*International Includes: Europe, Asia, Middle East, Africa, Bermuda, Caribbean and Central America

2012 Closing Dates

	SPACE	MATERIAL	IMPACT DATE
SPRING/SUMMER 2012	MAR. 16, 2012	MAR. 23, 2012	APR. 27, 2012
FALL/WINTER 2012	SEPT. 14, 2012	SEPT. 21, 2012	OCT. 28, 2012

Specifications



DOUBLE PAGE SPREAD*

AD SIZE: 18" x 10.875"
WITH BLEED: 18.25" x 11.125"
TYPE SAFETY AREA: 17.5" x 10.375"
NON-BLEED AD SIZE: 17.5" x 10.375"



1/2 PAGE VERTICAL

AD SIZE: 4.375" x 10.875"
WITH BLEED: 4.625" x 11.125"
TYPE SAFETY AREA: 3.875" x 10.375"
NON-BLEED AD SIZE: 3.875" x 10.375"



FULL PAGE

AD SIZE: 9" x 10.875"
WITH BLEED: 9.25" x 11.125"
TYPE SAFETY AREA: 8.5" x 10.375"
NON-BLEED AD SIZE: 8.5" x 10.375"



1/3 PAGE HORIZONTAL

AD SIZE: 9" x 3.5"
WITH BLEED: 9.25" x 3.75"
TYPE SAFETY AREA: 8.5" x 3"
NON-BLEED AD SIZE: 8.5" x 3"



1/2 PAGE SPREAD*

AD SIZE: 18" x 5.375"
WITH BLEED: 18.25" x 5.625"
TYPE SAFETY AREA: 17.5" x 4.875"
NON-BLEED AD SIZE: 17.5" x 4.875"



1/3 PAGE VERTICAL

AD SIZE: 3.111" x 10.875"
WITH BLEED: 3.361" x 11.125"
TYPE SAFETY AREA: 2.611" x 10.375"
NON-BLEED AD SIZE: 2.611" x 10.375"



1/2 PAGE HORIZONTAL

AD SIZE: 9" x 5.375"
WITH BLEED: 9.25" x 5.625"
TYPE SAFETY AREA: 8.5" x 4.875"
NON-BLEED AD SIZE: 8.5" x 4.875"



1/6 PAGE HORIZONTAL

AD SIZE: 9" x 2.25"
WITH BLEED: 9.25" x 2.5"
TYPE SAFETY AREA: 8.5" x 1.75"
NON-BLEED AD SIZE: 8.5" x 1.75"

*For advertising spreads, please leave 0.375" type safety on either side of the gutter.

Delivery procedures

SPAFAX CANADA

1179 King Street West, Suite 101, Toronto, ON, M6K 3C5

Phone: 416-350-2426 | Attention: Mary Shaw, Production Manager

Files can be delivered electronically to our FTP site. A SWOP proof is still required.

Please compress all files prior to transmission to minimize potential corruption errors.

ADDRESS: ftp2.spafax.com | **USER NAME:** fairmont | **PASSWORD:** spafax123

Upon posting ad file to FTP site, please email the file name and low-res PDF

(for placement only) to: mshaw@spafax.com.

SPAFAX Sales Contacts

SALES MANAGER, MARKETING SOLUTIONS

Lori Fitzgerald
416-350-2449
lfitzgerald@spafax.com

MANAGER, INTERNATIONAL SALES

Leith Mason
416-350-2438
lmason@spafax.com

MANAGER, WESTERN CANADA SALES

Barb Welsh
Welsh Sales Solutions
604.656.2291
barb@welshsalessolutions.com



Fairmont Magazine Audience & Fairmont Hotel Rooms

	CANADIAN EDITION	U.S. & INTL. EDITION	BOTH EDITIONS
AUDIENCE*	1,094,948	1,597,999	2,692,947
HOTEL ROOMS	10,737	18,242	28,979

*Audience figures are based on total number of rooms, occupancy and a six month distribution and replenishment period.

IN-ROOM READERSHIP

97.3% of readers obtain the magazine in-room

REPEAT EXPOSURE

Readers refer to the magazine **2.7 times per trip**

ENGAGEMENT

Readers spend an average of **36 minutes** reading the magazine

ADVERTISING WORKS

73.6% of readers took action as a result of reading the advertising in the magazine

Source: Monroe Mendelsohn Research Report 2008

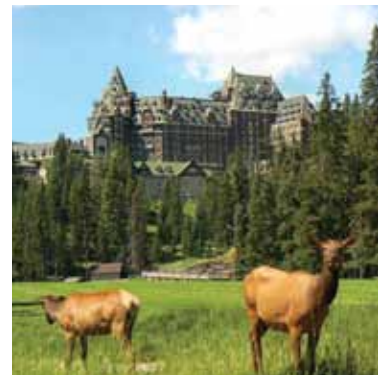
Reader Demographics

	TOTAL READERS	U.S. READERS	CANADIAN
GENDER			
Male	46.7%	49.4%	44.3%
Female	53.3%	50.6%	55.7%
AGE			
Average Age	46.6	48.9	45.2
Income/Net Worth			
Average HH Income	\$248,000	\$291,000	\$216,000
Average HH Net Worth	\$1,494,000	\$1,901,000	\$1,179,000
EDUCATION			
Attended College	92.5%	97%	90.7%
Graduated College	81.6%	85.6%	79.6%
Postgraduate Degree	37.3%	44.8%	33%
MARITAL STATUS			
Married	68.8%	74.3%	64.9%
Not Married	31.2%	25.7%	35.1%
EMPLOYMENT			
Employed	87.3%	82.9%	90%
Managerial/Professional	70.3%	69.6%	71%

HOTEL ROOMS

CANADA

	# OF ROOMS
The Fairmont Algonquin, St. Andrews By-the-Sea	237
The Fairmont Banff Springs	778
The Fairmont Chateau Lake Louise	571
The Fairmont Château Laurier, Ottawa	484
The Fairmont Chateau Whistler	615
The Fairmont Empress, Victoria	517
The Fairmont Heritage Place, At Nature's Door	20
The Fairmont Hotel Macdonald, Edmonton	199
The Fairmont Hotel Vancouver	595
The Fairmont Jasper Park Lodge	451
Fairmont Kenauk at Le Château Montebello	211
The Fairmont Le Château Frontenac, Quebec City	663
The Fairmont Le Château Montebello	211
The Fairmont Le Manoir Richelieu, Charlevoix	424
The Fairmont Palliser, Calgary	453
The Fairmont Pacific Rim, Vancouver	377
The Fairmont Queen Elizabeth, Montreal	1,125
The Fairmont Royal York, Toronto	730
The Fairmont Tremblant	342
The Fairmont Vancouver Airport	427
The Fairmont Waterfront, Vancouver	949
The Fairmont Winnipeg	378
TOTAL	10,737



UNITED STATES

	# OF ROOMS
The Fairmont Battery Wharf, Boston	150
The Fairmont Chicago	691
The Fairmont Copley Plaza, Boston	442
The Fairmont Dallas	551
Fairmont Heritage Place, Ghirardelli Sq., San Francisco	41
Fairmont Heritage Place, Inspiration	75
The Fairmont Kea Lani, Maui	450
The Fairmont Miramar Hotel, Santa Monica	302
The Fairmont Newport Beach	444
The Fairmont Olympic Hotel, Seattle	450
The Fairmont Orchid, Hawaii	585
The Fairmont Pittsburgh	180
The Fairmont San Francisco	591
The Fairmont San Jose	808
The Fairmont Scottsdale Princess	651
The Fairmont Sonoma Mission Inn & Spa	226
Fairmont Heritage Place Franz Klammer Lodge, Telluride	63
The Fairmont Turnberry Isle Resort & Club, Miami	407
The Fairmont Washington D.C.	418
The Plaza, A Fairmont Hotel, New York	282
TOTAL	7,552



EUROPE, MIDDLE EAST, AFRICA & ASIA

	# OF ROOMS
The Ark Lodge	60
The Fairmont Bab Al Bahr	369
The Fairmont Dubai	482
Fairmont Grand Hotel Kyiv*	257
Fairmont Heliopolis, Cairo	588
Fairmont Heliopolis Towers, Cairo	247
Fairmont Hyderabad, India*	350
Fairmont Jaipur, India*	248
Fairmont Le Montreux Palace, Switzerland	235
Fairmont Makati, Phillipines*	300
Makkah Clock Royal Tower, A Fairmont Hotel	858
Fairmont Mara Safari Club	50
Fairmont Monte Carlo	644
Mt. Kenya Safari Club	116
Fairmont Nile City, Cairo	574
Fairmont Peace Hotel, Shanghai	200
Fairmont Singapore	769
Fairmont St. Andrews, Scotland	192
Fairmont The Norfolk, Kenya	167
Fairmont Hotel Vier Jahreszeiten, Hamburg	157
Fairmont Yangcheng Lake, Kunshan	210
Fairmont Zanzibar	109
Fairmont Zimbali lodge, KwaZulu-Natal	76
Fairmont Zimbali Resort	157
The Savoy, A Fairmont Hotel, London	263
TOTAL	7,678

BERMUDA, CARIBBEAN & CENTRAL AMERICA

	# OF ROOMS
The Fairmont Acapulco Princess	1,017
The Fairmont Hamilton Princess, Bermuda	513
The Fairmont Heritage Place, Acapulco Diamante	35
The Fairmont Mayakoba, Riviera Maya	401
The Fairmont Pierre Marques, Acapulco	335
The Fairmont Royal Pavilion, Barbados	72
The Fairmont Southampton, Bermuda	674
TOTAL	3,012

*Scheduled to open in 2011