

MEDIA KIT 2010



CHIC, CULTURED, CLASSY

opulence

MAGAZINE



45,000 ISSUES BI-MONTHLY TO AFFLUENT TEXAS READERS

DIRECT MAILED/ DISTRIBUTED

- Most are business professionals holding positions from executives to business owners
- Hold investment portfolios of more than \$200,000
- Home owners with properties valued over \$450,000

HIGH PROFILE TARGETED DISTRIBUTION TO ELITE TEXAS BUSINESSES

- Spas
- Salons
- High-end Retail Outlets
- Luxury Hotels & Resorts
- Real Estate Firms
- Private Jet Carriers
- Cosmetic Surgeons
- Fine Bookstores
- Leading Wealth Management/Financial Institutions
- Art Galleries

BY SUBSCRIPTION

AT SELECT LOCAL NEWSTANDS

SPECIAL SOCIAL SCENE DISTRIBUTION

- Wine & Food Festivals
- Charitable & Philanthropic Events
- Fashion Shows

IN EVERY ISSUE



THE RED CARPET

Catch Texas most notable residents out on the town at premier parties and fundraisers.

MY HOME, MY CASTLE

Step inside the most coveted homes and gardens plus discover homeowners and designers secrets for stylish Texas living.

OPULENCE BEAT

Meet the extraordinary people, places and events that give Texas its character.

FINE WINE

Your go to spot for all things wine. Information and tips on wine, vineyards, festivals and much more.

LONESTAR TRAVELERS

Meet the region's most interesting people, learn why they love living in Texas and where they go for sport.

LUXURY FOR SALE

A roundup of three of the most unique Texas properties currently on the market.

THE CHOPHOUSE

Short profiles of interesting restaurants and chefs in the area.

TEE TIME

Golf experts review 2 - 3 premier courses. (Appears April-October)

DEEP IN THE HEART OF TEXAS

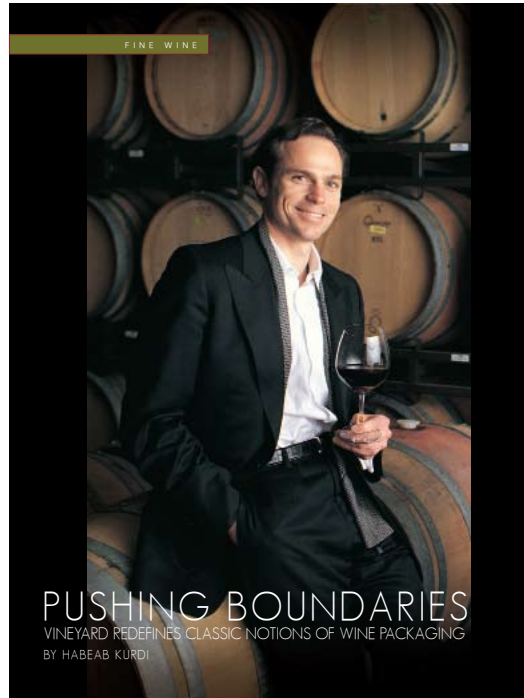
Take a tour of Texas cities and along the way discover where locals love to eat, shop and play.

OPULENCE PICKS

A comprehensive list of can't-miss events and plus a guide to the area's top restaurants, shops, galleries and more.



INSIGHTFUL
COMMENTARY
ON SUBJECTS
THAT MATTER
TO OUR
READERS



Jean-Charles Boisset awakens enthralled. Boisset, bearing resemblance to his grapes about to burgeon into great wines, bursts with enthusiasm and determination. At the forefront of his mind, he hopes the wine world wakes up invigorated with him as he creates world-changing designs and re-named wines. The wine maker's biodynamic farming methods don't stray from ensuring the elements are taken care of, starting in the soil, to the vat and into the bottle. However, the Boisset Family Estates president sees no point in preserving fine wine for later years if the same care and craftsmanship are not applied to the other elements, which led the award-winning brand away from standard glass to alternative packaging for its quality wine. With vineyards in California and France, the company is bottling luscious wines in innovative packaging such as PET, Tetra Pak, aluminum, and even lightweight glass depending on the style of wine and region. This summer, the company became the first to launch a wine sold in the U.S. exclusively in eco-friendly PET plastic bottles. "Everything had going into the earth was the first focus," Boisset says exactly. "Then we went to organic ink and recycled paper, [and] then [came] the obvious evolution—the packaging. We had to minimize packaging, the shipping waste, energy deployed. I can certainly be a better citizen in that, be a leader in this field. Everyone focuses on sustainability and organic. "In today's time, we need to go much further." To craft top-rated wines such as the elegantly glorious 2009 D.L. Coach OFS Pinot Noir (The New York Times' rated number one), Boisset bought the fabled California DeLoach estate and revamped it into one of America's best. The palate-pleasing Pinot still comes in traditional glass bottles (for now), yet it's becoming more the exception than the rule. Whether malbec, fermented and weathered grapes become a wine to be savored in two decades or two days, every ounce can be produced and bottled better, according to Boisset. This led him to two earth-moving, planet-friendly designs—new packaging for the always-anticipated annual release of Beaugoais Nouveau, and a new recipe for the Mommessin Beaugoais Grande Reserve. Amid falling leaves, cities and towns across the globe become hotbeds for tasting parties celebrating a new harvest of Beaugoais Nouveau—made from Gamay grapes each November.

NOVEMBER /DECEMBER 2009: THE SHOPPING ISSUE

- Fall Fashion Trends
- The Texas Wine Tour
- Luxury For Sale

Space closes October 24, 2009

JANUARY/FEBRUARY 2010: THE RENEWAL ISSUE

- Healthful Body, Mind & Spirit
- Luxury For Sale

Space closes December 20, 2009

MARCH/APRIL 2010: THE SPRING FASHION ISSUE

- Spring Fashion Trends
- Set A Course For Texas Wines
- Shopping Austin & San Antonio
- Luxury For Sale

Space closes February 20, 2010

MAY/JUNE 2010: THE TRAVEL ISSUE

- Best Travel Destinations
- Best Summer Ever
- Tee Time
- Luxury For Sale

Space closes April 20, 2010

JULY/AUGUST 2010: THE FINE DINING ISSUE

- Top Chefs
- Best Restaurants
- Contemporary Art
- Tee Time
- Luxury For Sale

Space closes June 20, 2010

SEPTEMBER/OCTOBER 2010: THE HOME ISSUE

- The Parade of Homes
- Home Trends
- Luxury For Sale

Space closes August 20, 2010

NOVEMBER/DECEMBER 2010: THE ENTERTAINING ISSUE

- Holiday Fashions
- Holiday Entertaining
- Luxury For Sale

Space closes October 20, 2010

DEMOGRAPHICS

OPULENCE MAGAZINE
READERS ARE AFFLUENT,
EDUCATED AND MAINTAIN
ACTIVE LIFESTYLES.

OPULENCE MAGAZINE
READERS.....

ARE AFFLUENT

- Most are business professionals holding positions from Executives to business owners
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SAY THEY WOULD FIND OPULENCE MAGAZINE USEFUL IN THEIR EVERYDAY ACTIVITIES

- 97% say they would find the articles interesting and useful
- 93% say they would service advertisements in Opulence Magazine useful for buying decisions
- 74% say they would regularly use Opulence Magazine to help select a restaurant

HAVE ACTIVE LIFESTYLES AND INTERESTS THROUGHOUT THE AUSTIN REGION. IN THE PAST YEAR:

- More than 88% attended theater art gallery and/or museum
- 59% attended a wine tasting

ARE VALUABLE CONSUMERS, SPENDING SIGNIFICANTLY ON THEIR HOMES AND LIFESTYLES

- 48% have an interest in buying and/or selling real estate in the area in the upcoming year
- 53% own or lease a luxury vehicle
- 26% plan to buy or lease a new luxury vehicle in the next 12 months
- 99% have dined in the area (non-fast food) in the last 30 days
- The average Opulence reader spends more than \$4,000 per year on jewelry/watches
- Regularly remodel or redecorate
- * 34% plan to remodel their home in the next year
(Average amount expected to spend is \$55,250)
- * 67% have done home improvement in the past year
(Average amount spent exceeds \$6,400)
- * 65% plan to redecorate one or more rooms in the next year

(data based on research surveys from
targeted distribution zip codes)

RATES & SPECIFICATIONS

Web Drop box for large files (preferred method):

- <http://dropboxyousendit.com/OpulenceMagazine475166>

Email

- info@opulencemag.com

Mail:

- Opulence Magazine
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Ste. 307 - 345
Austin, TX 78759

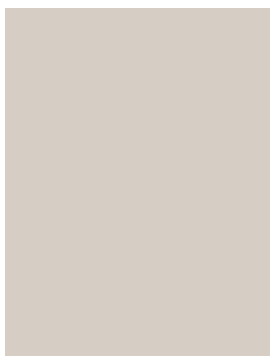
website: www.opulencemag.com

Prices shown are per issue and will be billed accordingly.

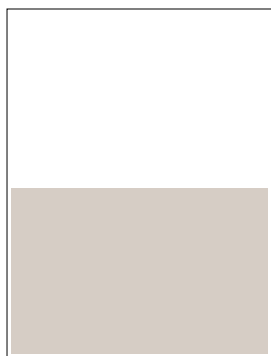
- We gladly accept Visa, MasterCard and American Express.
- First payment is due upon signed agreement.



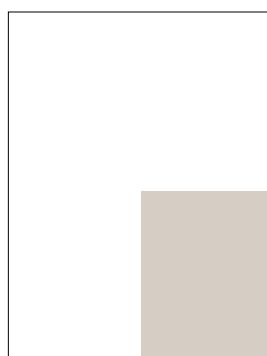
Advertising Rates (per issue)			
Ad size	1 issue	3 issues	6 issues
Full-page	\$2450	\$2000	\$1850
Half	\$1625	\$1350	\$1250
Quarter	\$1000	\$ 800	\$ 750
Realtor/Resource Guide	\$400	\$350	\$300



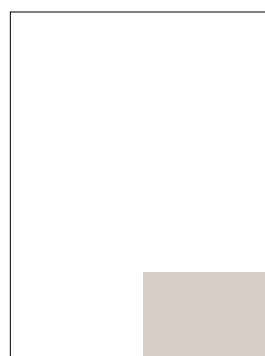
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Realtor Resource Guide