Palm Springs Life has celebrated the Southern California desert lifestyle by offering sophisticated content to an affluent audience of residents and visitors. Palm Springs Life stands out as “California’s Prestige Magazine.”
READERSHIP

50,576
Print
+
2,536
Digital
=
53,112
Monthly Readership

Subscriber Profile Highlights

73%
Age 55 or over

61%
Keep Palm Springs Life more than one month

62%
Female

57%
bought a product advertised in the publication

38%
Male

$368,931
Average Household Income

64%
Married

$3,040,000
Average Net Worth

Source: Ipsos MediaCT Subscriber Study 2014 and Circulation Verification Council Readership Study 2015
**Circulation & Distribution**

**Reaching affluent and loyal subscribers**

82%
Paid Circulation

2,536
Monthly paid active e-subscribers

50,576 Readers per month
16,056 audited copies per month x 3.15 readers per issue

53,112
Total monthly readers

95%
of our readers rated Palm Springs Life excellent or good

**Distribution**

5,346
Single Copy Newsstand Distribution

15,081
Average Paid

2,536
Paid E-Subscribers

2,189
Average Controlled

16,056
Average Net Circulation

18,428
Average Monthly PrintedCopies

$42
Annual Subscription

$4.95
Newsstand Price

**Readership Habits**

91%
Read the last four issues

76%
Saved more than one issue

47%
Spend 30 to 59 minutes reading

3.15
Average readers per issue

Source: Ipsos MediaCT Subscriber Study 2014 and Circulation Verification Council Readership Study 2015
DEMOGRAPHIC

AGE
Age 55 or over 73%
Under age 54 27%
Average age 62

GENDER
Female 62%
Male 38%

MARITAL STATUS
Married 64%
Single 12%
Partnered 12%

NET WORTH
Up to $999,999 28%
$1,000,000—$9,999,999 62%
$10,000,000 or more 10%

HOUSEHOLD INCOME
Average household income $368,931

EDUCATION/OCCUPATION
College degree 41%
Completed post graduate 27%
Own/partner in a business 30%
Member of Board of Directors 30%

HOME OWNERSHIP
Average value of home $923,400
Own two homes 40%
Intend to purchase a home or real estate within 12 months 10%
Value of primary residence $3,000,000 or more 5%

READERSHIP HABITS
Read the last 4 issues 91%
Saved more than one issue 76%
Kept more than one month 65%
Spent 30 to 59 minutes reading 47%
Average readers per issue 3.15

ACTIONS TAKEN BASED ON PALM SPRINGS LIFE READERSHIP
Dined in a restaurant 80%
Attended an event 49%
Saved items of interest 42%
Used the dining out/calender listings 35%
Bought a product or service 59%

HOW DO YOU RATE PALM SPRINGS LIFE?
Excellent or good 95%

LEISURE ACTIVITIES & ENTERTAINING
(last 12 months)
Attended live theater performances 67%
Visited museums 66%
Attended art auctions/galleries 63%
Attended food tasting festivals 53%
Attended sporting events 49%
Attended charitable benefit events 45%
Attended fashion/trunk shows 25%

READERSHIP LIFESTYLE PLANS
(last 12 months)
Invest in stocks/mutual funds 43%
Redecorated their home(s) 35%
Bought or leased a new vehicle 26%
Remodeled or renovated their home(s) 31%

DINING
Spent on dining out in an average week $315
Ordered liquor by brand 79%
Drink or serve wine 78%
Dine out one or two times in an average week 50%

Source: Ipsos MediaCT Subscriber Study 2014 and Circulation Verification Council Readership Study 2015
## 2017 Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPECIAL SECTIONS</th>
</tr>
</thead>
</table>
| JANUARY — Glamour | • Palm Springs International Film Festival  
• Fashion: La Ronde, dans la Cabana  
• Rock Stars: Joshua Tree Climbers’ Community  
• Dine: Made Up Holiday Dinner Party  
• Vintage Couture Gowns  
**AD CLOSE:** NOV 17, 2016 |
| FEBRUARY — Modernism | • Midcentury Architecture and Design  
• Daniel Chavkin Feature: Architectural Images  
• Top Contemporary Architects, Designers, and Decorators  
• Palm Springs Fine Art Fair  
• Danish Modern Design  
• Jewelry and Midcentury Furniture  
**AD CLOSE:** DEC 16, 2016 |
| MARCH — Fashion | • ANA Inspiration  (formerly Kraft Nabisco Championship)  
• BNP Paribas Open Tennis Tournament  
• Home & Design  
• Fashion: Ladies on Bikes, Party Dresses  
• A Gail Simmons Party Shoot  
**AD CLOSE:** JAN 19, 2017 |
| APRIL — Music | • Fashion: The White Album — An All-White Style Section  
• Coachella Music Festival  
• Celebrity Author Profile  
• Palm Springs Power Baseball  
• Photo: A Season Ending Party  
• Live Music & Entertainment  
**AD CLOSE:** FEB 16, 2017 |
| MAY — Real Estate | • First Annual PSL Home and Garden Awards  
• Home & Design  
• The Art of Sustainable Landscapes  
• Convertibles, New and Vintage  
• Palm Trees — Photo Essay  
• Fashion: Summer Silk  
**AD CLOSE:** MAR 20, 2017 |
| JUNE — Summertime | • Pool and Water Features Design  
• Fashion: Sandals, Sundresses, and Summer Hats  
• Photo Essay: Made in the Shade  
• Special Advertising Section: Top Lawyer  
**AD CLOSE:** APR 17, 2017 |

Schedule subject to change. Advertisals close 15 days prior to deadline dates.
## 2017 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Special Sections</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JULY</strong></td>
<td>Health &amp; Well-Being</td>
</tr>
<tr>
<td><strong>AUGUST</strong></td>
<td>Sex, Sun, and Sand</td>
</tr>
<tr>
<td><strong>SEPTEMBER</strong></td>
<td>Annual Desert Living Edition</td>
</tr>
<tr>
<td><strong>OCTOBER</strong></td>
<td>Progress</td>
</tr>
<tr>
<td><strong>NOVEMBER</strong></td>
<td>Philanthropy</td>
</tr>
<tr>
<td><strong>DECEMBER</strong></td>
<td>The Arts</td>
</tr>
</tbody>
</table>

### Special Sections:

- Lifestyle: Top Trainers, Best Classes, Hardest Workouts
- Health: Eat Out, Eat Healthy.
- Homegrown: Backyard Farmers
- Special Advertising Section: Top Doctors

**AD CLOSE:**

- **JULY 21, 2017**
- **AUG 21, 2017**
- **SEPT 20, 2017**
- **OCT 23, 2017**

Schedule subject to change. Advertisers close 15 days prior to deadline dates.
SEPTEMBER ANNUAL DESERT LIVING EDITION

The Palm Springs Life Annual Desert Living Edition has a potential readership of more than 3.2 million potential visitors and full- and part-time residents.

Hardbound

- Placed in more than 18,346 hotel rooms, timeshares, and vacation properties for the entire year
- Maintained all year in 2,000 doctors’ offices, waiting rooms, country clubs, salons, and professional offices
- Personalized copies presented to 1,600 VIPs
- 24,770 Hardbound Copies

Softbound

- Placed on 1,567 newsstands throughout Greater Palm Springs, Southern California, and other feeder markets
- Mailed to all monthly subscribers; representing more than 50,576 readers
- 19,000 Softbound Copies
SEPTEMBER ANNUAL DESERT LIVING EDITION

Digital Edition

2,536
Monthly Paid Active E-subscribers

Total Annual Distribution

<table>
<thead>
<tr>
<th>Hardbound Copies</th>
<th>Softbound Copies</th>
<th>Total Annual Distribution</th>
<th>Million Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>24,770</td>
<td>19,000</td>
<td>43,770</td>
<td>2.5 +</td>
</tr>
</tbody>
</table>
PalmSpringsLife.com

200,000 Unique Monthly Visitors
2,728,000 Monthly Page Views

Social Media
50,000+ followers
Facebook, Twitter, Instagram, Pinterest, Google+, and Viddler
2017 MEDIA KIT

DIGITAL OPPORTUNITIES

E-Newsletters

PALM SPRINGS LIFE — 1 MONTHLY

2,536
Monthly Paid Active E-subscribers

WEEKENDER — 2-3 MONTHLY

25,500
Monthly Opt-in E-subscribers
Opportunity
Sponsor one of our popular events

JANUARY
Top Dentists Reception

FEBRUARY
The Chino Canyon Project
  Modernism Week
Market Watch Winter Seminar

MARCH
Fashion Week El Paseo
Le Chien
Palm Desert Food & Wine
Palm Springs Life Festival

APRIL
Market Watch Spring Seminar

MAY
Women in Business Awards

JUNE
Top Lawyers Reception
Greater Palm Springs Restaurant Week

SEPTEMBER
Top Doctors Reception

OCTOBER
Concierge of the Year Awards

NOVEMBER
Cabbie Appreciation Luncheon
Market Watch Fall Seminar
### SPECIALTY MEDIA & MARKETS

<table>
<thead>
<tr>
<th>Modernism Week</th>
<th>Concierge Book</th>
<th>ONE•PS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GuestLife Monterey Bay</td>
<td>GuestLife New Mexico</td>
<td>GuestLife El Paso</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>R/M Magazine</td>
<td>Vintage Magazine</td>
<td>Toscana Magazine</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hideaway</td>
<td>Me Yah Whae</td>
<td>Pebble Beach: The Magazine</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newport Beach Official Visitors Guide</td>
<td>San Diego Magazine</td>
<td></td>
</tr>
</tbody>
</table>

Schedule subject to change. Advertisals close 15 days prior to deadline dates.
CONTACTS

Publisher
Franklin W. Jones

Representatives
For more information about advertising, please contact your sales representative. 760-325-2333

- Jennifer Allen
  ext 332
- Jim Doyle
  ext 221
- Paulina Larson
  ext 286
- Michael Mathews
  ext 236
- Kathi Pettersen
  ext 220
- Julie Rogers
  ext 255

Graphic Services
Full graphic design services are offered through Desert Grafics. 760-323-2739

National Representatives
WESTERN REGION
Dorie Leo
310-822-4938

ORANGE COUNTY
Rima Dorsey
949-370-1437

CHICAGO/MIDWEST
Annabelle Jacobson
847-256-6850

NEW YORK/EASTERN REGION
Karen Couture
917-821-4429

HAWAII
Debbie Anderson
808-739-2200

PALM SPRINGS LIFE
303 N. Indian Canyon Drive,
Palm Springs, CA 92263-2724
760-325-2333
760-325-4603 FAX
sales@palmspringslife.com
palmspringslife.com