

ELEMENTS™

What makes *elements magazine* unique?

- *Elements* reaches 33 of the nation's richest towns, as listed in *Worth* magazine.
- We offer our advertisers a consumer readership with uncommonly strong purchasing power —\$200,000+ incomes.
- 60% of our distribution is mailed directly to the wealthiest homes on Long Island, the third richest region in the United States.
- The seasonally timed content makes for a valuable three month shelf life.
- *Elements* is designed and written by seasoned publishing professionals.
- It's visually striking and printed on high-quality, paper stock.
- Our magazine is printed on state of the art printing equipment, which ensures consistent clarity and color. (Our printer also prints *Hamptons*, *Gotham*, *W*, *Sports Illustrated* and *Time*)
- Our content connects with a topflight, educated and affluent readership.
- We offer extremely low advertising rates.
- *Elements* addresses a need. We reach a highly desirable, unique and largely overlooked market.

Why hasn't anyone created a magazine like this before?

That's a good question.

Demographics

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Connecting With a Topflight Market

Elements connects with one of the nation's most viable and responsive consumer markets: affluent and discerning suburban New Yorkers, many with annual household incomes in excess of \$200,000. Our market is comprised of educated home owners with active interests in high quality design, fashion, travel, food, wine and art. This is an audience attuned to high-ticket brands who regularly seek out and purchase these goods and services.

Reader Survey Results

Elements' Reader Survey results are based on responses to questionnaire cards inserted in issues of the magazine and answered by readers. A total of 907 questionnaires were received for tabulation.

As anticipated, the results show an extremely affluent readership. Many live in smaller family groups and almost one-half have no children living at home.

These factors combine to yield an audience with high discretionary income for such upscale activities as home renovation, dining out, travel and purchase of high-end vehicles.

Highlights

Age 25-54	69.8%
Household income \$200,000 or More	44.4%
Married	68%
Gender	64.8% female 35.2% male
Spent \$40,000 or More on Most Recent Vehicle	53.5%
Spent \$15,000 or more on Home Improvements in Past Two Years	84%
Took One or More Trips in Past 3 Years	85.2%
Dine Out Three or More Times a Week	52.8%
Spent 14 or More Nights in a Hotel or Inn in Past Year	57%

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DEMOGRAPHIC AND HOUSEHOLD PROFILE

Age	
18-24	1.8%
25-39	20.9%
40-55	48.9%
55+	28.4%
Age 25-54	69.8%

Marital Status	
Married	68.0%
Not Married	19.9%
Other	12.1%

Household Income	
Less than \$100,000	20.8%
\$100,000 - \$199,999	34.9%
\$100,000 or more	79.2%
\$200,000 or more	44.4%

Number of People in Household	
One	9.7%
Two	37.6%
Three	16.0%
Four	23.8%
Five	9.6%
Six or More	3.3%

Number of Children In Household	
None	46.0%
One	17.0%
Two	25.4%
Three	8.8%
Four or more	3.0%
One or More Children in Household	54.2%

Sex	
Male	35.2%
Female	64.8%

LIFESTYLE PROFILE

Made Any Home Improvements in Past Two Years	
One or More	92.9%
Furniture or Accessories	70.9%
Flooring/carpets	53.5%
Window treatments	47.2%
Wallpaper or paint	60.6%
Room remodeling or renovations	35.4%
Other	29.1%

Total Amount Spent on Improvements	
Less than \$1000	6.3%
\$1,000 - \$4,999	8.9%
\$5,000 - \$9,999	20.5%
\$10,000 - \$14,999	17.0%
\$15,000 - \$24,999	18.8%
\$25,000 or more	28.6%
Spent \$15,000 or more	47.3%
(Base: Made Home Improvements)	

Primary Residence	
Own	89.0%
Do Not Own	11.0%

Vacation/Weekend Home	
Own	27.6%
Do Not Own	72.4%

Travel within Past 3 Years	
Took One or More Trips	85.0%
Took a Cruise	33.3%
Stayed at resort in Caribbean or Bahamas	41.7%
Been on a Spa Vacation	39.8%
Traveled to Europe or elsewhere overseas	50.0%

Base: Took one or more trips

Hotel/Inn Stays in Past Year	
One or More	82.7%
One - Two	0.0%
Three - Four	5.7%
Five - Six	11.4%
Seven - Thirteen	25.7%
Fourteen - Twenty	25.7%
Twenty one - Twenty nine	17.1%
Thirty or More	14.2%
Fourteen or more nights	57.0%

Base: Stayed in Hotel/Inn in past year

Number of Times a Week Dine in Restaurant	
One	13.4%
Two	29.9%
Three - Four	39.4%
Five - Six	7.1%
Seven	6.3%
None	4.0%
3 or more times	52.8%

VEHICLE OWNERSHIP

Own One or More Vehicles	
Own	98.4%
Do Not Own	1.6%

Number Owned	
One	16.8%
Two	44.0%
Three	22.4%
Four or More	16.8%

Types Owned	
2/4 Door car	88.2%
SUV	52.0%
Minivan	5.5%

Price of Most Recently Acquired	
Under \$20,000	2.3%
\$20, - \$29,999	14.0%
\$30, - \$39,999	30.2%
\$40, - \$49,999	30.2%
\$50, - \$59,999	11.6%
\$60, - \$74,999	4.7%
\$75,- \$99,999	4.7%
\$100,000 or more	2.3%
\$40,000 or more	53.5%

Most Recently Acquired	
Mercedes	15.7%
Acura/Audi/Saab/Volvo	15.6%
BMW	13.7%
Lexus	7.8%
Jeep/Landover	6.9%
Nissan	6.4%
Infiniti	5.9%
Toyota	5.9%
Jaguar	4.9%
Cadillac/Lincoln	4.9%
Honda/Mitsubishi	4.9%

**Regionally, *Elements* reaches 33 of the nation's "richest towns"
as listed in *Worth* magazine**



Rank	Town	Rank	Town
28	Upper Brookville, NY	80	Flower Hill, NY
29	East Hampton Village, NY	81	Munsey Park, NY
33	Mantinecock, NY	82	Plandome, NY
35	Old Brookville, NY	92	Mill Neck, NY
38	Lattingtown, NY	116	Huntington Bay, NY
40	Old Westbury, NY	128	Roslyn Estates, NY
41	Brookville, NY	136	Woodbury, NY
42	Laurel Hollow, NY	138	Amagansett, NY
43	Lloyd Harbor, NY	173	East Hills, NY
44	Sands Point, NY	186	Great Neck, NY
45	Oyster Bay Cove, NY	192	Southampton, NY
62	Muttontown, NY	198	Manhasset, NY
72	North Hills, NY	199	Quogue, NY
75	Water Mill, NY	203	Glen Head, NY
76	Hewlett Harbor, NY	217	Roslyn, NY
77	Cold Spring Harbor, NY	249	Garden City, NY

Our Mission

To provide affluent Long Islanders with a high-end lifestyle magazine that appeals to their sophisticated interests and tastes and explores the essential components of daily life in this unique island suburb of New York City.

Content That Resonates With a Sophisticated Upscale Audience

ELEMENTS™

Cosmopolitan Content For Unique Suburban Readers

Elements is content-driven, reaching an upscale readership with positively focused articles and striking photographic spreads. Our staff of experienced writers and contributors gets "inside" their subject matter, covering relevant and interesting topics like architecture, fashion, travel, food, people and the arts.

Home Design

Articles on Design, Architecture, Landscaping and Gardening
Spotlights on Furniture, Home items, Trends and Manufacturers
Interviews with Designers, Architects and Artisans
Real estate perspectives

Food

Restaurant reviews, Fine wines and food
Home entertaining, Seasonal menus
and drink recipes

Fashion

Seasonal and thematic fashion spreads
(men's and women's)
Designer views and profiles
Fashion news
Product and accessory highlights

Arts

Collectibles, new and old
Exhibits, Artisan and Artist profiles
Decorative and Fine arts coverage

Travel

Global excursions, Island hopping
Weekend getaways, Day trips
Unique destinations
Gourmet touring

People

Movers, Shakers, Visionaries, and Celebrities
Society pages, Local profiles, Event coverage

Wellness

Health and fitness products and trends
Spa treatments, Nutritional design, Alternative medicine

It's a keeper.

Seasonally-timed content ensures that readers hang on to Elements, giving the magazine an extended shelf life—which means more value and longer exposure for your advertising investment.

You Can Judge a Publication by the Company It Keeps!

ELEMENTS™

Through Exclusive Interviews and Articles We Connect Our Readers to the World and to the People Shaping It.

More than any other magazine in our region, *Elements* is consistently invited to speak with world leaders and innovators in the fields of design, fashion, business, dining and the arts.

Here are just some examples:

Architecture & Design

We have conducted in-depth interviews with today's most sought after talents, like **Yoshio Taniguchi**, who designed the new MoMA, famed NY architect **Richard Meier** and well-known designer **Todd Oldham**.

Fashion

Some of the world's most influential fashion designers have given us the inside track on what inspires them and drives their collections, including **Donna Karan**, **Oscar de la Renta**, **Carolina Herrera**, **Gilles Mendel** and **Michael Kors**.

Business

Our writers have been granted access to the offices of such respected and well-known company heads as **Massimo Ferragamo** of Salvatore Ferragamo, **Ronald Winston** of Harry Winston and **Henri Barguidjian** of Graff Diamonds.

Fine Dining

We have toured the kitchens of world-renowned restaurants and spoke to their acclaimed chefs, like **Alain Ducasse**, **Jean-Georges Vongerichten** and **Tom Colicchio**.

Jewelry Design

Jewelry designers to the stars, including **Stephen Webster** and **Mimi So**, have shared with us their success stories, lifelong passions and upcoming, one-of-a-kind creations.

Arts

Award-winning artists like **John Barry** and **Lou Reed** have given our readers the opportunity to go behind-the-scenes and experience their work firsthand.

World Leaders

We have even had the privilege of spending a day in Monaco with His Serene Highness **Prince Albert II**.

Our unique and exclusive subject matter ensures a high degree of consumer connectivity.

Circulation Profile

ELEMENTS™

We reach our audience by means of a closely monitored, multifaceted distribution plan.

Controlled Residential Circulation: Our complimentary magazine is mailed directly to the homes of pre-screened Long Islanders with high-income purchasing power.

Controlled Business Circulation: Each issue reaches a long list of regional and national businesses reflecting a full gamut of high level goods and services.

Controlled Medical Circulation: Through direct mailing to their homes and offices, *Elements* reaches a carefully targeted audience of medical professionals.

Upscale Retail Locations: *Elements* is available at retail shops, boutiques, jewelers, restaurants, spas, salons and professional offices.

Hotels: Our magazine is made available on a complimentary basis to guests of top area hotels reaching a leisure and business audience.

Sponsored Events: As an active concern, we are involved in charity events, benefits and advertiser co-promotions—a key way *Elements* finds its way into the hands of like-minded individuals and organizations.

Distribution Breakdown

Total Distribution	30,000
Direct Mailed Residential	19,000
Direct Mailed Business	500
Direct Mailed Medical	500
Retail Carriers	9,000
Hotels	1,000
Sponsored and Co-Sponsored Events/Organizations	1,000

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Mechanical Specifications

Digital Requirements

Please send a press quality PDF file of your ad on CD or upload it at <ftp://elementsmagazine.com>. Contact elements production department for your user name and password

Mac Platform only.

Disk must be accompanied by color proof.

Should we receive materials that do not meet our specifications, a reduction or enlargement charge will be incurred.

Materials returned upon request.

Ad Sizes (All dimensions are in inches, width by height.)

Spread:

Actual size (trim size): 16.75" x 10.5"

Bleed: trim size plus .125" all around

Live: trim size minus .5"

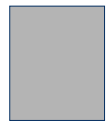


Full Page:

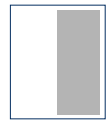
Actual size (trim size): 8.375" x 10.5"

Bleed: trim size plus .125" all around

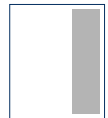
Live: trim size minus .5"



Half Page Vertical: 3.75" x 9.5" *



Third Page Vertical: 2.25" x 9.5" *



*These ad sizes are also available in a 3-sided bleed.
Please call our production department (516.484.4448 ext 229) for the proper specs.

Ad Deadlines and Release Dates

ISSUE	AD MATERIALS DUE	RELEASE DATE
WINTER/HOLIDAY 2008	Friday, October 17	Friday, November 14
SPRING 2009	Friday, January 23	Monday, February 23
SUMMER 2009	Tuesday, April 10	Manday, May 4
FALL 2009	Friday, July 24	Monday, August 24
WINTER 2009	Friday, October 16	Monday, November 16