

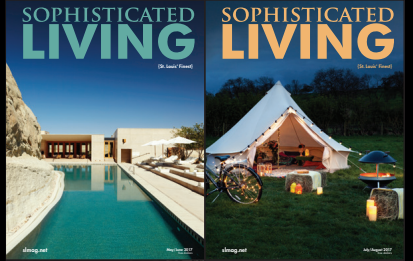


SOPHISTICATED LIVING

(St. Louis' Finest)



11



CELEBRATING ELEVEN YEARS
St. Louis' Leading Luxury Lifestyle
Multi-Media Company



2024 MEDIA KIT



HOW BIG IS THE LUXURY MARKET IN ST. LOUIS?

Big ... and growing. The affluent, mass-affluent and affordable luxury categories are the fastest growing segments in retail and services. According to Kiplinger, Missouri ranked 38th in 2020 with more than 132,000 millionaire households, representing more than 5% of all households. Sophisticated Living estimates St. Louis has more than 60,000 households with investable assets more than \$1.1-million and more than 15,000 households with assets in excess of \$8-million. Needless to say, the 75,000+ households we reach in print and digital media have the spending power and habits to grow your businesses.

WHAT WE DO

What started as a luxury lifestyle magazine 20 years ago in underserved markets, has now grown into the leading omni-channel media company focused specifically on the affluent, mass-affluent and influencer marketplace. From its flagship *Sophisticated Living Magazine* and *Sophisticated Giving Charity Register*, to its online properties slmag.net, sophisticatedstlouis.com, and its robust social following on Facebook and Instagram, and unparalleled database of affluent and influential St. Louisans, *Sophisticated Living* is the go-to marketing resource for luxury brands in St. Louis.

Sophisticated Living combines 36 pages of national content on travel, art, antiques, fashion and luxury automobiles, with 36+ pages of local content on St. Louis' cultural and philanthropic worlds as well as jewelry, sports, food, wine, interior design, business, and art. A strikingly elegant publication with the highest quality photography and printing, the beautifully designed magazine features witty and insightful writing, resourceful and evocative content. Over the past decade, *Sophisticated Living St. Louis* has become the leading omni-channel marketing resource delivered to the mailbox, inbox, and social media feed of your target customers.

WHY WE WANT TO WORK WITH YOU

We don't want just a paid ad; we want a partnership that you'll find is an investment whose return can only be measured over time. Those who receive and follow *Sophisticated Living* are the most desired customers: homeowners motivated by unique experiences and willing to spend more on the luxuries of life — new cars, new homes, fine wine, bespoke clothing, investment jewelry, antiques, fine art, cosmetic surgery, and so much more. We know the market and we understand it's an audience that requires a subtle, more nurturing approach. Sales are the result of relationships and recommendations which have been built and honed over time. We create these opportunities and that's why we want you to be part of our inner circle.

WHO WE ARE



CRAIG KAMINER | PUBLISHER

A native of New York City, Craig has spent the last 35 years developing award-winning marketing programs for some of the leading consumer/lifestyle brands in the US and St. Louis including The Ritz-Carlton, Tiffany & Co., Marriott, Italian Tourism, Simon Property Group, and Danon. His marketing experience includes senior management positions at Twist, Influence, Weber Shandwick and Fleishman-Hillard. Craig is an accomplished sailor, art collector, jazz promoter, and frequent traveler to Italy. Craig received his bachelor's degree in architecture and art history from the University of Michigan, Ann Arbor, and graduate studies in business management at Columbia University. He is married to Debbie and has two sons, Philip and Barrett, who live in Austin and Nashville respectively.

Sophisticated Living Markets:

ST. LOUIS | NASHVILLE | INDIANAPOLIS | LOUISVILLE | LEXINGTON | COLUMBUS | CINCINNATI

In each of our seven cities, national stories on art, fashion, jewelry, wine, cars and travel are featured. Local content is also curated for design, food, philanthropy, society, events, sports, interior design, and art.

Indianapolis (Jeff Cohen)
Louisville (Bridget Williams)
Cincinnati (Matthew Millett)

Nashville (Melissa and Dave Mahanes)
Lexington (Bridget Williams)
Columbus (Amelia Jeffers)

CUSTOM, MULTI-CITY CAMPAIGN PACKAGES

Contact **Craig Kaminer** for information on ads, blogging, events, social media, and more.

WHO WE ARE



CORTNEY VAUGHN | ADVERTISING

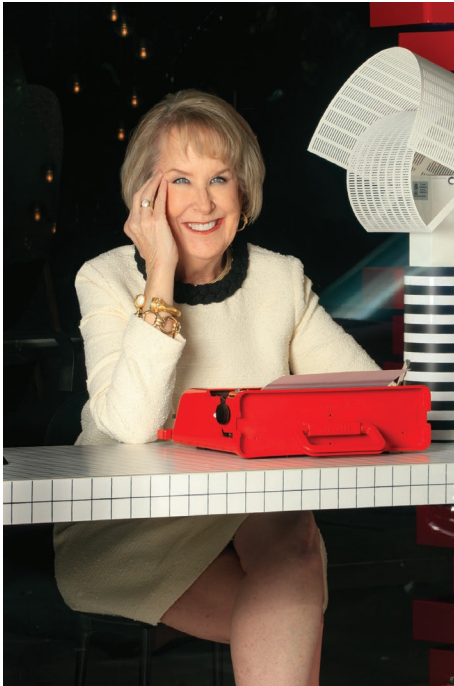
With a background in marketing and a love of fashion and design, Cortney was the first employee of *Sophisticated Living St. Louis* in 2013. Today, she is responsible for helping our exclusive client list reach their high net worth clients and prospects through a combination of print advertising, events/trunk shows, social media and a variety of digital marketing campaigns. She brings together many of our clients and community partners to do things which stand out and make for an unforgettable experience. Active on a number of nonprofit boards, Cortney works tirelessly to help enrich the lives of local children and make St. Louis a great place to live. Cortney often models for the magazine's clients or as a high profile social influencer.



RACHEL SOKOLICH | ADVERTISING

A St. Louis native, Rachel moved back from New York City to assist in her entrepreneurial family business. Receiving a bachelor's degree in Marketing and Communications from the Park School of Communications at Ithaca College, Rachel has years of experience in sales, marketing, and advertising. Full of energy and professionalism, Rachel wants to assist her clients to make the best decisions to help them grow. Combining her passion for design and marketing she provides a full-service operation for all of her projects. Working for *STL CINEMAS*, *Ladue News*, *J.McLaughlin*, running her own Stella and Dot enterprise, her experience from senior management positions to understanding the basics owning her own business, Rachel is a great asset to her clients. Rachel is also an accomplished realtor with Dielmann Sotheby, and a supporter of Saint Louis Ballet and Stray Rescue of St. Louis. Busy at home with her three children, Henry, Harper and Hattie, Rachel is always on the go. In her free time she loves walking with her dogs and friends in the beautiful parks of St. Louis or watching her kids on the sidelines of lacrosse or soccer fields. She also loves to sneak in date nights on the restaurant scene with Matt, her husband of 18 years.

WHO WE ARE



CHRISTY MARSHALL | EDITOR-IN-CHIEF

Christy Marshall is the Editor-in-Chief of *Sophisticated Living*. After earning her masters at the University of Missouri, Christy started her journalism career at *Advertising Age*, first in Chicago, then as the Southwest Bureau Chief based in Dallas, and finally in *Ad Age*'s New York office. She lived in Manhattan for the next decade. While there, she ended up working for *Adweek* and *New York Newsday*, while also freelancing for a variety of publications including the *New York Times*, *USA Today*, *Forbes*, and *Cosmopolitan*.

Christy moved back to her hometown of St. Louis to work on the brand-new daily the *St. Louis Sun*. When it was shuttered after seven months, she joined the U.S. Attorney's office as the Public Information Officer. While there, she married her husband, Michael Gans, and they adopted their daughter, Katie, from China.

Always a reporter and writer at heart, Christy returned to journalism. First she was Executive Editor at *St. Louis Homes & Lifestyles* and then spent a decade at *St. Louis Magazine* as the founding editor of *St. Louis At Home* (now *StL Design*) and *St. Louis Family*. She joined *Sophisticated Living* in 2014, retired two years later, and then returned to resume her previous post in 2023.

Christy loves to read, cook, travel, play mah jongg with friends, spend time with her family including their Boxers, Buddy and Dot, and at her family's farm in Grubville, Missouri.



GRAYLING HOLMES | DIGITAL CONTENT PRODUCER

Grayling Holmes is the Digital Content Producer for the magazine. His extensive writing and marketing experience lend credence to his expert handling of the position. He is a veteran PR and marketing professional with 40+ years of experience leading accounts, ranging from the emerging business to Fortune 500 companies such as McDonald's and Monsanto. His tenure at prominent advertising and public relations firms such as The Glennon Companies, Shandwick USA, and his own Grayling Company Reputation Marketing have sharpened his integrated marketing skills. Holmes has also worked on the client side, heading up the marketing team at The Sansone Group Real Estate.

Grayling's true passion lies in writing. His bachelor's degree in English literature from The University of Missouri - St. Louis has served him well through the years.

WHY ADVERTISE IN SL MAG?



A MORE FOCUSED AUDIENCE

With more than 60,000 millionaires living in the metropolitan area, we reach 50,000+ of them through one or more of our highly acclaimed vehicles. Our audience of 75,000+ households is extremely focused and narrowly targeted. Specifically, we zero in on the affluent and influential market in St. Louis.

Our demographics

Homeowners with net worths over \$2,000,000
Households with incomes over \$400,000 annually
Investable assets over \$2,000,000
Credit cards spending \$100,000+ per year

A VARIETY OF ADVERTISING VEHICLES

Nearly half of our clients use two or more of the following services:

- Blogging
- Social media
- Email marketing
- Events

LOWER ADVERTISING RATES

We work directly with our client's ownership, in-house marketing team, or agency with fees less than every competitor. The cost of a full-page in *Sophisticated Living* is less than half its competitors.

AN EXPERIENCED TEAM OF PROFESSIONALS

With a seasoned team of strategists, creative directors, writers, photographers, graphic designers, and digital marketing experts, we can create a comprehensive campaign for you, or leverage the one you already have. If you need additional content to generate online engagement, we can create it for you, build your campaign, or supply your team with royalty-free assets.

EXTENDED PRINT CAPABILITIES

Brands don't always fit in a standard 8.5 x 11 space. So let us take your brand out of the box with additional print capabilities guaranteed to boost your exposure.

- Belly bands
- Cover stickers
- Double covers
- Custom publishing
- Polybag mailing
- Inserts

MAGAZINE AD RATES

	6X	3X	1X
Full page	2,200	2,600	2,800
2 page spread	3,800	4,200	4,400
Inside left cover	3,000	3,200	3,600
TOC1	3,000	3,200	3,400
TOC2	3,000	3,200	3,400
Contributor's page	3,200	3,600	4,000
Opposite editors letter	2,800	3,200	3,400
Society package	4,000	4,400	5,000
Inside back cover	3,200	3,400	3,600
Back cover	5,600	6,000	6,500
Sponsored Content	2,800	3,000	3,500

MAGAZINE AD DEADLINES

ISSUE	AD DEADLINE
January/February	December 1
March/April	February 1
May/June	April 1
July/August	June 1
September/October	August 1
November/December	October 1

To ensure the magazine prints on time, it is crucial that each advertiser meet these deadlines. Should you need your ad designed, please notify us in advance and we will put you in touch with our graphic designer.

OMNI-CHANNEL MARKETING

AN INTEGRATED APPROACH

No advertising campaign is complete without a comprehensive approach. We have the ability to deliver both your digital and print messages directly to St. Louis' most influential consumers.

Through our print and digital issues, as well as high impact email, social media, blogs and SEO, we connect you with your most desirable customers.

E-MAIL MARKETING

When you advertise within the pages of Sophisticated Living, we offer you the additional capability to reach our audience via email. With open and click thru rates averaging 12-15% higher than consumer email benchmarks, this is the perfect way to distribute your e-mail messaging directly to our audiences inbox.

SOCIAL MEDIA & BLOGGING

As the gatekeepers to the St. Louis luxury market, we help connect you to the influential consumers that mean the most to your business on a daily basis.

CONSULTING

In the event that you do not have a comprehensive marketing plan, our veteran marketers can help you develop a campaign, annual program or multi-year strategy to grow your business, better position you in the marketplace, and produce dramatic data-driven results.

BRANDED CONTENT

Many of our team members started in the public relations business and frequently pitch client stories to other media outlets other than our own. If you just need to announce something locally or nationally or want to build an on-going earned media campaign, let us know. Our team is more experienced and flexible than virtually any other PR pros in St. Louis.

PUBLIC RELATIONS

As the gatekeepers to the St. Louis luxury market, we help connect you to the influential consumers that mean the most to your business on a daily basis.

DATABASE MANAGEMENT




Sometimes marketing directly to your clients and prospects is the most efficient way to communicate your message and generate engagement. We maintain both business and consumer databases – updated daily – to build a targeted list by household income, home value, investible assets, age, number of children, and even credit card spending.



DIGITAL RATES

	6X	3X	1X
SophisticatedStLouis.com editorial (10,000)	1,000	1,200	1,500
SophisticatedStLouis.com ad (10,000)	300	400	500
Native social media (15,000)	300	400	500
Boosted social media (25,000+)	500	600	700
Dedicated eblast to 10,000 subscribers			1,500
Sponsored content in eblast			750

REACH OVER 75,000 ST. LOUISANS PER MONTH

		Reach
	Mailed	15,000
	Drop off distribution	3,000+
	Facebook /SophisticatedLivingSTL	5,000+
	Instagram @SophisticatedLivingMag	15,000+
	www.slmag.net	24,000+
	SophisticatedStLouis.com	15,000+
	Eblast (biweekly)	10,000



EVENT PARTNERSHIPS

Over the years, we have produced exclusive *Sophisticated Living* events, sponsored charity and nonprofit events, and participated as a media partner in dozens of our clients' events. Regardless of the role we play, our goal is to draw a crowd of our readers and target audience, present an experience that no other media can accomplish, raise money, or generate sales. Our events have raised millions of dollars, sold a \$3-million Bugatti, offered designers and builders a chance to see how Virtual Reality can enhance the homebuilding experience, and sampled some of the newest and best food before the general public ever has a chance, to name a few.

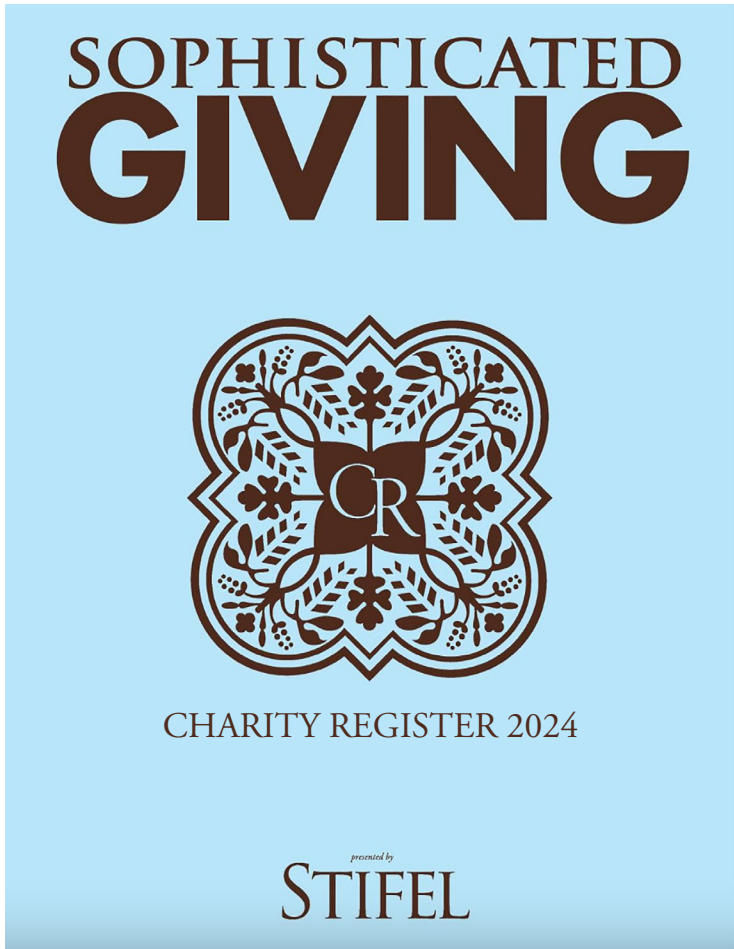
If we partner, you can expect the following: an advance ad in our award-winning magazine, print and digital invites, a custom database of St. Louis' most affluent and influential consumers, event photography and coverage, free magazines and SWAG bags, and follow-up coverage in print, blog, social media, and email.

Contact us if you have an event coming up that you feel we would be the perfect fit for.



SOPHISTICATED GIVING

Distributed with SeptOct 2024 Sophisticated Living



Sophisticated Giving is our annual charity register. Now in its ninth year, we have featured more than 300 deserving nonprofits and helped raise more \$3-million. The coffee table book features two-page spreads focusing on “Who you are, what you do, why it’s important, how you impact the community, and how our readers can help achieve your fundraising goals.” *Sophisticated Giving* is designed to provide an unparalleled outlet to inform and influence St. Louis’ most affluent and influential readers – those with the wherewithal to make significant contributions of time, talent and treasure to an organization..

WAYS TO GET INVOLVED

Many philanthropists, corporations or foundations support *Sophisticated Giving* by sponsoring their favorite nonprofits. Some of these include Stifel, Mercy, Clayco, Kranzberg Foundation, and dozens of individuals who support these organizations.

Additionally, nonprofits know that we reach the most generous people in St. Louis and those who hope to attract more patrons choose to spotlight their organization, influential board, or the great work they have done in the past year.

Size and Placement	Rate
Presenting sponsor (10 nonprofits)	\$20,000
Title sponsor (5 nonprofits)	\$10,000
Sponsorship per nonprofit	\$2,500
Full page ad	\$2,000
Inside front or back cover	\$3,000



Ask us how your ad can be tax deductible!

Commitments by July 1, 2024
 Materials due: Aug.1, 2024
 In mailboxes by: Sept.1, 2024

EXCELLENCE IN DESIGN AWARDS

Distributed with NovDec 2024 Sophisticated Living



Few can argue with the fact that St. Louis' talented designers rank among the best. In a free-standing November/December issue, Sophisticated Living St. Louis will be featuring the best of the best with the winners of the 2024 Sophisticated Living St. Louis Excellence in Design Awards.

Competition will be tough. Entries will be made in just 16 categories and will be judged by nationally recognized authorities on design. Entry packets will go out May 1st and the (final, drop-dead) deadline date for submissions will be July 15, 2024. Entries will be accepted early; they won't be accepted late. Finalists will be announced in September; the winners will receive their awards at a gala reception held at 21c in early November.

WAYS TO GET INVOLVED

We are looking to partner with strategically aligned businesses in the architecture, design, consumer products, and services categories to showcase their business to their clients and prospects. Sponsorship, advertising and custom promotions will let the architecture and design community know that you support their work and promote St. Louis' talent. Depending on the level of sponsorship, you will get top billing, high-visibility signage, video interviews, social media, contact database of entrants and attendees, tickets, an ad in the stand-alone Excellence in Design Awards special issue, and a chance to present an award to one of the deserving winners.



Schedule of costs

Entry fee	\$150
Full page ad	\$2,000
Sponsorships	\$4,000 - \$10,000
Cocktail and post-party sponsors	\$5,000
Event tickets	\$125

Commitments by Sept 1, 2024
Materials due: Oct 1, 2024
In mailboxes by: Nov. 1, 2024

SOPHISTICATED WELLNESS

Distributed with JanFeb 2025 Sophisticated Living



Sophisticated Wellness is the newest annual publication from the publisher of *Sophisticated Living*, a magazine dedicated to all things luxurious. And what is more luxurious than achieving your best health? *Sophisticated Wellness* will highlight the top medical and lifestyle facilities and offerings in St. Louis, along with featuring top doctors, innovative procedures and treatments and of course the most sophisticated workouts and health facilities in town. With a section devoted to beauty and longevity, our guide to living well covers the mind, body and spirit of readers.

WAYS TO GET INVOLVED

We are looking for businesses, organizations and individuals who want to share how to maintain a healthy lifestyle, where to seek medical help for both emergency and non-emergency services, and who want to provide St. Louisans with all there is to know regarding health and wellness. Hospitals, urgent cares, private medical facilities, private practices, fitness facilities and even restaurants will be featured among our pages as well as life spas and a variety of beauty makeover tips from the experts.



Size and Placement	Rate
Two Page Profile	\$2,500
Full Page Ad	\$2,000
Two Page Spread	\$3,000
Back Cover	\$5,000
Inside Left Cover	\$3,500
Inside Right Cover	\$3,000
TOC 1	\$2,500
TOC 2	\$2,500
Contributors Page - Full Page Right and 1/3 Page Left	\$2,500
Cover Sponsor	\$6,000

Commitments by Nov 1, 2024
 Materials due: Dec 1, 2024
 In mailboxes by: Jan. 1, 2024

WHAT ABOUT CIRCULATION?

CONTROLLED CIRCULATION

Sophisticated Living is delivered to a carefully curated list of more than 60,000+ active readers including controlled mailings direct to homes, high profile retail locations, events, website, social media and email.

ON THE NEWSSTAND

Individual copies can be purchased at select markets and fine retailers throughout the city or purchased by contacting craig@slmag.net.

HIGH PROFILE LOCATIONS

Sophisticated Living is distributed to more than one hundred of the city's most luxurious buildings and high profile retail locations.

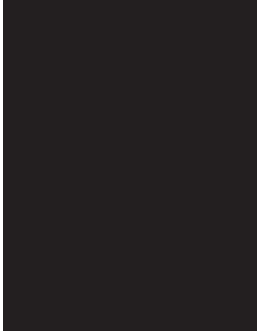
AT EVENTS

Sophisticated Living and *Sophisticated Giving* is handed out at key social events throughout the year.

ZIP CODE		CIRCULATION
63005	Chesterfield, MO, Wildwood, MO, Clarkson Valley, MO	1289
63011	Ballwin, MO, Ellisville, MO, Wildwood, MO, Town and Country, MO, Manchester, MO	378
63017	Chesterfield, MO, Maryland Heights, MO, Town and Country, MO	1490
63021	Ballwin, MO, Manchester, MO, Ellisville, MO, Wildwood, MO, Sherman, MO, Winchester, MO	418
63030	University City	60
63038	Wildwood, MO	642
63040	Wildwood, MO, Ellisville, MO	284
63073	St. Albans, MO	191
63105	St. Louis, MO, Clayton, MO, University City, MO	1180
63108	Central West End	423
63119	Webster Groves, MO, Shrewsbury, MO, Rock Hill, MO	378
63341	Matson, MO, Hamburg, Missouri, MO, Defiance, MO	440
63122	Kirkwood, MO, Des Peres, MO, Sunset Hills, MO, Valley Park, MO, Warson Woods, MO, Oakland, MO, Glendale, MO	818
63124	Ladue, MO, University City, MO	1326
63127	Sunset Hills, MO, Fenton, MO	452
63128	Sappington, MO, Sunset Hills, MO, Concord, MO	345
63131	Town and Country, MO, Des Peres, MO, Huntleigh, MO, Country Life Acres, MO, Crystal Lake Park, MO, Frontenac, MO, Westwood, MO	1388
63132	Olivette	355
63141	Creve Coeur, MO, Chesterfield, MO, Town and Country, MO	1596
63301	St. Charles, MO	50
63303	St. Charles, MO	54
63304	Weldon Spring, MO, Saint Peters, MO, O'Fallon, MO, Cottleville, MO	584
63332	Augusta, MO, Defiance, MO, Schluersburg, MO, Femme Osage, MO	195
63341	Matson, MO, Hamburg, MO, Defiance, MO	124
63367	Lake St. Louis, MO, Wentzville, MO, O'Fallon, MO	178
63368	O'Fallon, MO, Dardenne Prairie, MO	123
	TOTAL	14,615

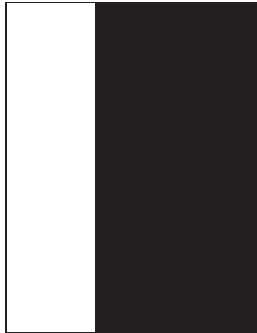
CREATIVE & MECHANICALS

FULL PAGE WITH BLEED



Trim: 8.375" x 10.875"
Bleed: 8.625" x 11.125"
Safe Area: 7.875" x 10.375"

CONTRIBUTORS PAGE FULL PAGE PLUS LEFT BLEED



Trim: 3.4545" x 10.875"
Bleed: 3.6" x 11.125"
Safe Area: 2.945" x 10.375"

2 PAGE SPREAD WITH BLEED



Trim: 16.75" x 10.875"
Bleed: 17" x 11.125"
Safe Area: 16.25" x 10.375"

FORMAT

If you have any questions regarding acceptable artwork, please contact our office at 314-363-3333.

POSITION REQUESTS

Advertisers will not be guaranteed placement or position without a premium placement fee.

BILLING

Terms of sale: Payment is due fifteen (15) days from the date of invoice. Interest will be charged at a rate of 2.5% per month on past due balances. Past due finance charges are posted on the first of each month. *Sophisticated Living* St. Louis reserves the right to place a financial hold on past due accounts.

DISCLAIMERS/POLICIES

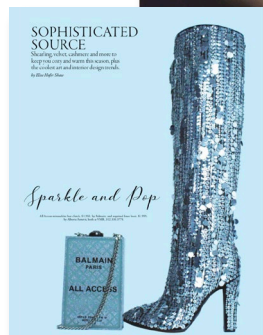
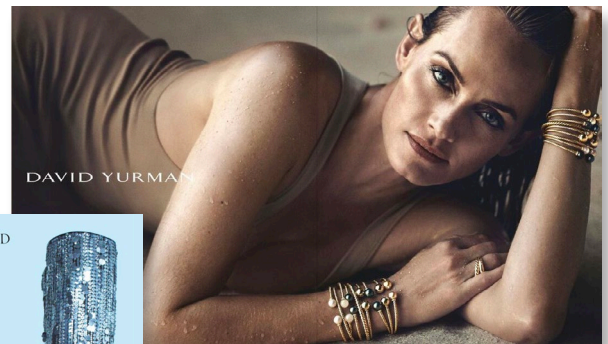
Color accuracy cannot be guaranteed unless a match-print of comparable industry standard proof is submitted. If desired, these can be provided to you for an additional fee.

PRINT TECHNICAL SPECS

- Digital photos must be a minimum of 300 dpi at 100% scale.
- Final files must be submitted as high resolution PDFs, in CMYK, with all fonts embedded.
- For production and quality control purposes, we cannot accept low resolution images from the web.

DIGITAL BANNER SPECS

Top area banner: 800w x 160h
Side banner: 250w x 500h



SOPHISTICATED LIVING

CONTACT

We look forward to partnering with you to uniquely position your business effectively to the *Sophisticated Living* audience.

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