

JW Marriott

THE JW MARRIOTT MAGAZINE



2018 MEDIA KIT



BRAND HERITAGE

The JW MARRIOTT brand carries the heritage of excellence and personal attention to detail that represents J. Willard Marriott, a true entrepreneur who expressed genuine warmth and affection for both his guests and his associates.

J. WILLARD MARRIOTT



JW MARRIOTT IS MUCH MORE THAN A BRAND;
IT IS A LIVING LEGACY CARRIED ON WITH HONOR,
BY THE ASSOCIATES AROUND THE GLOBE.

PASSION POINTS

JW MARRIOTT invites guests to pursue their passions by presenting a variety of differentiated luxury experiences—cuisine, desire for the arts and the quest for overall well-being.



CULINARY

Feeding the intellect through both local and culturally influenced culinary experiences.



CULTURE

Access to, and immersion in, leading art, music and cultural events and influencers.



WELL-BEING

A holistic approach to physical and emotional nourishment.



MEET THE JWM READER

JWM magazine speaks to an audience of travelers who seek the exceptional in every aspect of their lives. They are always moving forward, looking for new ways to do things and express themselves.

READER PROFILE

MALE/FEMALE	67%/33%
AVERAGE AGE	39
MARRIED	62%
HOUSEHOLD INCOME	\$193,500
COLLEGE DEGREE	88%

DISTRIBUTION

JWM magazine is the only publication distributed in-room at JW Marriott properties.

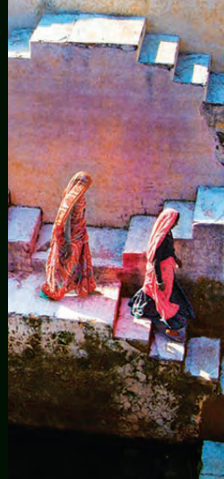
- 80 JW Marriott hotels and resorts in 28 countries
- There will be 100+ properties by 2020

READERSHIP

36,597	Total Rooms
x 75%	Average Occupancy
x 91	Days per Issue
x 1.6	Average Guests per Room
÷ 2.5	Average Nights Stayed
= 1,598,557	Average Readership per Issue

NEARLY 1.6 MILLION AFFLUENT TRAVELERS WHO LIVE LIFE TO THE FULLEST

WHAT'S NEW FOR 2018 EDITORIAL



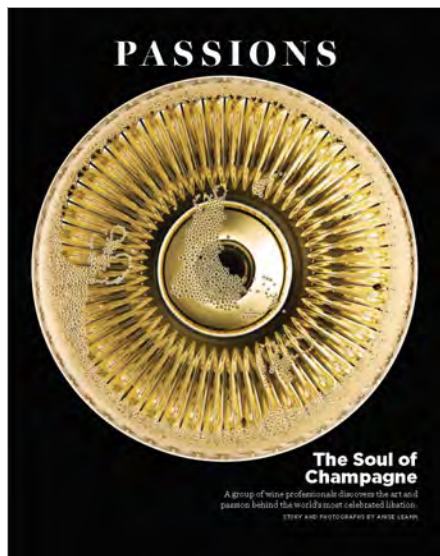
INTRODUCING KARA STUDZINSKI EDITOR, JWM MAGAZINE

Kara comes to JWM Magazine from an extensive career as a fashion, travel and lifestyle editor working with top brands: Vogue, Harper's Bazaar, Esquire, CR Fashion Book, Nylon and Nobleman. Before that, she spent time at ELLE, Glamour, and People StyleWatch, and was most recently on staff at GQ.

A veteran in the luxury space, Kara brings a fresh perspective to JWM. Focusing on curated content designed to be both visually captivating and thought-provoking, connecting readers on an emotional level, while also grabbing the attention of the next generation of luxury customers.

	VOLUME 8:2 JULY - SEPTEMBER	VOLUME 8:3 OCTOBER - DECEMBER
QUINTESSENTIAL	Quito	Venice
MY CITY	New York City	Las Vegas
FOOD + DRINK	Gins The Tonic London's rising gin scene. Plus an interview with the top mixologist at JW Marriott London Grosvenor House	The World's Emerging Beer Cities From Charleston to Copenhagen, a whole new breed of "they have great beer?" towns are starting to appear on the map globally.
ARTS & TECH	The Best Travel Essentials A thoughtfully curated guide for the modern day jet-setter with smart suitcases, electric shavers, and other travel gadgets.	The Art of Racing A thoughtfully curated guide for the modern day jet-setter with smart suitcases, electric shavers, and other travel gadgets.
WELL-BEING	Nora Tobin An inside look into our coveted retreats at the JW Marriott Camelback Inn.	Mobile Meditation with Dr. Deepak Chopra in-room amenities like yoga mats, plus apps and tools travelers can use to de-stress on the road.
STYLE	5 Must-Have Watches 5 must-have vacation watches for every activity (or type of vacation). And our market editor's guide to the season's most coveted accessories.	Fall Fashion & Watches What the chicest jetsetters are packing this season. PLUS, field watches for outdoor fall activities (hunting, hiking, outdoors, etc), and chronographs for race timing for driving season.

IN EVERY ISSUE



FOOD + DRINK

A curated look at culinary trends from around the world



ARTS

Global stories, from music, dance and theater to the visual arts



WELL-BEING

A personal quest for fitness, overall health or mind-body balance



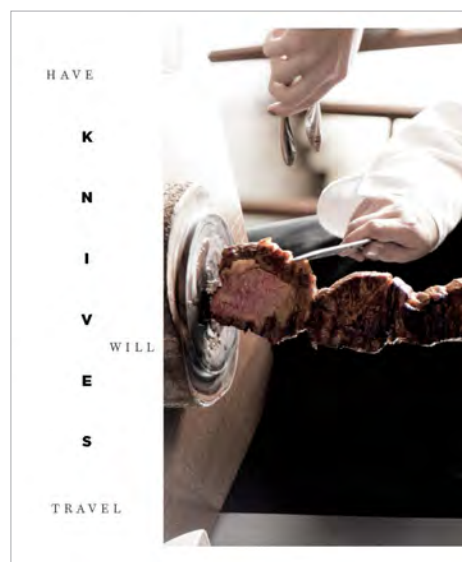
FASHION

An original photo shoot featuring the season's top designer trends



DESTINATION

An in-depth look at JW Marriott destinations around the world



CULINARY

A feature on exciting culinary experiences or destinations

MECHANICAL SPECIFICATIONS



PRINTING

WEB OFFSET

MAX DENSITY

300% 175 LINE

BINDING

PERFECT

AD DIMENSIONS	TRIM	WITH BLEED	LIVE AREA	NON-BLEED
Full page	9" x 10 7/8"	9 1/4" x 11 1/8"	8 3/8" x 10 1/4"	7 7/8" x 9 7/8"
Two-page spread	18" x 10 7/8"	18 1/4" x 11 1/8"	17 3/8" x 10 1/4"	17" x 9 7/8"

DIGITAL FILE REQUIREMENTS

PDF/X-1a is our preferred file format. • If native files are supplied, only InDesign, Photoshop and Illustrator are acceptable. If supplying native files, please supply all links and fonts used in the document. If there are any problems, we will contact you and work to resolve them (with applicable charges). To minimize problems, please read the guidelines below.

IMAGES AND TEXT

All images must be CMYK or grayscale only (no RGB or spot colors). • Images should be 300 dpi. • Scaling, rotating or other image manipulation must be done prior to placement in the page layout program. Note that enlarging an image with a resolution of 300 over 125 percent in the page layout file will lower the effective resolution to the point that image quality degradation may be noticeable when printed. • Convert all spot colors to 4C process (CMYK). • Text containing thin lines, serifs or small lettering should be restricted to one color. • Black text and logos should be set to overprint so they do not knock out when printed over a background, which may result in poor print quality. • Large black design elements, such as bars or backgrounds, should be a rich black (50C/30M/30Y/100K).

PROOFS

For color-sensitive materials, a proof created to SWOP specifications is required. Inkjet and laser prints are acceptable for content only. A standard GATF or SWOP color bar is to be included on the proof, but is not necessary in the digital file. We will not be responsible for color shifts on press if no approved color proof has been supplied.

Reproduction quality is at the advertiser's risk if publisher's specifications are not met or if material is received after closing date, even if on extension.

PRODUCTION CHARGES

Please note, all materials are processed immediately upon receipt. Any revisions or new files will result in a \$150 reprocessing fee.

RUSH FEES

Any materials not received by art submission due date will be subject to rush late fees.

SEND MATERIALS AND DIRECT QUESTIONS TO:

For electronic file upload, please submit via <https://sendit.manifest.com/filedrop/jwupload>

or email:

Sr. Production Manager Lori Orient: lori.orient@manifest.com
CC Associate Publisher, Marisa Zappatterreno:
marisa.zappatterreno@manifest.com

2018 RATE CARD



CLOSING DATES

ISSUE	SPACE RESERVATION	MATERIALS DUE	DISTRIBUTION DATES
Spring 2018	February 6	February 13	April-June
Summer 2018	May 8	May 15	July-September
Holiday 2018	August 7	August 14	October-December
Winter 2019	November 6	November 13	January-March

GLOBAL 4-COLOR

AD TYPE/POSITION	1X	2X	3X	4X
Full Page	\$17,077	\$16,017	\$15,089	\$14,331
Two-Page Spread	\$32,446	\$30,433	\$28,670	\$27,229

LOCAL 4-COLOR

AD SIZE	1X	2X	3X	4X
Full Page	\$5,243	\$4,727	\$4,251	\$3,816
Two-Page Spread	\$9,962	\$8,981	\$8,077	\$7,250

COVERS	1X	2X	3X	4X
Cover 2/Page 1 (Inside Front Spread)	\$11,801	\$11,092	\$10,427	\$9,801
Cover 3 (Inside Back)	\$7,870	\$7,084	\$6,376	\$5,832
Cover 4 (Back Cover)	\$9,184	\$8,271	\$7,439	\$6,677

INQUIRIES AND SPACE RESERVATIONS

Jennifer Marder, Group Publisher
jennifer.marder@manifest.com

THE GLOBAL REACH OF JWM

World-class destinations that cultivate enriching experience



80 HOTELS
IN
28 COUNTRIES

120+ PROPERTIES
BY 2020

RANKED NO. 1
for overall guest satisfaction
in the luxury category*

North America	No. of Rooms
Arizona	
Phoenix Desert Ridge	950
Scottsdale Camelback Inn	453
Tucson Starr Pass	575
California	
Desert Springs, Palm Desert	884
Los Angeles L.A. LIVE	878
San Francisco Union Square	337
Santa Monica Le Merigot	175
Colorado, Denver Cherry Creek	196
Florida	
Marco Island	810
Marquis Miami	357
Miami	296
Orlando, Grande Lakes	998
Georgia, Atlanta Buckhead	371
Illinois, Chicago	610
Indiana, Indianapolis	1,005
Nevada, Las Vegas	545
Louisiana, New Orleans	494
Michigan, Grand Rapids	334
Minnesota, Minneapolis	
Mall of America	342
New York, Essex House New York	509
Ontario, The Rosseau Muskoka	221
Texas	
Austin	1,012
Houston	515
Houston Downtown	328
San Antonio Hill Country	1,002
Vancouver, parq	525
District of Columbia, Washington, D.C.	772

Asia	No. of Rooms
China	
Beijing	588
Beijing Central	404
Chengdu	345
Chongqing	454
Hangzhou	307
Hong Kong	602
Macau	1,015
Shanghai Changfeng Park	501
Shanghai at Tomorrow Square	342
Shenzhen	411
Shenzhen Bao'an	356
Zhejiang Anji	228
Zhengzhou	416
India	
Bengaluru	297
Chandigarh	160
Kolkata	300
Mumbai Juhu	358
Mumbai Sahar	585
Mussoorie Walnut Grove	115
New Delhi Aerocity	523
Pune	416
Indonesia	
Jakarta	333
Medan	287
Surabaya	410
Malaysia, Kuala Lumpur	561
Republic of Singapore, Singapore	634
South Korea	
Dongdaemun Square Seoul	170
Seoul	497
Thailand	
Bangkok	441
Khao Lak	298
Phuket	265
Vietnam	
Hanoi	450
Phu Quoc	244

Europe	No. of Rooms
Azerbaijan, Baku	243
France, Cannes	261
Italy, Venice	266
Romania, Bucharest	401
Turkey, Ankara	413
United Kingdom, Grosvenor House, London	494
Middle East	
Egypt, Cairo	440
Kuwait, Kuwait City	313
United Arab Emirates	
Dubai	351
Marquis Dubai	1,608
Mexico, Central & South America	
Brazil, Rio de Janeiro	245
Colombia, Bogotá	264
Costa Rica, Guanacaste	310
Dominican Republic, Santo Domingo	150
Ecuador, Quito	257
Mexico	
Cancun	448
Los Cabos	299
Mexico City	312
Mexico City Santa Fe	221
Peru	
Convento Cusco	153
Lima	300
Venezuela, Caracas	269

A BELOVED AND REWARDED BRAND

JW Marriott has been recognized by some of the finest organizations and publications in the world for its hotels, service and dedication as a respected employer.



CONDÉ NAST TRAVELER “HOT LIST 2016”

JW Marriott Venice Resort & Spa

CONDÉ NAST TRAVELER “READERS’ CHOICE AWARDS 2016”

JW Marriott Austin

JW Marriott Indianapolis

JW Marriott Phoenix Desert Ridge

JW Marriott Scottsdale Camelback

JW Marriott San Antonio Hill Country

JW Marriott Tucson Starr Pass
Resort & Spa

JW Marriott Desert Springs
Resort & Spa

JW Marriott Orlando Grande Lakes

JW Marriott Venice Resort & Spa

JW Marriott Guanacaste Resort & Spa

JW Marriott Minneapolis
Mall of America

JW Marriott Phuket Resort & Spa

JW Marriott Denver Cherry Creek

JW Marriott Essex House New York

JW Marriott Los Angeles L.A. Live

JW Marriott London Grosvenor House

JW Marriott El Convento Cusco

CONDÉ NAST TRAVELER “GOLD LIST 2017”

JW Marriott Chengdu

TRAVEL & LEISURE “IT LIST 2016: BEST NEW HOTELS ON THE PLANET”

JW Marriott Venice Resort & Spa

JW Marriott El Convento Cusco

TRAVEL & LEISURE “WORLD’S BEST AWARDS 2016”

JW Marriott Venice Resort & Spa

FORBES TRAVEL GUIDE “FOUR STAR AWARD”

JW Marriott Shanghai at
Tomorrow Square (2017, 2016 and 2015)

JW Marriott San Francisco
Union Square (2017, 2016 and 2015)

J.D. POWER & ASSOCIATES “NORTH AMERICA HOTEL GUEST SATISFACTION STUDY 2017”

Ranked #1 in Luxury Segment

U.S. NEWS & WORLD REPORT “2018 LUXURY BEST HOTELS”

JW Marriott Venice Resort & Spa

Grosvenor House, A JW Marriott Hotel

JW Marriott Bucharest Grand Hotel

JW Marriott Cannes

JW Marriott Marquis Miami

JW Marriott San Antonio Hill Country
Resort & Spa

JW Marriott Denver Cherry Creek

JW Marriott Scottsdale Camelback Inn
Resort & Spa

JW Marriott Houston Downtown

JW Marriott Starr Pass Resort & Spa

JW Marriott L.A. LIVE

JW Marriott Desert Ridge
Resort & Spa

JW Marriott Orlando Grande Lakes

JW Marriott Houston Downtown

JW Marriott Austin

JW Marriott Indianapolis

JW Marriott Minneapolis

JW Marriott Phoenix Desert Springs
Resort & Spa

JW Marriott Mexico City

LUXURY HOTEL BRANDS “WORLD’S MOST POPULAR LUXURY HOTELS 2015”

Ranked #27

ACSI: AMERICAN CUSTOMER SATISFACTION INDEX “HOTEL BRAND CUSTOMER SATISFACTION 2017”

Ranked #1