

# CELEBRITY SOCIETY

## M A G A Z I N E

WHERE LUXURY, PHILANTHROPY AND HIGH SOCIETY CONNECT

**2011 MEDIA KIT**

# CELEBRATING FOUR DECADES

WHERE LUXURY, PHILANTHROPY AND HIGH SOCIETY CONNECT

Since 1970, CELEBRITY SOCIETY has been a highly exclusive, luxury lifestyle magazine and the leading authority on events, issues and passions in the philanthropic community, dedicating its editorial content solely to promoting and encouraging good works. CELEBRITY SOCIETY recognizes extraordinary people dedicated to charitable causes, whose contributions are the life source and voices of the non-profit organizations and foundations, while our readers gain insight into the philanthropic spirit from the featured articles.

As one of the most established, philanthropic and high society magazines in the world, this luxury publication's unique perspective captures the attention of an affluent, influential, socially and politically active audience domestically and internationally.

Each elegantly designed issue highlights different areas of philanthropic 'giving' and features exclusive social and cultural events, such as fundraisers, award ceremonies and celebrity parties.

In addition to its exclusive editorials, the magazine provides its readers with the latest and finest in travel, design, style, beauty, dining and 'must-haves,' while garnering tremendous interest from advertisers.

Each issue features an educated 'Cover Story' and 'Philanthropist Spotlight,' which includes celebrity profiles and exclusive interviews with many movers and shakers in the community.

Celebrating the philanthropic spirit in our community, CELEBRITY SOCIETY has been a quarterly, subscription publication with a very loyal following. What makes our magazine truly unique is that our readers keep each issue as a collector's edition or keepsake.

Throughout 2011, along with content development, our efforts will in part go to expanding the magazine's distribution and circulation. We are confident that our opportunities are only growing as we reach more people, in new ways and across a broader demographic—ensuring a bright future for our magazine.



The Nostalgia Issue



The Reinvent Yourself Issue



The Star Power Issue



Art & Design Issue



40th Anniversary Issue



Real Estate Issue



The Men's Power Issue



The Celebration Issue



The Music Rocks Issue



The Celebration Issue



Women's Power Issue



What's Hot in LA Issue

BEVERLY HILLS HOLLYWOOD NEW YORK MIAMI LONDON PARIS MILAN

# WHAT'S INSIDE

## CELEBRITY COVER STORIES

One of the magazine's hallmarks is its covers, which have featured prominent icons such as Dame Elizabeth Taylor, Donald Trump, Frank Gehry, Diana Ross and Madonna.



## GOING GREEN

Our green editor keeps readers up to date on how to be luxuriously eco-friendly.



## POWER PROFILES

CELEBRITY SOCIETY presents a list of extraordinary men and women who embody innovative spirits and have dared to dream - and in doing so, have each made their own unique mark in history. We celebrate them for their dedication and success in touching the lives of millions of people.



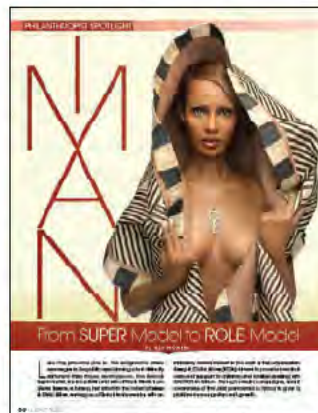
## SOCIETY

Our "Society" section escorts readers to the most exclusive galas and charity events, introducing important movers and shakers in the community.



## PHILANTHROPIST SPOTLIGHT

We recognize extraordinary people dedicated to charitable causes.



## FASHION

Our fashion experts share the latest news and trends for all things chic, from home decor to clothes.



## CHARITIES

We have successfully developed a hands on approach to supporting and helping shape the culture of charitable giving.



## ART & DESIGN

Our magazine spotlights innovative artists and designers.



## EDITOR'S PICKS

Spotlighting the hottest and newest items of the season.



providing editorial content that is as sophisticated as our readers

**CELEBRATIONS**

We make your special occasions memorable by featuring your celebration.



**CELEBRITY EDITOR-AT-LARGE**

Hollywood Royalty & Philanthropist Candy Spelling (best selling author and the wife of the late television producing legend Aaron Spelling) shares her views and thoughts on hot topics of our times.



**BUSINESS & FINANCE**

Our expert business and financial advisors offer our readers tips and advice on the most current issues.



**HEALTH & BEAUTY**

Our magazine provides its readers with the latest updates in health and beauty.



**TRAVEL**

Our magazine highlights trends in the international jet set community.



**CULTURE**

Our readers are educated, culturally active leaders who enjoy galleries, theatre, classical music and opera regularly.



**SOCIAL EYES**

Who's been seen out and about.



**RSVP**

Party pictures that provide an inside sneak peek at the most glamorous and exclusive gatherings and galas on the young social scene.



**LUXURY LIFESTYLE**

CELEBRITY SOCIETY is a luxury magazine that serves the affluent, sophisticated lifestyle.



**CONCIERGE**

Our trendsetting and 'in-the-know' subscribers have always had a voracious appetite for what's next, new, cool, and must-have and look to our magazine to get the inside scoop. "CONCIERGE" is a dynamic insider's guide to our selected affluent markets - covering where to go, what to do, what's new and what's classic in each city.



**ENTERTAINMENT**

The hottest and latest news on concerts, events, festivals, shows and nightlife.



**FITNESS**

Our experts offer our readers advice, tips and tricks on the most current fitness news.



**LOOK TO THE STARS**

Spotlighting celebrities and the causes they are passionate about.



**REAL ESTATE**

We show our readers the ins and outs of real estate with our articles by insider experts.



we are sponsors of world class events and charity fundraisers at top venues



our readers are affluent, culturally active, philanthropic

# JET SETTERS

## DEMOGRAPHICS

### MARITAL STATUS

married 52%      single 48%

### AGE

under 45 45%      46-54 24%  
55-65 22%      over 65 9%

## REAL ESTATE

average value of primary residence \$7.5 MM

average value of secondary residence \$3 MM



## DINING

percentage of our readers who dine out at least 4 times a week 67%



## VEHICLES

average number of vehicles our readers own 3

CELEBRITY SOCIETY subscribers favor luxury vehicles such as Mercedes, BMW, Lexus, Cadillac, Porsche, Rolls Royce, Bentley, Range Rover, Jaguar, Aston Martin, Lamborghini, Ferrari, and Maserati.



## INCOME

### annual household income

\$250 K+ 4%      \$500 K+ 11%  
\$1-5 MM 35%      \$5 MM+ 35%  
\$10 MM+ 15%

average estimated net worth: \$20 million



## SHOPPING

average amount spent on clothing, accessories and gifts annually

\$50 K+ 19%      \$100 K+ 23%  
\$200 K+ 28%      \$500 K+ 30%



## READER'S LIFESTYLE

percentage of readers who enjoy art galleries, theatre, classical music/opera regularly 64%

play golf, tennis & ski 67%

shop on the "High Streets" domestic & internationally 71%

get spa/beauty treatments regularly 71%

travel both domestically & internationally at least 3-4 times a week for pleasure within the year 92%



## MEMBERSHIPS

percentage of our readers who are members of private/country/ health clubs 77%



our magazine dominates in key affluent areas

**DISTRIBUTION**  
100,000

**AVERAGE  
MAGAZINE PASS  
ALONG RATE**

6

**SUBSCRIPTIONS**

Through direct mailing, we reach a coveted niche audience who are the top income residents in the nation's most concentrated centers of wealth. Our affluent subscribers are a line up of highly distinguished and exciting individuals who are leaders in their various walks of life.



**NATIONWIDE CIRCULATION**



**WORLDWIDE CIRCULATION**



**HIGH END DESTINATIONS**

We hit all the high traffic areas where people are spending a great deal of money. We are distributed in the top hotels; guaranteeing that we are reaching the high-end traveler, high traffic shopping areas; reaching the luxury brand shopper, plus, we have secured placements in some of the most exclusive commercial and residential buildings in selected regions.



**JOINT VENTURES**

**Los Angeles Times**

We are excited that the Los Angeles Times invited us to be a "topper" magazine for their Sunday issue delivery. Our magazine is placed on top of their newspaper reaching their top subscribers in selected affluent zip codes.



Our magazine is partnered with the web's number one source of celebrity charity news and information, covering what the top stars are doing to make a positive difference in the world.

**ON THE**

CelebritySociety.com is the official website, which was launched to compliment our print editions, providing our readers a trusted source on luxury life style, high society and philanthropy. With exclusive editorial contents, direct access to our advertisers, photo galleries, A-list events, Social calendars, blogs about a variety of topics; questionnaires answered by notable individuals, city guides and more, CelebritySociety.com is a trusted source celebrating the blend of affluence and influence. We are also available on Twitter, Facebook, and Foursquare. With our next issue, we are also introducing the online flipthrough version of our magazine, as well as the Celebrity Society iPad app.



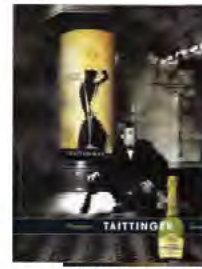
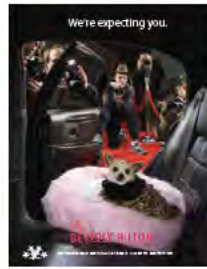
**EXCLUSIVE HIGH PROFILE EVENTS**

Being the trusted voice of many charities, businesses and top brands in our community for many years, has earned us the exclusive invitation to be distributed at A-list events and gift bags. This provides direct access to the hottest, most high profile events, including charity galas, fashion shows, film and music festivals, movie premieres and sporting events.



for four decades, our advertisements regularly feature the world's most recognizable brand names-all of whom have **established traditions of excellence in service, products & enjoyment**

Since its launch, CELEBRITY SOCIETY Magazine has maintained a reputation for being the leading source of luxury lifestyle and philanthropy in our community. Our average reader spends at least \$250,000 annually on clothes, jewelry, accessories and gifts and regularly purchases fine art, real estate, cars, boats and other luxury items. Our very successful subscribers enjoy the finer things that life has to offer and we are their exclusive guide to their luxury lifestyle. By appearing in CELEBRITY SOCIETY, advertisers have had an unparalleled opportunity to reach this coveted niche audience and satisfy their business needs that required association, reputation and promotion.



**ADVERTISERS** (HAVE INCLUDED)





# mechanical specifications

## FILE FORMAT

- PDF / X-1a preferred
- All high-resolution images and fonts must be included when the PDF / X1a file is exported.
- Include crop marks and bleeds
- Only use Type 1 fonts - No truetype fonts or font substitutions.
- Images must be SWOP (CMYK or gray scale) TIFF or EPS
- Total area density should not exceed SWOP 300% TAC.
- All required trapping must be included in the file(s).
- Film will not be accepted.
- E-mail us with any questions.

## DIMENSIONS

essential content must lie within 1/4" from outer edges and 1/2" from inside gutter



### FULL PAGE SPREAD

Non-Bleed	16.5"x 10.125"
Bleed	17.25"x 10.625"
Trim	17"x 10.875"



### FULL PAGE

Non-Bleed	7.75"x10.125"
Bleed	8.25"x 10.625"
Trim	8.5"x 10.875"



### HALF PAGE HORIZONTAL

Non-Bleed	7.75"x 5.438"
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### HALF PAGE VERTICAL

Non-Bleed	3.75"x 10.625"
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## SUBMIT TO

**CELEBRITY SOCIETY**  
**contact@celebritysociety.com**

For any questions please contact us  
office: (310) 859-6654

**10mb max e-mail attachment size**  
**only one ad per e-mail**

**FOR CD-ROMS**  
**SEND TO**

**CELEBRITY SOCIETY**  
9606 Santa Monica Blvd., FL3  
Beverly Hills, CA 90210

# ACCLAIM

FOR CELEBRITY SOCIETY MAGAZINE

"The Beverly Hilton has combined the excitement and entertainment of Hollywood with the prestige of Beverly Hills for over 55 years. CELEBRITY SOCIETY is instrumental in celebrating our community's red carpet charity events at The Beverly Hilton."

**LYNDA SIMONETTI, DIRECTOR OF PUBLIC RELATIONS AT THE BEVERLY HILTON HOTEL AND CELEBRITY ADVERTISER**

"Do you want to re-create yourself? Do it with CELEBRITY SOCIETY! This is truly a fabulous magazine!"

**DAVID HAYES, DESIGNER & CELEBRITY SOCIETY 30+ YEARS ADVERTISER**

"For me, CELEBRITY SOCIETY has always meant being able to share all the culture, the multi-ethnic dynamism that is the microcosm called Los Angeles. Being in the fashion design industry, it truly shows that this city has so much style and sophistication that you can truly be proud of."

**ENRIQUE SANTO DOMINGO, ASSOCIATE DESIGNER FOR DAVID HAYES**

"Mazal Tov on your 40th anniversary! It is hard to believe that your publication has been celebrating the social and cultural life of Southern California for so many years. Your recent article about the Bulgarian Jewish Heritage Alliance of America is an example of the weight that your magazine carries. We received numerous inquiries following your article about our organization. May the next 40 years be as creative as the last 40. Congratulations!"

**RABBI HAIM ASA, PRESIDENT OF BULGARIAN JEWISH HERITAGE ALLIANCE OF AMERICA**

"CELEBRITY SOCIETY has been over the years a wonderful historical window into the city of Los Angeles, and its business, creative and cultural communities and leaders who have been indispensable in supporting all the worthy causes and charities of this great city."

**SHAHRAM SANAI, PHOTOGRAPHER**

"CELEBRITY SOCIETY remains a visionary in supporting the community and the non-profits who support us all. Their coverage not just of non-profits events but of topics relevant and germane to today's environment making CELEBRITY SOCIETY an invaluable resource."

**JONATHAN JAFFREY, CEO SPRINGBANC SOCIAL CAPITAL ADVISORS**

“CELEBRITY SOCIETY has been excellent for our community and our businesses by encouraging philanthropy. I commend them for their efforts and contributions.”

**MAYOR, JIMMY DELSHAD BEVERLY HILLS**

"CELEBRITY SOCIETY Magazine is a delightful, colorful, timely, exciting and informative publication that we truly look forward to getting in our home. Mimi puts her heart and soul into every issue."

**JANIS BLACK WARNER, SUBSCRIBER & PHILANTHROPIST**

"CELEBRITY SOCIETY gives readers what they want: timely and accurate information on philanthropy and charities. Reading CELEBRITY SOCIETY has caused me to realize that people should not be admired for their fame or fortune, but for their benevolence. Not only is CELEBRITY SOCIETY the best informational resource on the philanthropic landscape, it is also fun and affordable...Undeniably, their magazine is the most authoritative source of information on giving and philanthropy. This magazine is absolutely thrilling to read!"

**EDWARD MATTHEW STEPHON, PRINCIPAL EDWARD STEPHON RESEARCH LLC**



MAYOR, JIMMY DELSHAD  
BEVERLY HILLS

"Congratulations on 40 years of service to our cultural and social community. In these times of change, it is nice to have CELEBRITY SOCIETY steadfastly continue its commitment to our City, its residents and our philanthropic devotion that sets us apart as a World Class City!"

**DAVID W. STREETS, BEVERLY HILLS FINE ART AND APPRAISALS**

# ACCLAIM

FOR CELEBRITY SOCIETY MAGAZINE

"I had always admired CELEBRITY SOCIETY Magazine while involved in the philanthropic community. A wonderfully informative and entertaining source of humanitarian exposure and awareness, CELEBRITY SOCIETY Magazine has become a must read to the most influential and noteworthy of society. We are honored that CELEBRITY SOCIETY Magazine is our Publication Partner and look forward to many more years of inspirational reading."

**SHELLY PRESTON, FOUNDER,  
HOLLYWOOD NOTE FOUNDATION**

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"The quality of Celebrity Society magazine stands out the minute you see it, touch it and read it. From the cover (which is always eye catching) to the feel of the pages with the thick quality paper, to the contents of each magazine. There are always interesting articles and great pictures which have made me look forward to reading each and every time I get my next issue. I love to see all the philanthropy in action. I'm not even in LA and I love your magazine."

**DANIELLE GAUDIO-LALEHZAR, EXECUTIVE  
PRODUCER FOR JERSEY BABYS**

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"Having my art published in this amazing and well-respected magazine has brought instant credibility to me as an artist and the positive message that I am portraying in my art. I thank you Celebrity Society magazine for the honor of being in your magazine."

**GIORGIO TUSCANI, WORLD RENOWN ARTIST**

"The magazine is a stunner! But what I admire most about CELEBRITY SOCIETY is the central intent of showcasing the abundance of philanthropic gestures in our community. There can never be too much of a good thing when it comes to people extending themselves to help others. I truly respect the elegant pedestal your magazine provides to all the worthy causes that truly change people's lives for the better."

**BARBARA LAZAROFF, PHILANTHROPIST,  
FOUNDER SPAGO, CHINOIS RESTAURANTS  
PRESIDENT IMAGININGS DESIGN, INC.**

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"Dear Mimi Makabi, I would like to congratulate you for the hard work and success in publishing the Celebrity Society Magazine, such a beautiful, informative magazine. Your involvement in charitable events and functions are formidable. I wish you best of success and prosperity."

**SAMUEL RAHBAR, MD., PH.D. PROFESSOR, CITY OF HOPE NATIONAL MEDICAL CENTER**

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"CELEBRITY SOCIETY is a great way to keep up with the happening people and activities of the movers and shakers. The wonderful articles and photos are always so well done. Keep up the good work. Thanks."

**AL GERSTEN, SUBSCRIBER & PHILANTHROPIST**