



*The highest aim  
of travel is not to  
see new sights, but  
to gain new eyes.*

.....

M. Proust

## ABOUT US

### ABOUT VIRTUOSO

Virtuoso is a luxury travel network of 6,000+ travel advisors associated with more than 300 agencies in 22 countries. Generating more than \$5 billion in annual travel sales, the Virtuoso organization is the most powerful in the luxury travel industry. The world's top cruise lines, airlines, hotels, tour companies and destinations provide Virtuoso travel advisors with exclusive offerings for their affluent clientele. These include V.I.P. treatment and complimentary upgrades and amenities. Virtuoso is also the exclusive travel provider for cardholders of World Elite MasterCard®.

**Virtuoso Life**®, the official magazine of Virtuoso, its Member Travel Agencies, and World Elite MasterCard®, is a travel and lifestyle publication mailed to over 200,000 affluent households. Published six times per year, each issue features exotic destinations, hotel and resort stays, cruise itineraries, cultural tours, spas, and more. Through compelling content and stunning photography, it strengthens the relationship with clients while inspiring them to explore the world. Virtuoso also produces editions of *Virtuoso Life* in Spanish for Latin America and in World English for Australia/New Zealand.

### HERE ARE JUST SOME OF VIRTUOSO LIFE'S RECENT AWARDS:

***Best Overall Magazine***

2010 Clarion Awards

***Best Magazine Feature Article***

2010 Clarion Awards

***Best Consumer Travel Magazine***

2009 FOLIO Eddie Awards

***Best Travel and In-Transit Consumer Publication***

2009 Western Publishing Association Maggie Awards

***Best Travel Magazine***

2009 Lowell Thomas Travel Journalism Competition

***Best Travel Magazine, plus 11 other awards***

2008 North American Travel Journalist Association Awards

***Best Overall External Magazine***

2007 Clarion Communication Awards

***Best Feature Article in a Consumer Magazine***

2007 Western Publishing Association Maggie Awards

***Best Travel Magazine, plus seven other awards***

2007 North American Travel Journalist Association Awards

***Best Consumer Travel Article***

2007 FOLIO Eddie Awards

***Most Improved Magazine***

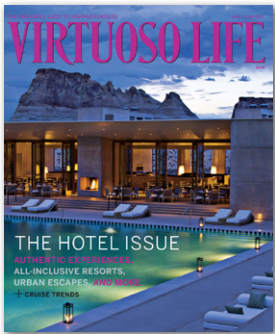
2007 Clarion Communication Awards

***Best U.S. Travel Article and Best Photo Illustration***

2005 Lowell Thomas Travel Journalism Competition



VIRTUOSO.  
SPECIALISTS IN THE ART OF TRAVEL



**READER PROFILE**

*Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did do. Explore.*

*Dream. Discover.*

.....  
Mark Twain

**Virtuoso Life READER PROFILE\***

**AN ELITE AUDIENCE**

Median age .....	56
Male/female .....	40% / 60%
Work full or part-time .....	57%
Retired .....	33.4%
Married or partnered .....	76%
Have children under 17 .....	20.3%
Have grandchildren under 17 .....	35%

**AFFLUENT**

Median annual household income .....	\$200,000
Median net worth .....	\$1.75 million
Plan to spend more than \$15,000 on travel this year .....	53%
Plan to spend more than \$25,000 on travel this year .....	22%

**PROVEN TRAVELERS**

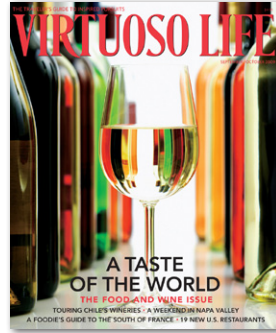
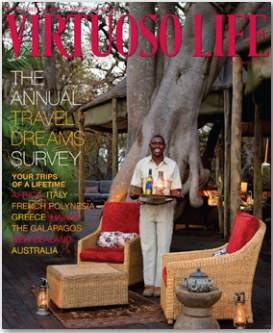
Passport holders .....	94%
Interested in a beach/adventure vacation .....	40%
Interested in a cruise .....	39%
Interested in a historical/cultural vacation .....	37%
Interested in spa/romantic retreat .....	27%
Interested in a family/multi-generational or educational vacation .....	20%

**PAID CIRCULATION: 200,000 HOUSEHOLDS PER ISSUE**

- Published six times per year
- January/February
- March/April
- May/June
- July/August
- September/October
- November/December

\* Based on 2008 reader survey with over 12,000 responses.





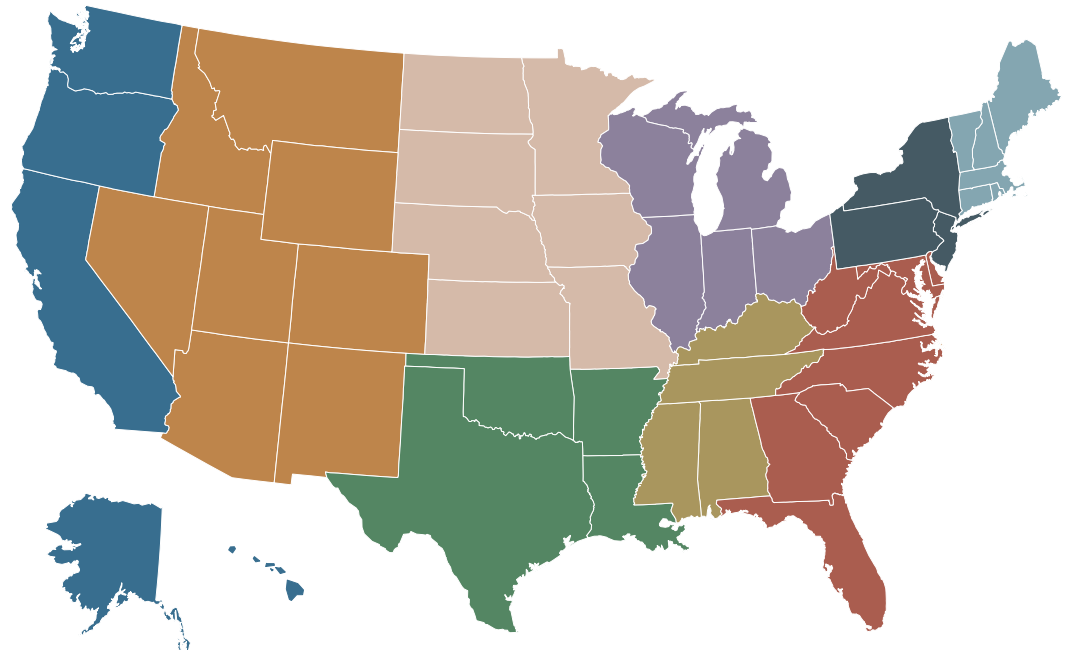
## CIRCULATION

*It is not down in  
any map; true places  
never are.*

.....  
Herman Melville

### 2011 CIRCULATION: 200,000

With an ever-rising circulation, *Virtuoso Life* currently mails to 200,000 highly qualified consumers — Virtuoso travel consultants' top clients and World Elite MasterCard® cardholders.



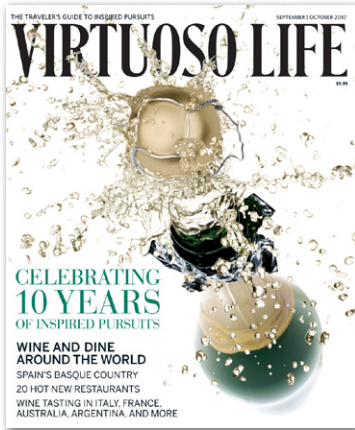
**WEST** 25%  
 Mountain 6%  
 Pacific 19%

**CENTRAL** 18%  
 West North Central 5%  
 West South Central 13%

**NORTHEAST** 31%  
 New England 3%  
 Middle Atlantic 15%  
 East North Central 13%

**SOUTHEAST** 26%  
 South Atlantic 21%  
 East South Central 5%





*The World is a book,  
and those who do not  
travel read only a page.*

.....  
St. Augustine

## 2011 EDITORIAL CALENDAR

JANUARY/FEBRUARY

### THE EUROPE ISSUE

**Europe by the numbers:** Travel highlights for the year ahead in every country on the continent, plus trips to Sicily, Portugal, and Brussels.

**SPOTLIGHT ON: Family** – your family travel calendar, from spring break to winter holiday.

MARCH/APRIL

### THE ISLANDS ISSUE

**Adventure islands:** Ten adventure trips of a lifetime, plus secret beaches, Hong Kong, and more.

**SPOTLIGHT ON: Island cruising**

MAY/JUNE

### THE HOTEL ISSUE

**Ultimate escapes:** Far-flung and fabulous hotels that truly take you away, plus summer escapes and Alaska cruise season.

**SPOTLIGHT ON: Mexico's hacienda hotels**

JULY/AUGUST

### THE TRAVEL DREAMS ISSUE

**Results showcase:** The fifth annual Travel Dreams Survey highlights Virtuoso clients' dream destinations, coveted cruises, and trips of a lifetime.

**SPOTLIGHT ON: Valencia, Spain**

SEPTEMBER/OCTOBER

### THE FOOD & WINE ISSUE

**A gourmet trip around the world:** The best new restaurants in the U.S., a Paris primer for foodies, and more.

**SPOTLIGHT ON: Canada**

NOVEMBER/DECEMBER

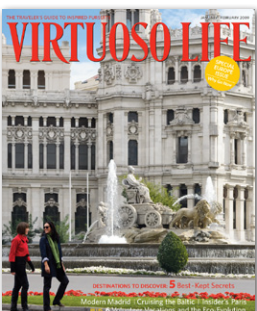
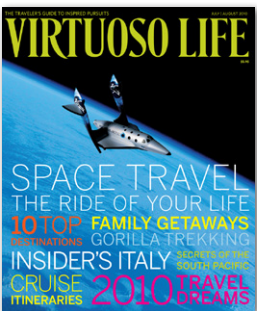
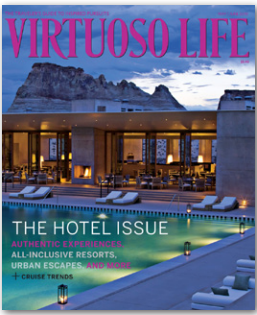
### THE ENRICHING JOURNEYS ISSUE

**Trips that matter:** Life-changing travel, from volunteer vacations to getting back to nature and spiritual treks. Plus, an insider's visit to China.

**SPOTLIGHT ON: South America**

**In every issue:** Cruise news; hotel and resort updates; sustainable travel; food and wine trends; gadgets, gear, and fashion; and more.

## 2011 DEADLINES



Issue Date	Issue Theme	Ad Space Close	Ad Files Due	Mail Date
JAN/FEB	The Europe Issue	11/8/2010	11/15/2010	12/23/2010
MAR/APR	The Return on Life Issue	1/7/2011	1/14/2011	2/24/2011
MAY/JUN	The Hotel Issue	3/8/2011	3/15/2011	4/25/2011
JULY/AUG	The Travel Dreams Issue	5/9/2011	5/16/2011	6/24/2011
SEPT/OCT	The Food & Wine Issue	7/8/2011	7/15/2011	8/22/2011
NOV/DEC	The Enriching Journeys Issue	9/8/2011	9/15/2011	10/25/2011



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## TRANSPORTATION

Air France  
American Airlines  
Admirals Club  
American Orient Express  
Auto Europe  
Cathay Pacific  
Hertz  
Lufthansa German Airlines  
Rail Europe  
Royal Canadian Pacific  
The Blue Train  
Virgin Atlantic  
US Airways

## LIFESTYLE

Altman Real Estate  
BOSE®  
Gevril Watches  
Luggage Concierge  
MasterCard®  
Medjet Assistance  
Roberto Coin  
Scandia Down  
Toyota Motor Sales

## TOURISM BOARDS

Andalucía Tourism Board  
Austrian Tourist Office  
Barbados Tourism Authority  
Belgium Tourism  
Bermuda Dept. of Tourism  
British Virgin Islands  
Canadian Tourism  
Cancun CVB  
Dubai Dept. of Tourism  
Hawaii Visitors Bureau  
Hong Kong Tourist Board  
Italian Tourist Board  
Jordan Tourism Board  
Madrid Tourism Board  
Mexico Tourism Board  
Mundo Maya Organization  
New Zealand Tourism  
Puerto Rico Tourism  
San Miguel de Allende  
Singapore Tourism Board  
South African Tourism  
Switzerland Tourism  
Tourism Australia  
Tourism Japan  
Tourist Office of Spain  
Vienna Tourist Board

## CRUISE LINES

American Safari Cruises  
Azamara Cruises  
Celebrity Cruises  
Crystal Cruises  
Cunard Line  
Disney Cruise Line  
French Country Waterways  
Grand Yacht Adventures  
Holland America Line  
Norwegian Cruise Line  
Oceania Cruises  
Peter Deilmann Cruises  
Princess Cruises  
Regent Seven Seas Cruises  
ResidenSea  
Royal Caribbean International  
SeaDream Yacht Club  
Silversea Cruises  
The Yachts of Seabourn  
Viking River Cruises  
Windstar Cruises

## TOUR COMPANIES

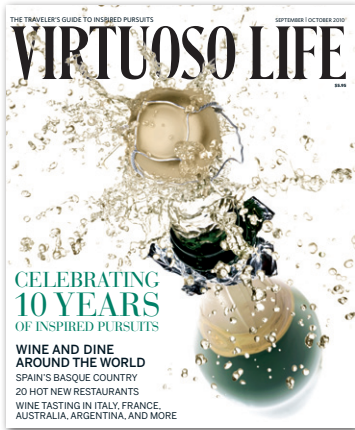
Absolute Asia  
Alpine Adventures  
ATS Tours  
Backroads  
Butterfield & Robinson  
Classic Vacations  
Cox & Kings  
Creative Leisure International  
Exeter International  
Globus  
GoGo Worldwide Vacations  
International Expeditions  
Island Destinations  
Islands in the Sun  
Ladatco Tours  
Lindblad Expeditions  
Micato Safaris  
Orient-Express Trains & Cruises  
Pleasant Holidays  
Roadtrips Sports  
Tauck World Discovery  
Trafalgar Tours  
Travcoa  
Travel Bound  
Walt Disney Parks & Resorts  
Yankee Holidays  
Zegrahm Expeditions

## HOTELS & RESORTS

Aghadoe Heights Hotel, Ireland  
Burj Al Arab  
Chewton Glen Hotel, UK  
Concorde Hotel Group  
Conrad Brussels  
Ellerman House  
Fairmont Bermuda,  
Hamilton Princess  
Fairmont Bermuda,  
Southampton  
Fairmont Kea Lani Maui  
Grosvenor House  
Gstaad Palace  
Halekulani, Waikiki  
Hotel Casa del Mar  
Hotel del Coronado  
Hotel Metropole, Monte Carlo  
Kasbah Tamadot  
Mandarin Oriental Hotel Group  
Mardavall Hotel & Spa  
Meadowood Napa Valley  
Miraval, Life in Balance  
Oberoi Hotel Group  
Park Hyatt, Buenos Aires  
Park Hyatt, Saigon  
Park Hyatt, Seoul  
Peninsula Bangkok  
Peninsula Hong Kong  
Rocco Forte Hotels  
Royal Palms Resort & Spa  
Saxon Boutique Hotel,  
Villas & Spa  
Taj, Boston  
Taj Lake Palace, India  
The Breakers, Palm Beach  
The Carneros Inn, Napa  
The Chanler at Cliff Walk  
The Hotel Hershey  
The Jumeirah Beach Hotel  
The Luxury Collection  
The Phoenician, Scottsdale  
The Ritz-Carlton, Istanbul  
The Ritz-Carlton, Lake Las Vegas  
The St. Regis Resort, Aspen  
The St. Regis Hotel, New York  
Wynn Las Vegas Resort



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*The World is a book,  
and those who do not  
travel read only a page.*

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St. Augustine

## CONTRIBUTORS

**Anthony Dias Blue** regularly pens *Virtuoso Life's* "Tasting Notes" column on wine and spirits, covering everything from top hotel bars to holiday cocktails and vintage champagnes. A James Beard Foundation Award winner, Blue has written for *Bon Appétit*, *Robb Report* and *Wine Spectator*. He is the executive director of the San Francisco International Wine Competition.

**Dook** is a South Africa-based photographer whose images of his adopted region have appeared in *Virtuoso Life*, from a cover feature on South African wineries to a photographic essay of safari lodges. He has also traveled on assignment for *Virtuoso Life* to capture on film the Amazon River and Croatia. Dook's work has appeared in *Fortune*, *Condé Nast Traveller (UK)* and *Elle Décor*, among others.

**Elaine Glusac** reports on destinations, trends, culture and style in *Virtuoso Life's* front-of-book "Luxe Report" section every issue, from cultural events to restaurant openings and must-have travel gadgets and gear, as well as hotel and resort happenings in "Suite Talk." Glusac also writes for *Condé Nast Traveler*, *Best Life*, and *Gourmet*.

**Jeff Greenwald** is an award-winning writer whose 2007 *Virtuoso Life* feature on Easter Island garnered a Folio Magazine Eddie Award. An avid scuba diver, Greenwald reported on diving in Fiji for this publication and is the director of Ethical Traveler, a global alliance of travelers dedicated to environmental protection and human rights. His stories have appeared in the pages of *National Geographic Adventure* and *Outside*.

**Jim Gullo** chronicles the latest cruise news in every issue of *Virtuoso Life's* "Bon Voyage" department. He has written for 20 years for such publications as *Islands*, *Premiere*, *Chicago Tribune* and *Sports Illustrated*, and has published seven books.

**Kevin J. Miyazaki** added numerous stamps to his passport in a matter of months with *Virtuoso Life* photography assignments, which have taken him to the canals of France, Spain's Rioja, Florence and Portugal. His images have appeared in *Travel + Leisure*, *Condé Nast Traveler* and *Time*.

**Kimberly Brown Seely** writes for *Virtuoso Life* on adventurous topics such as snowmobiling in Alaska, cruising Antarctica and a mother-daughter tour of India by plane, train, car and camel. A former senior editor at *Travel + Leisure*, Brown Seely contributes to *National Geographic Adventure*, *Town & Country* and *Sunset*.

**Luca Trovato** is a photographer who has traveled to French Polynesia, Southeast Asia and the Italian Riviera on assignment with *Virtuoso Life*. His images have appeared in *Esquire*, *Men's Journal*, *O: The Oprah Magazine*, and *House Beautiful*.

**Michael Webb** writes about city architecture for *Virtuoso Life's* "Design Tour" department, covering the design highlights of destinations from Saint Petersburg to Sydney. The author of 21 books and a contributing writer for *Architectural Digest*, Webb writes for *The New York Times*, *The Los Angeles Times*, and *Town & Country*.



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# MECHANICAL SPECIFICATIONS

Virtuoso Life is a CONSUMER publication; no trade ads please. Advertising from travel providers (cruise lines, hotels, resorts and tour companies) may not include the company's contact information. The call-to-action must refer readers to their Virtuoso travel advisor.

## ADVERTISING PAGE DIMENSIONS

Book trim: 9 inches x 10.875 inches; Perfect Bound; Web offset; Line Screen 175

BLEED (width x depth)		BLEED	TRIM	LIVE
<b>2-page spread*</b>	Inches	18.25 x 11.125	18.00 x 10.875	17.50 x 10.375
	Millimeters	463.55 x 285.75	456.79 x 275.92	444.50 x 263.52
<b>1 full page</b>	Inches	9.25 x 11.125	9.00 x 10.875	8.50 x 10.375
	Millimeters	231.51 x 282.57	228.60 x 276.22	216.90 x 263.52
<b>1/2-page horizontal**</b>	Inches	9.25 x 5.385	9.00 x 5.312	8.50 x 4.562
	Millimeters	231.66 x 136.79	228.60 x 134.92	209.55 x 115.88
<b>2/3 vertical**</b>	Inches	5.523 x 11.125	5.487 x 10.875	4.75 x 10.125
	Millimeters	140.29 x 282.57	139.7 x 276.22	120.65 x 257.17
<b>1/3 vertical**</b>	Inches	2.91 x 11.125	2.875 x 10.875	2.375 x 10.125
	Millimeters	73.91 x 282.57	73.02 x 276.22	57.15 x 257.17

NON-BLEED (width x depth)	INCHES	MILLIMETERS
<b>2-page spread*</b>	17.50 x 10.375	444.50 x 263.52
<b>1 full page</b>	8.50 x 10.375	216.90 x 263.52
<b>1/2-page horizontal</b>	8.50 x 5.00	216.90 x 127.00
<b>2/3 vertical</b>	5.154 x 10.375	130.92 x 263.52
<b>1/3 vertical</b>	2.537 x 10.375	64.44 x 263.52
<b>1/3 square</b>	5.125 x 5.00	130.17 x 127.00

\*Spreads: For spreads bleeding across gutter, allow no safety for photographs. Please do not mirror image in gutter. For body copy, allow .375" (10 mm) on each side of the gutter. For headlines, split copy at gutter between words or letters, and allow .375" safety on each side of the gutter.

\*\*Fractional Bleed Ads: .125" (3 mm) trimmed off all sides for balance.

## DIGITAL SPECIFICATIONS

Virtuoso Life magazine runs to SWOP standards. A color MATCHPRINT or COLOR LASER PROOF must be submitted with all shipped electronic files. A PDF proof must accompany files sent electronically.

**Platform:** Macintosh compatible

**Programs:** QuarkXpress 7; Adobe InDesign CS3

Collect and include all fonts, graphics, layout files and photography. Files will be returned or you may incur a fee if they need to be resized or are incomplete.

## CONTACT

Advertising: Emily Froggét  
 Phone: (206) 254-1043 Fax: (206) 254-2913  
 E-mail: [efrogget@virtuoso.com](mailto:efrogget@virtuoso.com)

## DELIVERY OPTIONS:

Place ad files in an appropriately named folder and compress them before uploading to our ftp site.

**By E-mail:** [virtuosolifeads@virtuoso.com](mailto:virtuosolifeads@virtuoso.com)

**By FTP:** Address: <ftp://seaftp.virtuoso.com>  
 Username: [Virtuosolifeads@virtuoso.com](mailto:Virtuosolifeads@virtuoso.com)  
 Password: koitifyf

**E-mail:** [efrogget@virtuoso.com](mailto:efrogget@virtuoso.com) after ads have posted.

**By Disk:** Ship materials to:  
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 Seattle, Washington 98134 USA