

POWER®

PROFILES OF FAME & FORTUNE

POWER MULTIMEDIA TARGETS

TELEVISION • WEBSITE • MAGAZINE



Online Media Kit

www.powermagazines.com



The Power Mission

Power Magazine is a new high-end publication that is directed to an upscale audience. We will focus on the concept of power: who has it, how to attain it and what to do with it.

All intriguing facets of power will be explored: from the profiles of the rich and the famous, to the stories of the less well-known power players domestically and internationally. **Power Magazine** will provide quality content for readers whose interests are at the very core of the power lifestyle.

Power Magazine's editorial content will include the stories of the men and women who have attained power in all areas of life. We will share insights from celebrities and executives who have made their dreams come true, so our readers can expand their own visions by learning from others' success stories.

Our magazine will highlight all the exciting news surrounding the powerful: everything from the restaurants and clubs they go to, to the high fashion they wear, the luxury items they purchase and the vacations they take. We will also feature the high profile events the powerful attend.

Power Magazine will cover it all: every provocative, insightful aspect of the concept of power will be available to our readers.



Loraine Jarblum
Publisher and Editor in Chief

Competition Analysis

Our goal is to rival many of the top magazines by delving into a variety of topics that interest the affluent reader, both men and women.

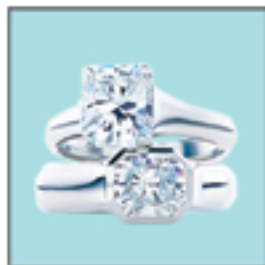
While popular magazines such as *Vogue*, *In Style*, and *W* offer fashion, beauty and celebrity news, they attract a primarily female audience. 54% of *W*'s content is devoted to fashion and 73% of their readers are women. **Power Magazine** is seeking both men and women readers with content inclusive of fashion, beauty and celebrities, but also spanning the topics of business, technology, health, sports, travel and home. Also, **Power** will cater to a more successful audience who, on average, earn more than \$100,000 a year. While only 36% of *W*'s readers are in this income bracket, **Power Magazine's** readers have more purchasing power than the average reader of any style-focused magazine.

Power Magazine has its own niche. *Town and Country* is an affluent lifestyle magazine which covers fashion, travel, design, beauty, health and the arts and antiques. Similarly, *Robb Report* covers these issues for a higher income bracket. However, **Power** features a much wider spectrum of general interest topics, primarily by covering the alluring news of Hollywood and featuring profiles of various successful individuals. **Power** combines all of the above with business and financial coverage not found in other lifestyle magazines.

Power seeks to fulfill the world's infatuation with Hollywood in a sophisticated and glamorous way, by profiling notable lifestyles filled with fame and fortune. Additionally, **Power's** goal is to provide a haven of trends, advice and knowledge for those who enjoy the luxurious life, pinpointing the best of the best, for the A-list reader.



Targeted Readership



Education:

Attended College: 85% - 95%
Post Graduate Degree: 25% - 35%

Employment:

Professional/Managerial: 70% - 90%

Households with Incomes over 6 figures: 90%

Personal Income over 6 figures: 85%

Portfolio/Securities Investments of over \$1 million: 20% - 30%

Real Estate Value:

Own a home valued over \$500,000 (14x the national average): 60% - 80%

Acquisitions:

Collect sculptures, paintings, antiques or photography: 50% - 80%

Travel:

Have travelled internationally in the past year: 40% - 60%

Shopping:

Spend more than \$50,000 annually on fashion and accessories: 40% - 60%

Affluence



**Targeting the Highest 20% of the National Population
Making on Average \$121,367 Annually before Taxes**

Average Age: 45.4

Number of Vehicles: 2.9

Dollar amount of Food Bought away from Home: \$4,554

spending 2 times as much as the average American

Alcoholic Beverages: \$841

spending 2 times as much as the average American

Household Furnishings: \$3,484

spending 2.3 times as much as the average American

Apparel and Services: \$3,617

spending 2 times as much as the average American

Entertainment: \$4,608

spending 2.2 times as much as the average American

Personal Care Products and Services: \$947

spending 1.8 times as much as the average American

Reading: \$271

spending 2 times as much as the average American



Editorial Content



Inside Scoop



Money Matters



Events Calendar



In the Spotlight



Home



Health & Sports



High Society



Fashion & Style



Arts & Entertainment



Travel



Food & Beverages



Top Hit List



Beauty Report

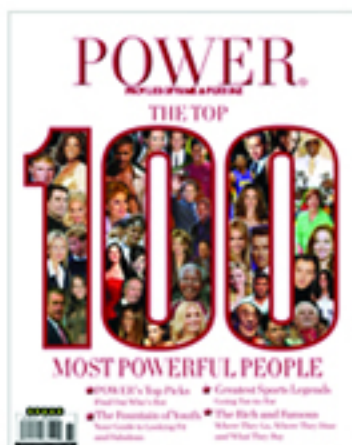


Power Profile

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Editorial Calendar 2007



Spring 2007

- POWER's Top Picks
- Find Out Who's Hot
- The Fountain of Youth
- Your Guide to Looking Fit and Fabulous
- Greatest Sports Legends
- Going Toe-to-Toe
- The Rich and Famous
- Where They Go, Where They Dine and What They Buy

ISSUE 1

Space Reservation: April 29

Artwork: May 6

Available: June 1 - August 31



Summer 2007

- The Power Trip: Vacation in Paradise
- The Golden List: Sports, Premieres, Fashion
- What's Hot: Summer Splurges
- Party Planning
- Smart Investments: Real Estate, Art and Jewelry
- Top 20 Most Eligible Bachelors and Bachelorettes

ISSUE 2

Space Reservation: February 5

Artwork: February 13

Available: March 7 - May 31



Fall 2007

- The Power of Love: Super Celeb Couples
- The Bling Generation: Young Wealth
- Oscar Gold: Profiles of the Winners
- Mansion Mania: Inside the World's Most Incredible Homes
- Top 10 Most Successful Entrepreneurs

ISSUE 3

Space Reservation: July 31

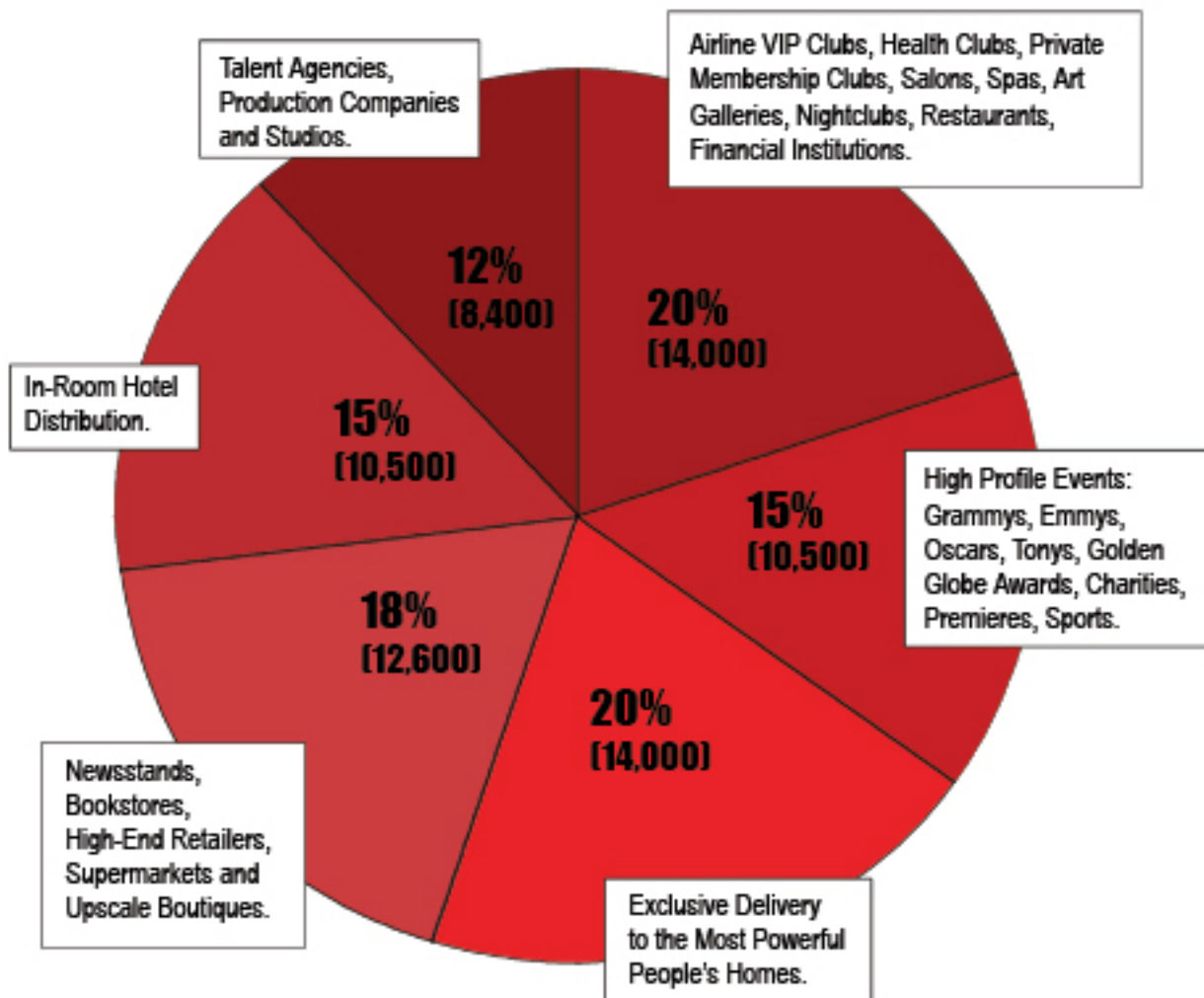
Artwork: August 6

Available: September 1 - November 30

Covers will vary according to editorial content.

Targeted Distribution: Reaching the Most Powerful People

Percentages based on 70,000 copies printed for launch.



Distribution subject to change.

The Luxury Consumer's Shopping List

Potential Advertisers for Our Affluent Readers

ABC, NBC, CBS, CNN	Ermenegildo Zegna	Motorola
American Express	Estée Lauder	Neiman Marcus
Aston Martin	Evian	Net Jets
Audi	Favero Jewels	Neutrogena
Aveeno Bacara Resort and Spa	Fendi	Nike
BCBG	Ford	Nordstrom
Bebe	Four Season Hotels	Olay
Belvedere	Franck Muller	Omega
Bentley	Getty	Opus One
Beverly Hills Mercedes-Benz	Giorgio Armani	Patek Philippe
Bijan Beverly Hills	Grey Goose	Pepe Jeans
BMW	Gucci	Perrier-Jouët
Bombay Gin	Guess	Patrón
Bottega Veneta	Harry Winston	Prada
Brioni	Herbal Essences	Princess Cruises
Brooks Brothers	Hermes	Ralph Lauren
Burberry	Hugo Boss	Reebok
Bulgari	Infiniti	Ritz-Carlton
Cadillac	Jacob & Co.	Roberto Cavalli
Caesar's Palace	Jaguar	Rolex
Calvin Klein	Jimmy Choo	Rolls-Royce
Cartier	Kodak	Saab
Casa de Campo	Kohl's	Saks Fifth Ave.
Chanel	Kwiat Diamonds	Samsung
Chloé	La Prairie	Sea Goddess Cruise Ships
Chopard	Lacoste	Sotheby's
Christian Dior	Lancôme Paris	Stolichnaya Vodka
Christie's	Lear Jet	St. John
Ciroc Vodka	Lexus	Sony
Citibank	Louis Vuitton	Stuart Weitzman
Clarins	L'Oréal	Swarovski Crystals
Coach	Luigi Borrelli	Tahari
Coldwell Banker	Manolo Blahnik	Tiffany & Co.
Cover Girl	Marc Jacobs	Toyota Tourneau
Cristal Champagne	Marciano	Tumbery Properties
Crown Royale	Maschino	Van Cleef and Arpel
David Yurman	Maserati	Van Heusen
DeBeers Diamonds	MasterCard	Valentino
Dolce and Gabbana	MaxMara	Versace
Dom Pérignon	MGM	Vertigo
Donald J. Pliner	Mikimoto	Yves Saint Laurent
Dooney and Bourke	Miu Miu	
Elizabeth Arden	Moët & Chandon	

Rate Card 2006 / 2007

4 Color	1x	2x	3x	4x
1 Page	8500	8075	7675	7290
2/3 Page	6630	6300	5990	5690
1/2 Page	5700	5420	5150	4900
1/3 Page	4160	3960	3760	3580
1/6 Page	1960	1860	1770	1690
2 Color	1x	2x	3x	4x
1 Page	6800	6460	6140	5830
2/3 Page	5310	5040	4790	4550
1/2 Page	4570	4335	4120	3915
1/3 Page	3335	3165	3010	2860
1/6 Page	1570	1490	1415	1345
B&W	1x	2x	3x	4x
1 Page	5950	5655	5375	5110
2/3 Page	4640	4410	4195	3990
1/2 Page	3990	3795	3610	3435
1/3 Page	2915	2770	2630	2500
1/6 Page	1370	1305	1240	1180
Covers	1x	2x	3x	4x
Cover 4	10615	10095	9590	9110
Cover 3	9770	9285	8820	8380
Cover 2	10245	9735	9250	8790

Note: Prices are quoted at gross rates, subject to 15% agency commission.

Prices subject to change.

Based on 70,000 copies initial issue and 100,000 copies for issues 2 through 4.

Additional Rates: 10% charge for bleed.

PMS Colors: \$600

PMS Metallic or Fluorescent Colors: \$750

Digital Ad Specs

All electronic ads must be PC compatible and received at final size. Power Magazine is not responsible for ads not meeting our electronic submission requirements, error in ads or misdirected e-mails.

APPLICATIONS

Adobe Photoshop: TIFF's, JPEG's, PSD's accepted. File must meet a minimum 300 dpi requirement and be in CMYK format.

FONTS

Include a copy of all fonts used in your files. Be sure to include both printer fonts and screen fonts for your files.

MEDIA

Ads must be submitted via e-mail.

ACCEPTABLE APPLICATIONS

All MAC and PC formatted files.

SIZES

Trim size of the magazine is 8" x 10 1/4".

E-MAIL

Send your ads to: Loraine@Powermagazines.com

Please zip files to prevent corruption. Include in the subject line of your e-mail the following tagline: "Name of Advertisement/Publication/Issue Date"

