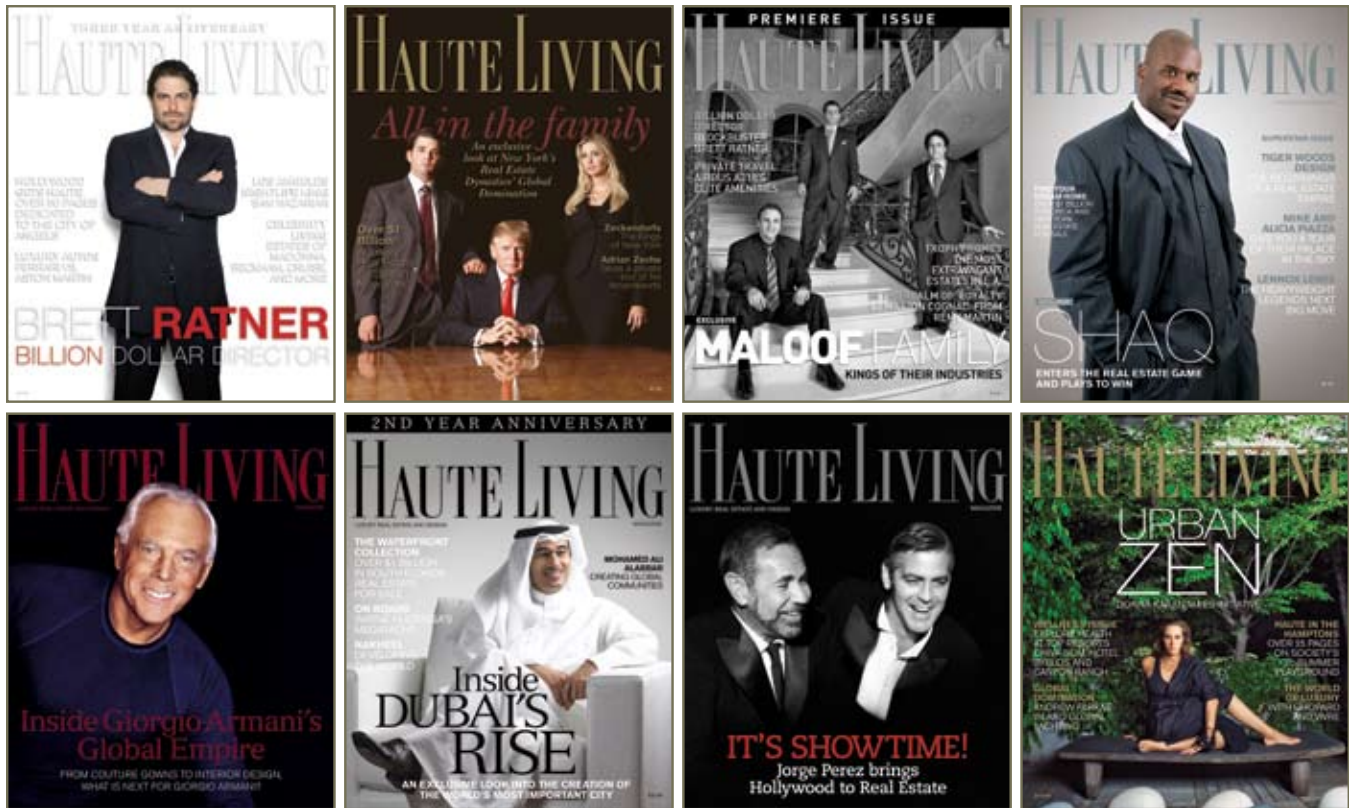


# LOS ANGELES HAUTE LIVING

◀ luxury ▶



◀ haute [ohht] –*adjective* high-class or high-toned; fancy ▶

## Los Angeles' Standard for the Luxury Lifestyle

Haute Living is for those who demand—and have the means to experience—the most luxurious choices in life.

Each copy of Haute Living magazine enjoys multiple reads, thanks to its sleek, oversized format and luxurious quality. The 35,000 magazines printed bi-monthly ultimately translate to 175,000 readers per edition. Our unique proprietary system ensures that our distribution is unmatched, as it includes, but is not limited to: availability on the private jets that leave from more than 100 FBOs worldwide; distribution in American Airlines Admirals Clubs worldwide and in London Heathrow airport's first class lounges; hand-delivery to 600 of the most exclusive addresses in Los Angeles, Orange County, and Malibu; and delivered to the movers and shakers who make and break Hollywood. Haute Living is also mailed to an extremely exclusive list of Who's Who in Los Angeles and beyond, and hand-delivered to more than 2,000 high-end retail shops. In short, **Haute Living is everywhere the luxury advertiser longs to be.**

The bottom line is this: wherever the affluent congregate, Haute Living has access. Our proven distribution model puts the magazine in the hands of high net-worth individuals who are not simply interested in learning about the finest offerings in private jets, yachts, watches, jewelry, real estate, and travel, but actually purchase the most coveted luxury items. **Readers of Haute Living don't dream of the good life, they live it.** Haute Living provides advertisers with the ideal cost-effective medium to reach their targeted audience.

LOS ANGELES

NEW YORK

FLORIDA

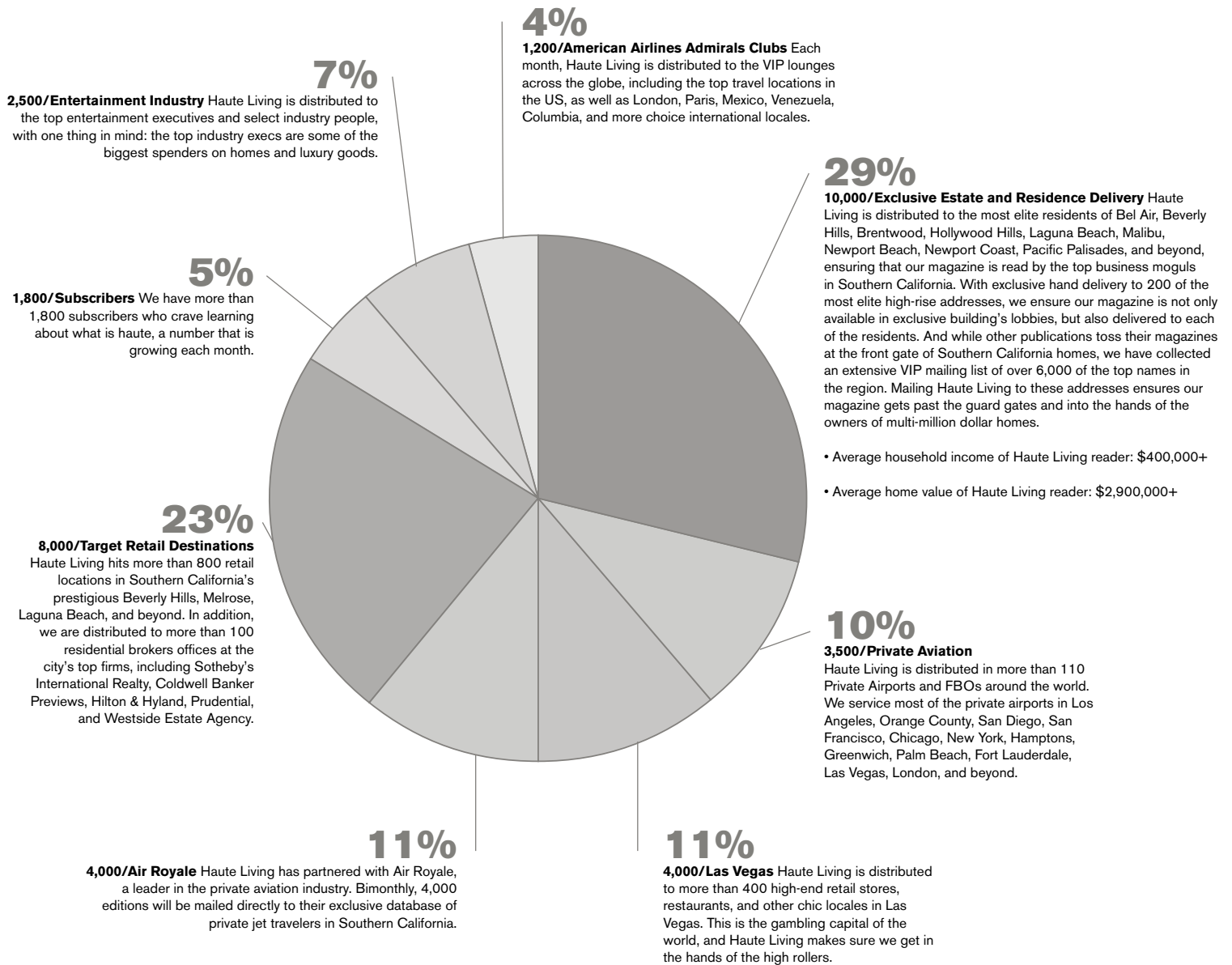
# LOS ANGELES HAUTE LIVING

◀ circulation ▶

Circulation **35,000**  
Readership **122,500**

## Strategic Circulation Breakdown

Six times per year, 35,000 copies of Haute Living Los Angeles are distributed throughout Southern California, targeting Los Angeles and Orange County's most affluent decision makers and connoisseurs.



LOS ANGELES

NEW YORK

FLORIDA

# LOS ANGELES HAUTE LIVING

◀ editorial ▶



Haute Living offers editorial that is as sophisticated as its audience, as we cover a broad range of subjects that satisfy our savvy reader's quest for knowledge about all that is *haute*.

## Our monthly editorial chapters include:

**Haute Necessities:** Haute Living provides insightful information on the finest jewelry, wines, watches, and more. Each issue also includes upcoming offerings at Sotheby's and Christie's, the two imperial auction houses.

**Feature Well:** Every month, Haute Living has articles that are so exclusive and insightful that they belong in the Feature Well. Past editions have included: the Maloof brothers, Brett Ratner, Donna Karan, The Trump Family, Dylan Lauren, Shaquille O'Neal, Donny Deutsch, Naomi Campbell, Giuseppe Cipriani, Ian Schrager, and other major tycoons.

**Private Aviation:** When the affluent roll, they do so in style. This section explores the finest offerings in the world of private jets.

**Design & Décor:** The people and concepts behind the designs of beautiful homes, unique developments, innovative businesses, and avant-garde products

**One-On-One:** Haute Living offers exclusive editorial with the Power Players and Women of Substance who control the business world of Los Angeles and beyond

**Haute Spots:** Haute Living scours the globe to bring our readers information on the world's swankest locales. We don't just write about top hotels, we go inside the most luxurious suites in our monthly installment, Suite Wars. We offer looks at over the top celebrity homes. In short, we bring our readers insightful information about places they want to be

**Haute News:** An insider's guide to the most exclusive events and properties in Los Angeles and around the globe

LOS ANGELES

NEW YORK

FLORIDA

# LOS ANGELES HAUTE LIVING

◀ editorial calendar ▶

## LOS ANGELES

ISSUE	EDITORIAL	BOOKING DEADLINE	MATERIAL DEADLINE	DELIVERY
Feb/Mar	Showbiz/Hollywood	Feb 14	Feb 17	Feb 25
Apr/May	All About Mexico	Apr 14	Apr 17	Apr 25
July/Aug	Celebrity Living	Jun 14	Jun 17	July 1
Sep/Oct	Green Issue	Aug 14	Aug 17	Sep 1
Nov/Dec	One-Year Anniversary	Oct 14	Oct 17	Nov 1
Jan/Feb	Destination: Aspen	Dec 14	Dec 17	Jan 1

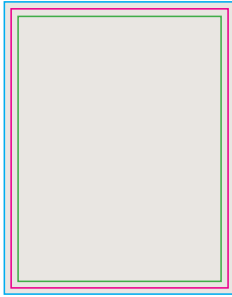
LOS ANGELES

NEW YORK

FLORIDA

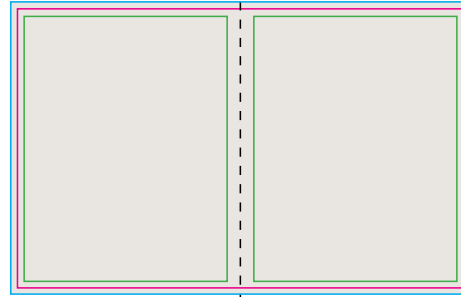
# LOS ANGELES HAUTE LIVING

## ◀ mechanical specifications ▶



### Full Page AD

- Bleed: 10.5" X 12.5"
- Trim Size: 10" X 12"
- Safe Area: 9.5" X 11.5"



### Spread AD

- Bleed: 20.5" X 12.5"
- Trim Size: 20" X 12"
- Safe Area: 9.5" X 11.5" (Each Page)

## PRODUCTION MATERIALS

### Camera-Ready Files

All camera-ready materials must be no less than 300 dpi at 100% of placement size. High resolution .jpg, .tiff, .eps files are accepted. PDF files are preferred. Materials must use CMYK color. No RGB, Pantone, or PMS colors are accepted. Failure to provide files as required can cause unpredictable errors when the files are output and create production charges to correct.

### In-House

For your convenience, Haute Living offers complimentary custom in-house ad creation. All imagery and copy must be provided. Provided image files must be no less than 300 dpi at 100% of placement size. All electronic files may be e-mailed to our Art Department at [artwork@hauteliving.com](mailto:artwork@hauteliving.com) or uploaded to our FTP site. Please call 786.363.2920 for FTP instructions. You may also send materials via postal mail to 1101 Brickell Avenue, Suite 1202, Miami, FL 33131

Luxury Ads / Developers			
	1X	3X	6X
Full Page	\$7,000	\$6,500	\$6,000
Double Page Spread	\$12,000	\$11,000	\$10,000
Inside Front Cover	\$15,000	\$14,000	\$13,000
Inside Back Cover	\$9,000	\$8,500	\$8,000
Back Cover	\$15,000	\$12,000	N/A

## ◀ rate card ▶

Rate Base = 35,000 Magazines / 2008 General Rate Card (Rates effective until December 2008)  
 All prices are net (for advertising agencies) Rates effective through December 31, 2008.  
 For details on gatefolds and inserts, please contact our office at 305.446.0052



news release

CONTACT:

Adrienne Papp

Atlantic United, Inc.

(917)678-4017

Adrienne@AtlanticPublicity.com

www.AtlanticPublicity.com

# HAUTE LIVING

## HAUTE LIVING Applies For BPA Worldwide Consumer Magazine Membership

BUSINESS

CONSUMER

DATABASE

EMAIL

EVENTS

INTEGRATED

INTERACTIVE

NEWSPAPER

**Shelton, CT December 31, 2007** – *Haute Living* has applied for consumer magazine membership in BPA Worldwide. The magazine is published by Haute Living Inc (Miami, FL).

BPA Worldwide will track *Haute Living's* circulation size, source make-up, pricing and geographic coverage. The magazine will have 12 months to complete its initial circulation audit.

"We are excited about working with BPA Worldwide to confirm our distribution as this gives our advertisers the highest assurance that our magazines are hitting the right people and places," said Publisher and Co-founder Kamal Hotchandani.

"The strong growth of Haute Living has made it a perfect time to apply for membership with BPA Worldwide," said Publisher and Co-founder Seth Semilof.

"We are pleased that *Haute Living* has applied for membership in BPA Worldwide," said BPA president and CEO Glenn Hansen. "We applaud the publisher for providing advertisers and prospects with the solid assurance of an independent circulation audit conducted according to our world-respected, uncompromising standards. With a BPA audit, media buyers can be confident that circulation claims are accurate, and that they have the verified data that they need to assess a publication's effectiveness in serving its market."

**About BPA Worldwide** A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 25 countries. Worldwide, BPA serves more than 2,500 media properties—including over 1,900 B-to-B publications, more than 400 consumer magazines and newspapers, 100+ Web sites, and events, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

NR Dec-07



MAY 18, 2007

MR. KAMAL HOTCHANDANI, PUBLISHER  
HAUTE LIVING  
201 ALHAMBRA CIRCLE, 501  
CORAL GABLES, FL 33134

**RE: THANK YOU FROM ROLLS-ROYCE MOTOR CARS NA, LLC**

DEAR KAMAL:

I WANT TO TAKE THIS OPPORTUNITY TO PERSONALLY THANK YOU ON BEHALF OF MICHAEL DUNLAP AND EVERYONE AT ROLLS-ROYCE MOTOR CARS NA, LLC. DURING OUR TIME IN MIAMI AND SINCE OUR DEPARTURE, YOU HAVE BEEN A TRUE FRIEND TO US AND TO THE BRAND. WE APPRECIATE YOU TAKING US IN AND INTRODUCING US TO THE MIAMI ELITE.

IN PARTICULAR, I WANT TO THANK YOU FOR WORKING WITH US TO CREATE A FANTASTIC SUPER BOWL EVENT ON STAR ISLAND IN CONJUNCTION WITH HAUTE LIVING MAGAZINE. IT WAS A SPECTACULAR EVENT – BEAUTIFUL NIGHT, GREAT VENUE, AND TERRIFIC EXPOSURE FOR OUR BRAND IN MIAMI. THROUGH HAUTE LIVING, WE WERE ABLE TO CONNECT WITH NEW CLIENTS AND DELIVERED A NEW PHANTOM EXTENDED WHEELBASE THE NEXT DAY AND TOOK TWO ORDERS FOR OUR NEW PHANTOM DROPHEAD COUPE CONVERTIBLE. WE LOOK FORWARD TO WORKING WITH YOU AND HAUTE LIVING IN 2007.

THANKS FOR YOUR CONTINUED SUPPORT AND I LOOK FORWARD TO SEEING YOU SOON.

SINCERELY,

A handwritten signature in cursive script, appearing to read "J. Andy Thomas", is written over a light green rectangular background.

ANDY THOMAS

**ROLLS-ROYCE MOTOR CARS**

ROLLS-ROYCE MOTOR CARS NA, LLC  
MAILING ADDRESS: P.O. BOX 1227, WESTWOOD, NJ 07675-1227  
OFFICE ADDRESS: 300 CHESTNUT RIDGE ROAD, WOODCLIFF LAKE, NJ 07677-7731  
TELEPHONE (201) 307 4117 FAX (201) 594 3495  
WWW.ROLLS-ROYCEMOTORCARS.COM  
A BMW GROUP COMPANY

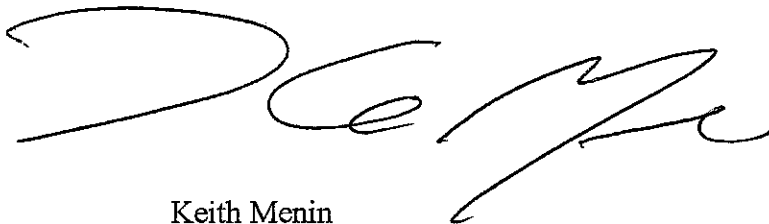
# MONDRIAN

January 3, 2008

To Whom It May Concern:

Haute Living has been extremely beneficial to the production of sales for the Mondrian South Beach. We at the Mondrian are very pleased with the placement of our advertising in Haute Living and we believe that several leads have followed from our ads.

Sincerely,

A handwritten signature in black ink, appearing to read 'Keith Menin', written in a cursive style.

Keith Menin

# lualdi**doors**

Lualdi Inc., 209 Altara Ave. Coral Gables, FL 33146 P.786.210.1132

May 7, 2008  
Angela Santopinto  
VP of Luxury Advertising  
Haute Living  
1101 Brickell Ave, Suite 1202  
Miami, FL 33131


Dear Angela,

I wanted to take this opportunity to thank you for the great success we've had since advertising in Haute Living. Our partnership started only a few months ago and we've already received huge business opportunities from advertising in your publication. In particular, we were contacted by an ultra high end international development which could honestly be one of the biggest transactions for Lualdiporte.

I have never received such positive return on investment for our advertising dollars in all of my work experience. I am highly impressed with the results your publication delivers in such a short period and I plan to shift more advertising dollars from our other publications to Haute Living.

Thanks again for exceeding our expectations. On behalf of Lualdiporte, we look forward to a long term partnership and expanding in your other markets.

All the best,  
Alessandro Lualdi

A handwritten signature in blue ink, appearing to read "Alessandro Lualdi", with a large, sweeping flourish underneath.



**TAMARA COMOLLI**  
FINE JEWELRY COLLECTION

**Lisa Umbel**  
**Haute Living Magazine**

Dear Lisa –

I'd like to take this opportunity to send my appreciation to you and **Haute Living Magazine**. In the short amount of time that we have been working together you and the publication have demonstrated the utmost professionalism, and more importantly, excellent customer service for Tamara Comolli Fine Jewelry. We have experienced amazing feedback from our advertising, due in many respects to your help in achieving excellent placement for our brand.

We look forward to much continued success and collaboration with you and **Haute Living**.

Thank you, and best regards,

Alec Floyd  
Vice President  
Tamara Comolli Fine Jewelry Ltd., Inc.



The love of what she does shines through in every collection. What once started off as a hobby—modernizing family heirlooms, visiting gemstone mines, collecting favorite stones—has transformed into a worldwide brand name, catering to an international community of chic individuals across Europe, the United States, and Asia. Her collections always impress, as she introduces new pieces while remaining true to her original concept: continuity in design, expressed through stylish, constantly evolving “Color Stories.”

Tamara Comolli’s jewels are grouped into collections with playful, interesting names that sprang from equally interesting inspiration. The wildly popular “Roulette” bracelet, which features a revolving, bezel-set “chip,” is an homage to her father, who managed casinos in France, Spain, and Gibraltar. The aptly named “High Roller,” a more lavish version, is adorned with five diamond pavé chips. The “Grapes” collection refers to soft, feminine clusters of pastel Chinese freshwater or Tahitian pearls that drape around the neck or wrist. “Symphony of Pearls,” Comolli’s latest pearl collection, features hand-selected South Sea, Indonesian, or Tahitian pearls that create a balance between classic refinement and youthful exuberance. And the instantly recognizable “Mikado” collections feature her distinctive “bullet-cut” gemstones in stackable rings and versatile necklaces and bracelets with interchangeable pendants.

# WEARABLE ART

The Tamara Comolli Fine Jewelry Collection is expanding, one individual at a time. **By Philippa Ellis**

**T**amara Comolli understands. She understands the sensuality of stones, the individuality of her clientele, and the necessity of brightly colored glamour in everyday life. Her rise into the world of luxury jewels can only be described as fate. From her childhood among European elite to her days at the University of Munich where she majored in business administration and advertising, she developed a taste for elegance, a head for business, and an eye for beauty. Simply stated, Comolli was born a jeweler, her life path predetermined, and her collection is proof of this passion.

A first glance at the collections of German-born Comolli is awe-inspiring. Her pieces are intricately innovative and joyfully colorful. Various gemstones emphasize creative color combinations, and each unique collection reflects a style, story, and purpose. Which is how Comolli intended it to be. In 1992, she

launched the Tamara Comolli Fine Jewelry Collection as an artist with a vision of her own company and brand. One of the original collections, “Curriculum Vitae,” features rings, cuffs, and bangles in 18-karat gold that are composed of playful, multicolored sliding gemstones. The CV collection became an immediate bestseller, launching the designs to historic proportions. This success was largely due to Tamara’s desire to satisfy her clients by working to choose personal stone colors and create memorable combinations for them.

“My jewelry should be worn every day—while shopping, meeting friends, dining, or attending events, explains Comolli. “Women want to express their personality not only with their clothing, but also with their choice of jewelry.” As with most natural talents, she portrays a true love for her craft, which is reflected in each and every design. The resulting product is not so much a piece of jewelry, but that of wearable art.

And while Comolli seems to have dedicated herself to the world of colored gemstones, she still manages to innovate and keep her company cutting-edge. New additions to the collection include: diamond-pavé “Cocktail” rings in 18-karat yellow, white, or rose gold, for day-to-evening wear; fresh, fashionable long chains to accentuate the “Roulette” and “Mikado” pendants; and the just-launched Tamara Comolli Watch Collection, featuring up-to-date men and women’s 43mm cases in white, black, or signature blue ceramic. And always, for those with a taste for the finer things in life, there are Comolli’s “Collectibles”—such as the one-of-a-kind “Flower” rings, composed of exotic, multicolored sapphires; and “Temple” rings, showcasing rare stones such as a stunning 50-carat aquamarine surrounded by 4 carats of F/vs princess-cut diamonds.

It is the sheer love of what she does that has pushed Tamara Comolli into the forefront of the luxury jewelry market. In addition to her jewelry, she loves the qualities that it brings out in the women who wear it—cool confidence and a beautiful distinctiveness.

“My jewelry underscores the individuality of a woman and allows the jewelry to speak with the individual; not for her,” believes Comolli. And with the brand’s rapid expansion, it looks as if the jewels and the individual are the perfect pair. **TL**



**FOUR SEASONS**  
*Hotels and Resorts*

ISADORE SHARP  
CHAIRMAN  
CHIEF EXECUTIVE OFFICER

April 17, 2008

Ms Ayesha Khan  
300 E. 46<sup>th</sup> Street  
Apr. 3H  
New York, NY 10017  
USA

Dear Ms Khan:

We are very fortunate in that we have enjoyed a fair amount of positive publicity about the Company through the years. That being said, I must tell you that I think your story in **Haute Living** ranks among the highlights of those I have read in recent years.

Thank you for this well-written piece and for including so many of the photographs that portray our individual properties as well as some of the history of Four Seasons.

Yours sincerely,

I. Sharp

March 7<sup>th</sup>, 2007.


Dear Mr. Hotchandani:

It has been **Fendi Casa's** pleasure working with *Haute Living* magazine since its inception. Thanks to advertising in *Haute Living*, we have received countless sale inquiries about our various products and designs, and have formed wonderful partnerships with developers and interior designers thanks to the magazine. Advertising in *Haute Living* is an integral part of our advertising plan.

We have had great success working with *Haute Living* in the past, and look forward to partnering with *Haute Living* for events in the future. We find your publication to be a great investment of our advertising dollars, as it generates a great return. We had immediate success as a result of advertising with you.

We fully support the work done at *Haute Living* magazine. We have been a loyal advertiser for years, and we will be continuing this trend for years to come.

Best,



Luca Buttazoni  
President  
Fendi Casa