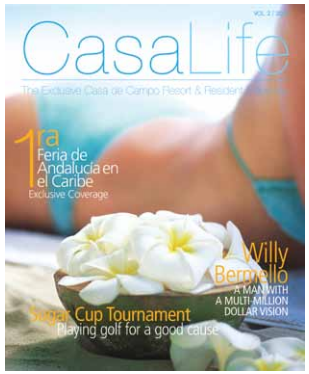
CasaLife

The Exclusive Casa de Campo Resort & Resident Magazine



INTRODUCTION

CasaLife is an ultra high-end publication for the exclusive resort of Casa de Campo who caters to the *crème de la crème* of the jet-set world. The mission of CasaLife is to produce a high-quality magazine to the 1,600 villa owners and the 140,000 guests per year by providing information about the resort lifestyle, focused on enhancing the guest and resident experience.

CASA DE CAMPO

Casa de Campo is home to some of the most celebrated golf courses in the world. It's signature service and style is enhanced by 7,000 acres of natural beauty and soothing atmosphere. Guests and villa owners can play, be pampered, relax and rejuvenate in the lush surroundings while enjoying it's renowned and award winning services and amenities.

Casa de Campo exemplifies the ultra high-end lifestyle of all the Caribbean destinations; it's synonymous with relaxation, elegance and luxury that it's jet-set guests and residents demand.

The resort guests and residents of Casa de Campo can enjoy four of the best Pete Dye designed golf courses, an Italian style mega-yacht marina, a 16th century Mediterranean village replica, shooting, polo and equestrian sports, unique gastronomical experiences and so much more.

With over 35 awards in the last few years, including Travel & Leisure's "Best Golf in the Caribbean", it is hard to know how best to describe Casa de Campo other than paradise.

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LUXURY LIFESTYLE PUBLICATIONS

Luxury Lifestyle Publications, Inc. is a joint venture from the founders of Selecta Magazine and Silgon, Inc. whose mission is to leverage the years of experience in publishing and content development in order to deliver an ultra high-end publication for residents and guests of Casa de Campo.

MICHAEL BULNES, PUBLISHER

Having been involved with Selecta Magazine since it's inception, Mr. Bulnes has over 29 years of experience in the various aspects of publishing. He has made significant contributions to Selecta in the areas of content editing, international event marketing and advertising sales.

In his last 18 years as President of Selecta Magazine, Mr. Bulnes has made great strides in publishing and advertising, having achieved a 400% increase in sales in the last 5 years alone. His experience working with the luxury product industry has been invaluable to Selecta and CasaLife Magazine.

PHILIP SILVESTRI, PRESIDENT

Having started his company Silgon Inc., months after his graduation from Babson College, Mr. Silvestri has successfully built an international integrated marketing company. With offices in Miami and La Romana. Silgon Inc. works with clients around the world providing services of web-design, marketing strategy and content generation. With extended experience in the luxury travel and resort industry, and with an indepth knowledge of Casa de Campo, Mr. Silvestri has leveraged his experience in interactive marketing and content generation to produce considerable returns.

NORA BULNES, CO-PUBLISHER

With over 47 years as a distinguished businesswoman, Mrs. Bulnes has been repeatedly acknowledged for her considerable contributions to her community, wherein she has organized fundraisers for many charities in need, making a difference in the lives of those less fortunate.

As a founder of Selecta Magazine, over 29 years ago, Mrs. Bulnes' experience in the publishing world has redefined the market and set the standard for Hispanic focused luxury publishing, which has made Selecta the most important upscale Hispanic magazine in the United States.

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CASALIFE AND ITS AUDIENCE

A quarterly ultra high-end magazine focused on providing information on the best-of-the-best that the Casa de Campo lifestyle has to offer.

The CasaLife reader base is made up of Casa de Campo guests, villa owners, investors as well as targeted exposure to other top demographic readership.

READERSHIP PROFILE

AVERAGE INCOME PER READER:

200,000-300,000	08%
300,000-500,000	30%
600,000-1 million	37%
Over a Million	25%

SEX:

Female	57%
Male	43%

AVERAGE AGE:

18-29	19%
30-55	52%
56-65	28%

SOCIO-ECONOMIC LEVEL:

High	86%
Middle	12%

CONTENT OVERVIEW

• Real Estate • Interior Design • Golf Section: Tournaments and Event Coverage • Interviews • Sports Section: Tennis • Equestrian • Yachting & Fishing • Shooting • Altos de Chavon • Art & Culture • Fashion • Marina Campo: Regattas • Yacht Reviews • Social Section: Events • Fundraisers

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BENEFITS

CasaLife provides tremendous advantages for advertisers looking to target an upscale demographic with considerable disposable income, most notably:

UNIQUE DEMOGRAPHIC:

The unique demographics of this magazine provide advertisers with direct access to potential sophisticated clients who have considerable disposable income and who are not simply aspirational buyers.

HIGH READERSHIP:

With a high readership per issue, we estimate that on average each issue is read by at least 10-12 people.

CAPTIVE AUDIENCE:

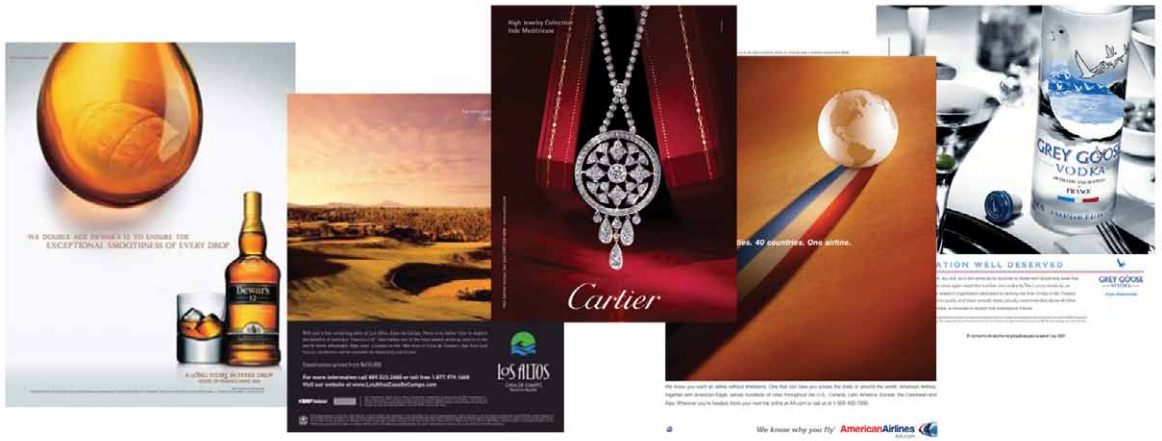
The only magazine delivered to all hotel rooms and residences in Casa de Campo, as well as available by subscription to their primary residences.

CROSS PROMOTIONS / EXTENDED REACH:

Included in flights to and from Miami to La Romana, as well as, in the suites on board Costa Cruise lines.

ADVERTISERS

Luxury high end products encompass the majority of the magazine's advertisers. These advertisers which include Jewelry, Fashion, Travel, Real Estate, Yachting, Wine & Liquor, Automobiles, and Electronics, target an international upscale readership with the purpose of reinforcing presence in this market.



DISTRIBUTION

Distribution of CasaLife spans a broad range of channels including in-house distribution, local distribution and international distribution.

DISTRIBUTION: **20,000 ISSUES PER QUARTER!**

12,000 In-house copies
4,000 National copies
4,000 International copies

INTERNATIONAL DISTRIBUTION

- American Airlines first class lounges in La Romana and Santo Domingo.
- Delivered to potential Casa de Campo guests.
- Delivered to top Golf, Polo, Tennis, Shooting and Sailing Clubs worldwide.
- Subscription Fulfillment.
- Miami Real Estate Offices.

NATIONAL DISTRIBUTION

- La Romana Cruise Ship Port and Private International Airport
- Executive Business Hotels in Santo Domingo
- International Chambers of Commerce
- Board members and executives at main commercial banks and leading organizations
- Subscription Fullfillment

IN HOUSE DISTRIBUTION

- Hotel Guests / Villa Owners
- Real Estate Sales Centers, Golf Pro Shops, Altos de Chavon
- Casa de Campo Marina, Yacht Club and key locations
- Real Estate Sales Centers and renters of yacht slips
- Harbor Master (for incoming Yachts), High-end Marina Stores
- Groups holding meetings and conventions in Casa de Campo

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ADVERTISING RATES

Pricing Commitment by Number of Issues

	1x	2x	3x	4x
Full Page	$5,960	$5,520	$5,100	$4,525
Spread	$8,940	$7,600	$7,100	$6,450
Table of Contents	$7,200	$6,360	$5,507	$5,275
Covers - 2nd	$9,700	$9, 200	$8,500	$7,400
- 3rd	$7,800	$7,360	$6,800	$6,050
- 4th	$15,000	$13,800	$12,750	$11,225

ADVERTISING CLOSING DATES

	Space Close	Material Close
Spring Issue 2012	1/23/2012	1/25/2012
Summer Issue 2012	4/20/2012	4/25/2012
Fall Issue 2012	7/23/2012	7/27/2012
Winter Issue 2012	10/22/2012	10/26/2012

PRODUCTION SPECIFICATIONS

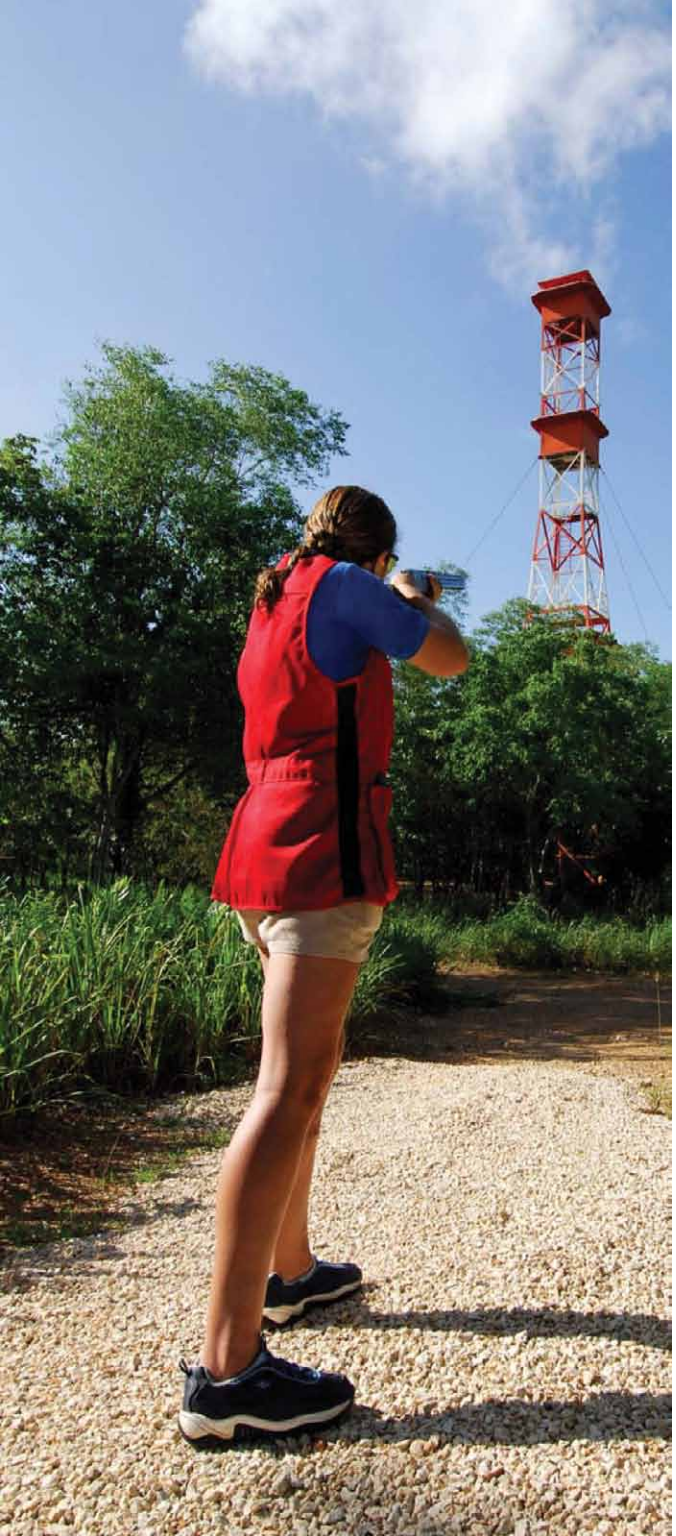
Full Page Color (Bleed) 9 1/4" X 11 ¼
Full Page Color (Trim) 9 X 11
Full Page Color (Live Area) 8 1/2 X 10 ½

2 page spread (Bleed) 19" X 11 1/4"
2 page spread (Trim) 18 1/2" X 11
2 page spread (Live Area) 18 X 10 1/2

Platform: Mac & PC, CD, DVD, Flash Memory

300 DPI Minimun Resolution

SOFTWARE: INDESIGN, ILLUSTRATOR, PHOTOSHOP, QUARKXPRESS, COREL, ACROBAT (HI-RES PRINTING QUALITY), FREEHAND



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Altos de La Piazzetta, Altos de Chavon

Casa de Campo, La Romana

Republica Dominicana

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