

UNITED Hemispheres



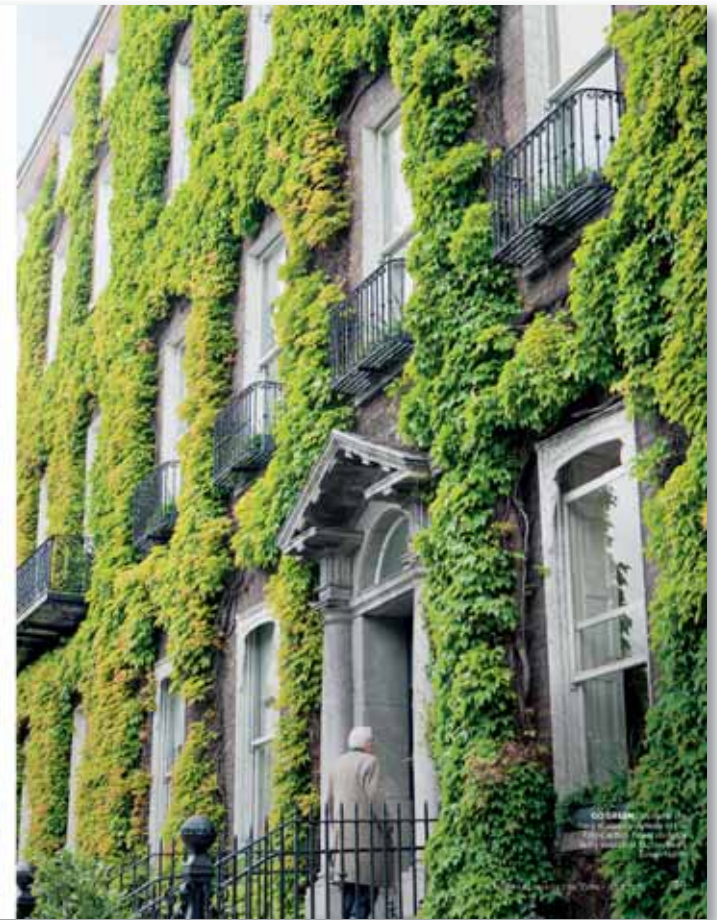
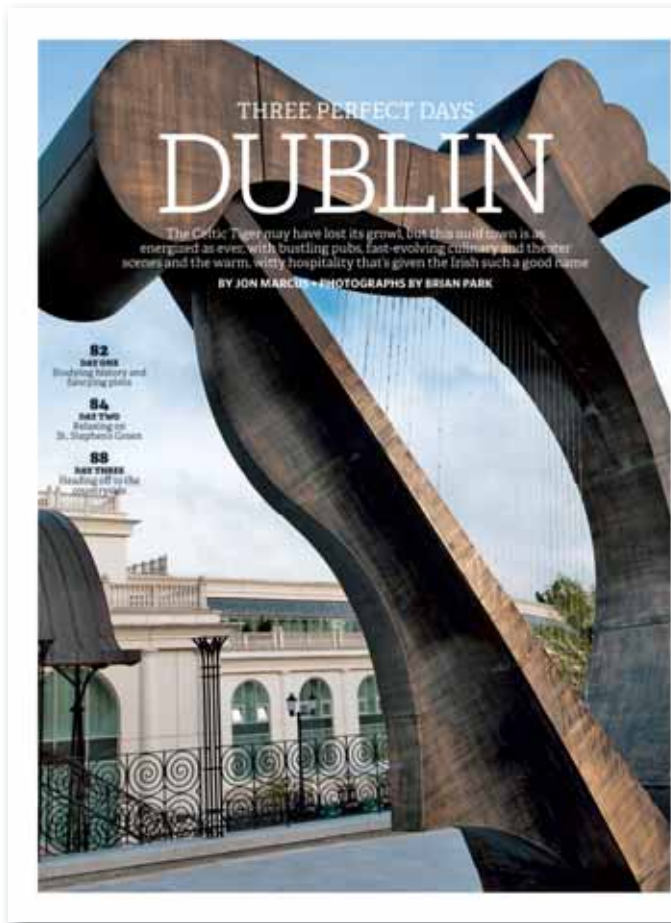
2012
MEDIA KIT

»EDITORIAL MISSION

Hemispheres is written for the affluent, curious, sophisticated, intrepid world traveler. Our award-winning editorial covers the broad range of topics our discerning audience craves. *Hemispheres'* editorial coverage includes travel, technology, business, fashion, luxury goods, food and drink, sports, luxury cars and global culture, all presented in an upscale, beautifully designed package.

»THREE PERFECT DAYS

Hemispheres' signature travel piece offers readers an experiential, in-depth and exceptionally vivid look at some of the world's great destinations. Tag along with our award-winning writers and photographers as they visit must-see attractions and uncover hidden gems with help from the locals. From experiencing the finest hotels to doggedly hunting for the best place to buy the local delicacy, our Three Perfect Days features help travelers make the most of their globe-trotting.



»THREE PERFECT DAYS CALENDAR*

2012 THREE PERFECT DAYS	ISSUE THEME	2012 THREE PERFECT DAYS	ISSUE THEME
JANUARY//BUENOS AIRES	TECH	JULY//LONDON	OLYMPICS
FEBRUARY//US VIRGIN ISLANDS	SPAS	AUGUST//SEATTLE	ROAD TRIPS
MARCH//NEW DELHI	FASHION	SEPTEMBER//NEW ZEALAND	FASHION
APRIL//HOUSTON	FAMILY TRAVEL	OCTOBER//TEL AVIV	SKIING
MAY//LISBON	ADVENTURE	NOVEMBER//THAILAND'S GOLDEN TRIANGLE	GIFT GUIDE
JUNE//ISTANBUL	GOLF	DECEMBER//TOKYO	ISLANDS

*Subject to change

» A READER COMMENTS ON THE POWER OF THREE

"I often read Three Perfect Days, thinking, 'Wow, is it really possible to see all of that in three days?' Imagine my surprise reading the May 2010 installment on Seoul. While we were there longer than three days, we did most of the great stuff, and I can totally see it happening in three days. Great job."

»EDITORIAL & DESIGN AWARDS

The Society of Publication Designers - Silver Medal for Best Design Feature (Non-Celebrity) (Jan. 2011)

Folio - Gold Ozzie for Best Use of Typography (Jan. 2011)

International Davey Award - Two Gold and One Silver Award for Design (Oct. 2010)

The 2010 Communicator Awards - Silver for Photography, Bronze for Best Cover, and Bronze for Best Overall Editorial (May 2010)

North American Travel Journalists Association - "Best Travel Series for Three Perfect Days" for 2009 (Jan. 2010)

The Pearl Awards - Silver Award for "Best Use of Illustration" (Nov. 2009)

The Society of Publication Designers - Best Design Feature (2009)



»HEMISPHERES FEATURES THOUGHT-PROVOKING - INFORMATIVE - ENGAGING - WORLDLY

THE HEMI Q&A: Our monthly interview with the best of the best
Some of the trendsetters, thought leaders and amazing personalities who have allowed *Hemispheres* a peek into their greatness:



Manolo Blahnik
Bradley Cooper
Anna Wintour
Betty White
Mark Cuban
Evan Williams

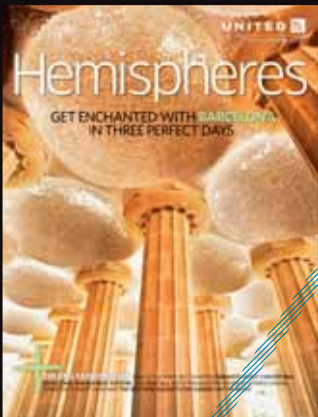
Judd Apatow
Carol Bartz
Brian Williams
Andrew Lloyd Webber
Alice Waters
Louis C. K.

Bear Grylls
Katie Couric
David Ortiz
Donna Karan
Martin Sheen
Bill Cosby

»EDITORIAL EXCELLENCE



"Hemispheres gives us one of the best results among all the media we use." -Christoph Wellendorff, President, Wellendorff Jewellery



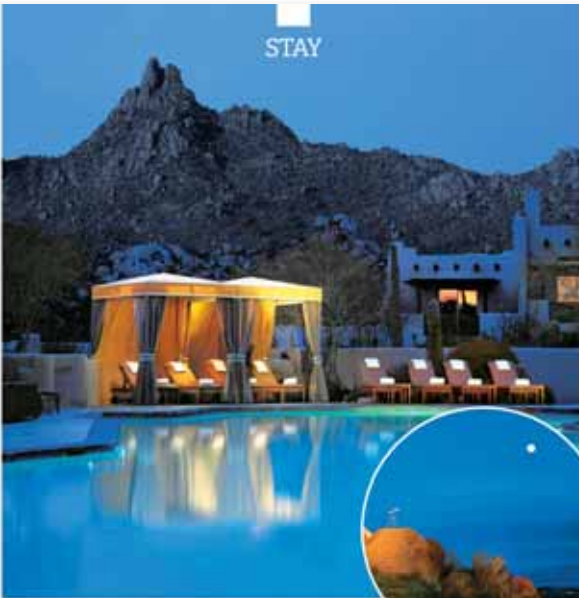
»1-What to Wear
See the season's hottest looks in the most beautiful of settings.

»2-Road Trip
Sit back as we test drive the most stylish cars on iconic roads around the globe.

»3-The Goods
Must-have products for the discerning world traveler.

»4-Stay
A themed monthly guide to the world's great hotels.

4



Night Lights

Guests get starry-eyed at these luxury resorts

SCOTTSDALE, ARIZ.

With yoga sessions illuminated by the glow of desert sunsets, golf at the legendary championship, Tostito North courses and vigorous hikes through a jagged, dramatic landscape, the Four Seasons Resort Scottsdale at Troon North is unquestionably a star-watching-perfect paradise. But come nightfall, its other stars in the sky that command all the attention. Although some suites are outfitted with their own telescopes, making any night good for stargazing, the real treat is on Fridays, when professional astronomer Richard Allen sets up shop. You may not remember everything he teaches you about, say, the difference between a pulsar and a quasar, but as you sprawl out on a blanket underneath the canopy of stars with a soft breeze easing the residual aches from the day's hike, one thing is for certain: The desert does get cool at night. fourseasons.com/scottsdale

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FOOD & DRINK

SCOTSWOLD, ENGLAND

Country Cooking

Russell's, an English country eatery, offers a heartfelt tribute to the comfort cuisine and the hearty meals of the Cotswolds region

BY MATTHEW WEXLER

IN AN AGED BUILDING set in the town of Broadway, amid the rolling hills of west-central England, Russell's feels a little bit like the setting of a pastoral novel from a century ago. The landscape is dotted with grazing sheep and forestry-stemmed cottages, and the keys to each of the property's seven guest rooms are of the old-style skeleton variety. But the true attraction of this charming spot is the full name of which is actually "Russell's, a restaurant with rooms." It's a dining experience rather than a historical one, in which local ingredients are used to provide a new perspective on countryside classics.

Russell's is housed in the former workshop of one Sir Gordon Russell, a furniture designer of the Arts and Crafts school who was named in the Cotswolds town more than a century ago and who drew his aesthetic inspiration in part from his experiences on the front lines during World War I. He turned his workshop home in 1922. Years later, he recalled it



»5-Food & Drink

Spotlighting a specific location, ingredient or theme, this section offers a gastronomic tour of some of the world's finest dishes and libations.

»6-The Big Ten

What to watch, read and listen to each month.

»7-Tech

The hottest gadgets for today's tech-forward mobile consumer.

»8-How It's Done

An amazing engineering feat, with a global slant.

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culture

BEYOND MEDIA: UNEXPECTED



THE BIG TEN

FASHION PLATE
The fashion industry is a global phenomenon, and it's no surprise that it's one of the most profitable industries in the world. From haute couture to fast fashion, the industry is constantly evolving and adapting to the needs of its consumers.

7

tech

Hands Up

Like to take your gaming on the go? The choices for portable play have never been this good.

BY THE EDITOR

WHY IT'S HOT: A multi-core processor, a large screen, and a long battery life are the key features of the new Nintendo DSi XL. This handheld console is the largest in the DSi line, and it offers a more comfortable grip than its smaller siblings. It also features a camera and a microphone, making it a great choice for social gaming.

» T-Mobile G2x with Google Play
» Nintendo DSi XL
» Sony PS Vita
» Microsoft Surface
» Amazon Kindle Fire
» Apple iPad mini
» Samsung Galaxy S4 mini
» HTC Flyer
» Google Nexus 7

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HOW IT'S DONE



City. Slicker.

SOUTH MOORE

Business District isn't just the largest planned community in the world, it's also one of the greenest. The massive undertaking includes eco-friendly waste and transportation systems, the tallest light rail in the country and dozens of LEED-certified buildings.

Here's how they did it.

» Green Building
» Smart Growth
» Transit-Oriented Development
» Sustainable Land Use
» Community Engagement
» Innovation
» Collaboration
» Leadership
» Vision
» Action
» Results

»COVERS WHERE PHOTOGRAPHY MEETS ART.



"Hemispheres always delivers great leads for our property."

-Jane Shawkey, Ritz-Carlton Residences Chicago



»MAGAZINE READERSHIP

»12.5 MILLION MONTHLY PASSENGERS

»45 MEDIAN AGE

»\$118,531 MEDIAN HOUSEHOLD INCOME

»\$323,703 MEDIAN VALUE OF HOME

»56%/44% MALE/FEMALE

»88% COLLEGE EDUCATED

»53% PROFESSIONAL/MANAGERIAL



»THE BEST AUDIENCE. THE MOST EFFICIENT BUY.

	UNITED HEMISPHERES	FORBES	FORTUNE	CONDE NAST TRAVELER	TRAVEL + LEISURE
AUDIENCE	4,451,000	5,510,000	4,493,000	3,630,000	5,113,000
OPEN RATE	\$57,750	\$121,950	\$132,000	\$123,855	\$117,305
CPM	\$12.97	\$22.13	\$29.38	\$34.12	\$22.94
MEDIAN AGE	45	44	46	52	49
MEDIAN HHI	\$118,531	\$91,601	\$102,897	\$96,143	\$98,625
MEAN NET WORTH	\$128,300	\$109,800	\$113,300	\$112,500	\$114,400
MALE/FEMALE RATIO	56/44	66/34	61/39	40/60	42/58
COLLEGE EDUCATED	88%	77%	84%	83%	84%
POST-GRADUATE DEGREE	33%	19%	24%	25%	20%
PROFESSIONAL/MANAGERIAL	53%	38%	40%	38%	40%
TOP 9 JOB TITLES	33%	29%	30%	24%	26%
10+ ROUND TRIPS BY PLANE/ LAST 12 MONTHS (INDEX)	620	267	454	391	356
OWN ANY TABLET OR E-READER (INDEX)	265	187	172	213	265
TOTAL - ANY STOCK \$250,000+ (INDEX)	911	388	845	488	465
*AUTOMOBILE CURRENTLY OWNED/ LEASED: MEDIAN AMOUNT SPENT	\$29,607	\$16,524	\$16,362	\$16,186	\$15,630
CLOTHING EXPENDITURES - MEAN AMOUNT SPENT IN PAST 12 MONTHS	\$826	\$693	\$748	\$745	\$767
FINE JEWELRY - BOUGHT ANY WITHIN LAST 12 MONTHS (INDEX)	132	106	111	113	125
WATCHES - \$300+ SPENT IN TOTAL (INDEX)	291	173	209	300	198



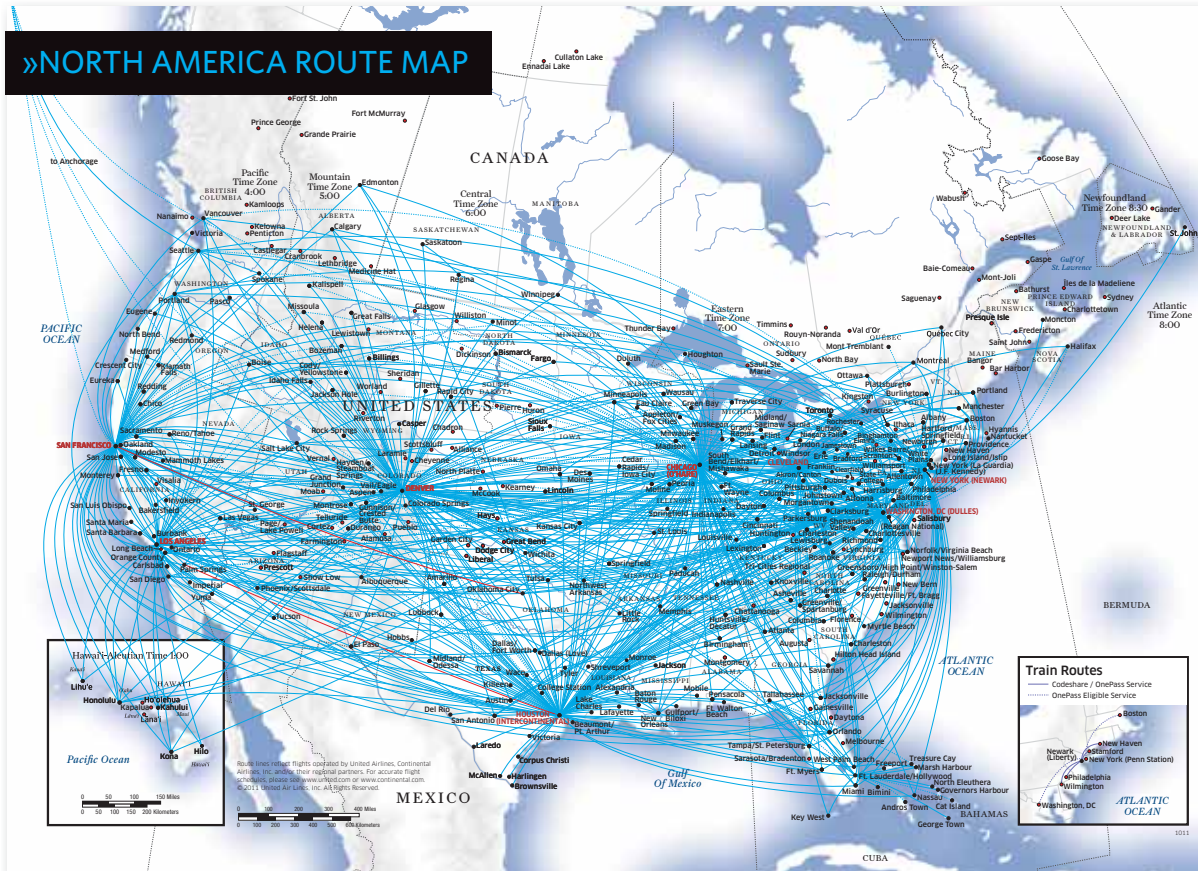
Hemispheres Readers Are Engaged!

...WITH THE MAGAZINE - spending an average of *36 minutes reading each issue

...WITH OUR ADVERTISERS - starch shows an average noted score of 72 and an average took action score of 78

Sources: 2011 Starch, MRI Spring 2011 and *MRI Fall 2010

»NORTH AMERICA ROUTE MAP



»UNITED:
THE WORLD'S
LEADING AIRLINE

»150 MILLION
PASSENGERS PER YEAR

»5,765
FLIGHTS PER DAY

»377
DESTINATIONS IN
62 COUNTRIES
228 DOMESTIC
149 INTERNATIONAL

»WORLD ROUTE MAP



»UNITED:
#1 IN TOP
U.S. MARKETS

NEW YORK/NEWARK,
WASHINGTON, D.C.,
CHICAGO, LOS ANGELES,
SAN FRANCISCO, HOUSTON,
DENVER AND CLEVELAND

SOURCE: U.S. DOT T-100
REPORT JAN. - DEC. 2010.
PASSENGER ENPLANEMENT
DATA COMBINED
FOR UA/CO.

»INTEGRATED SOLUTIONS

ENGAGE UNITED'S 12.5 MILLION MONTHLY PASSENGERS with messaging in print, mobile, digital and social solutions.

"The app looks like a replica of the paper magazine on the surface. However, it has a few interactive tricks that traditional magazine publishers should take a look at. Navigation, for example, is excellent with simple "page-turning", with indicators and a table of contents that slides out from the left whenever you want it. There's an orange 'links' indicator at the top left of pages that takes you to web pages related to items on that page. And, there are expanded photo and video content for some articles.

All of these small touches add up to a quality e-magazine reading experience that is better than what I've seen in most of the conventional e-periodicals I've read on my iPad. Ironically, this app version of *Hemispheres* magazine cannot be read during takeoff and landings as the paper version can."

-Contributing Editor for *SocialTimes.com Mobile vertical* at *WebMediaBrands*



»MOBILE

»iPad App Advertising

Run an interactive ad in *Hemispheres'* iPad App. Embed videos that come alive on the iPad screen, making your company's static print ad interactive. *Hemispheres'* iPad App will offer the ability to download all pages/screens as well as fully download additional video or audio so viewers can enjoy content even when they are not connected. We will also have multiple web links to further enrich brand experiences.

»SOCIAL

»Social Media

Hemispheres' social media solutions include seamlessly embedding your brand into the minds of our followers on Facebook and Twitter; allowing you to acquire new audiences who may not otherwise know about your products or services. From tagging your brand in our social media posts to linking our followers directly to your company's website, we will work with your brand to deliver an unparalleled combination of strategy, creativity, and technology to produce solutions with measurable results.



»DIGITAL



»hemispheresmagazine.com

View features for the current issue of *Hemispheres*, plus the digital edition of current and past issues of the full magazine. The magazine website gives advertisers additional opportunities to connect with customers as a complement to print advertising campaigns and a way to lead readers directly to their company's website. Readers are directed to hemispheresmagazine.com via email marketing, social networking sites and from United's website.

Banner: 300 x 250 pixels | **Value:** \$1,250 per month

"You guys are amazing! We received tons of phone calls from friends and family flying who caught the article on the plane..."
-Nick Benas and Jared Verrillo: Entrepreneurs, Co-Commissioners of Big League WIFFLE Ball - Wiffle Tournaments

"Thanks for running the Ural motorcycle story in the February issue of *Hemispheres*. The response from the Patrol T coverage has been exceptional, drawing a much bigger response than any other national media outlet including *Wired* and *Maxim*".
-Ryan Hayter, Hayter Communications

»E-Newsletter Advertising

Reach a constantly growing list of consumers that want to stay connected with *Hemispheres* even when they are not traveling. *Hemispheres'* e-newsletter banner advertising offers not only category exclusivity, but also advertiser exclusivity.

Banner: 900 x 100 pixels | **Value:** \$1,500 per month
 Based on availability and print buy

UNITED
Hemispheres
 Available on all United & Continental flights

Uncover Stockholm, Get to Know the Godmother of Organic Food and Feel the Burn of the Ghost Pepper

AUGUST FEATURES

THREE PERFECT DAYS: STOCKHOLM
 With its postcard-worthy scenery, distinctive architecture and growing foodie scene, the Swedish city's unofficial title, "The Capital of Scandinavia," is completely justified.

THE HEMI Q&A: ALICE WATERS
 As Chef Penise, her influential and studiously humble little eatery in Berkeley, turns 40, the chef, author and godmother of the organic food movement takes a look back.

THE GHOST BUSTER
 Gusty gourmands all over the world can't get enough of the ghost pepper, a delicacy 200 times hotter than a jalapeño. We venture to a remote sliver of northeastern India to find out what makes them sweat-worthy.

JEFF BRIDGES' NEW ALBUM
THE OBAMAS IN IRELAND
THE BEST HOTELS FOR STARGAZING

Stay Connected with Hemispheres

 Hemispheres is published monthly by Ink
 Ph: 888-864-1733 • hemispheresmagazine.com



»SPECS

ARTWORK & SUPPLY METHOD

We advise that artwork is generated only in the following design programs: Photoshop, Illustrator, Quark Xpress and Acrobat in CMYK. We cannot accept responsibility for any unwanted results from artwork originally generated in any other programs, especially programs such as Microsoft Word and PowerPoint. We do not accept Corel Draw or Freehand Files.

All nonvector artwork should be supplied at a minimum of 300dpi. Any artwork supplied lower than 300dpi will print blurred. EPS and Illustrator files should have their final output set to 2540. PDFs should be set as follows: overall resolution of 2540, individual line art resolution of 1200dpi and individual bitmap resolution of 300dpi. An Out of Hand alternative to Acrobat Distiller's press settings is available on request; this is set exactly as required to achieve best possible results.

Please save all Photoshop files as either uncompressed TIFF files or Photoshop EPS files. All Photoshop files must be flattened prior to saving.

RE-SUPPLYING ARTWORK

We aim to check and prepare for print all artwork as soon as it is received. If you need to amend your artwork and re-supply it, you must phone the office to arrange this.

SIZE	BLEED (WIDTH x HEIGHT)	TRIM (WIDTH x HEIGHT)
DOUBLE PAGE SPREAD	16.25" x 10.75"	16" x 10.5"
FULL PAGE	8.25" x 10.75"	8" x 10.5"
2/3 PAGE (VERTICAL ONLY)	NO BLEED	4.562" x 9.75"
1/2 PAGE (VERTICAL)	NO BLEED	3.375" x 9.75"
1/2 PAGE (HORIZONTAL)	NO BLEED	7" x 4.75"
1/3 PAGE (SQUARE)	NO BLEED	4.562" x 4.75"
1/3 PAGE (VERTICAL)	NO BLEED	2.1875" x 9.75"
1/4 PAGE (VERTICAL ONLY)	NO BLEED	3.375" x 4.75"
1/6 PAGE (VERTICAL)	NO BLEED	2.1875" x 4.75"
CROSSWORD & SUDOKU BANNERS	NO BLEED	7" x 1.375"

We cannot accept responsibility if incorrect versions are printed when multiple versions have been supplied and no phoned instructions have been given.

Artwork should be saved in **PDF, EPS, TIFF** or **JPEG** format. Please remember to include all fonts and images required.

CDs will not be returned unless specifically requested. All artwork must be supplied with a color proof. We cannot accept responsibility for any printing errors if no proof is supplied.

MEDIA LABELING REQUIREMENTS

Issue Date, Agency Name, Phone Number, Vendor Contact, Advertiser, Contact Person, File Name/Number.

Please note that all important elements (text, logos, etc.) must be kept at least .375" from the trim size of a full page-bleed ad (same as .5" from the edge of the bleed) to ensure that the ad prints properly.

ELECTRONIC DELIVERY

Ads can be supplied by email, FTP, ISDN or CD-ROM. For full electronic delivery instructions and file uploading interface see: ftp.ny.esubstance.com
Username: **unitedad**/Password: **rumen59dasd**

- Please provide URL when submitting banner
- Banner creative due 15 days prior to the 1st of the advertising month

E-NEWSLETTER BANNER

900 x 100 pixels - Static (JPEG)

- Banner should follow the standard web resolution of 72dpi
- Please provide URL when submitting banner
- Banner creative due 15 days prior to the 1st of the advertising month

ONLINE BANNER (HEMISPHERESMAGAZINE.COM)

Dimension & Positioning

- Side Banner: 300 x 250 pixels

Type/Format: Static (JPEG) or Flash (SWF)

- Banner should follow the standard web resolution of 72dpi
- Banner should have a file size less than 20Kb (50Kb for Flash)
- Flash banner must have link programmed into the banner

TYPESETTING / AD CREATION SERVICE

Ink offers a typesetting service and can create an advertisement for you if you provide us with pictures, logos and text of what the ad should say. Please note that this will incur additional charges:

Full page: \$400

2/3 Page: \$220

1/3 Page: \$160

1/6 Page: \$90

Double Page Spread: \$750

1/2 Page: \$220

1/4 Page: \$160

Changes: \$30

PLEASE CONTACT OUR PRODUCTION TEAM REGARDING IPAD APPLICATION AD SPECS.

If you have questions or need additional information, please contact the Ink Production Manager: Joe Massey joe.massey@ink-global.com or 678.553.8091

ISSUE	SPACE RESERVATION DEADLINE	COPY/ART DEADLINE	ONBOARD DATE
JANUARY	11/18/2011	12/1/2011	1/1/2012
FEBRUARY	12/16/2011	1/2/2012	2/1/2012
MARCH	1/20/2012	2/1/2012	3/1/2012
APRIL	2/17/2012	3/1/2012	4/1/2012
MAY	3/19/2012	4/2/2012	5/1/2012
JUNE	4/16/2012	5/1/2012	6/1/2012
JULY	5/21/2012	6/1/2012	7/1/2012
AUGUST	6/18/2012	7/2/2012	8/1/2012
SEPTEMBER	7/16/2012	8/1/2012	9/1/2012
OCTOBER	8/20/2012	9/3/2012	10/1/2012
NOVEMBER	9/17/2012	10/1/2012	11/1/2012
DECEMBER	10/22/2012	11/1/2012	12/1/2012

ADVERTISING CONTACTS

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facebook.com/UnitedHemispheres

»SPACE RESERVATION DATES

Jan. » November 18, 2011

Feb. » December 16, 2011

Mar. » January 20, 2012

Apr. » February 17, 2012

May » March 19, 2012

June » April 16, 2012

July » May 21, 2012

Aug. » June 18, 2012

Sept. » July 16, 2012

Oct. » August 20, 2012

Nov. » September 17, 2012

Dec. » October 22, 2012

