

# 2015–2016 MEDIA KIT

THE WORLD'S MOST EXCLUSIVE LUXURY LIFESTYLE PUBLICATION

# INVICTUS

*"I am the master of my fate,  
I am the captain of my soul"*

William Ernest Henley

## MANY THANKS FOR YOUR INTEREST IN INVICTVS

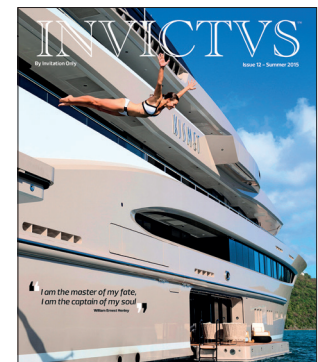
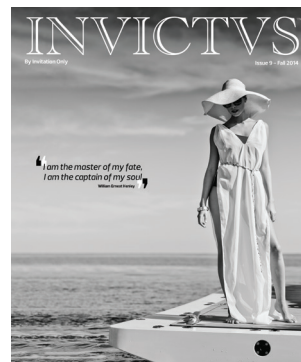
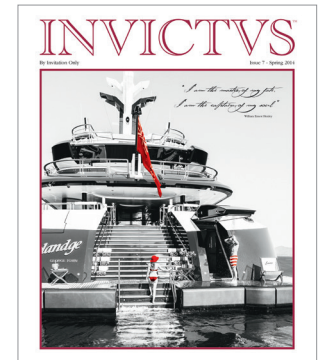
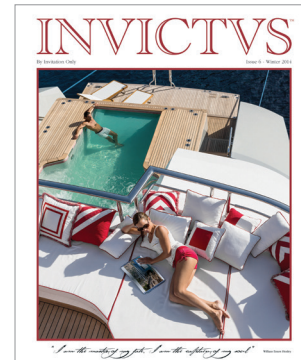
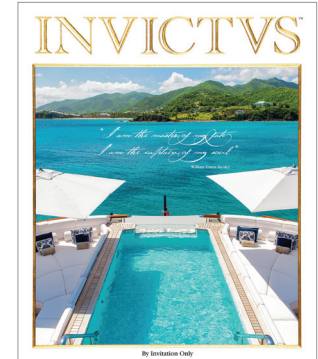
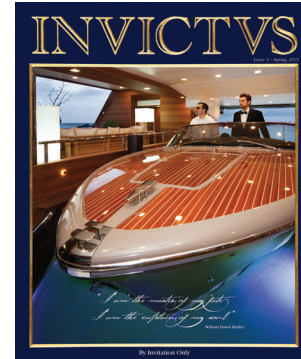
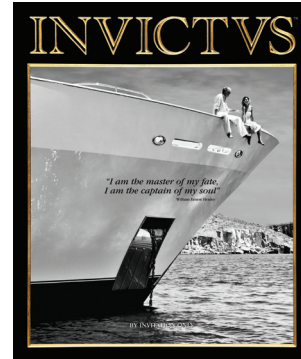
Established 3 years ago to deliver a product commensurate with the luxury lifestyle assets and services its audience enjoys, INVICTVS has quickly established itself as the world's leading superyacht, private aviation and luxury lifestyle publication.

Available only to our exclusive "By Invitation Only" audience, each 300 + page issue of INVICTVS is mailed directly to entrepreneurs, captains of industry, international business leaders, celebrities and creators of the world's largest business empires. Because subscription to the magazine is not publicly available, and inclusion on our mailing list is by invitation only, INVICTVS stands alone in the quality of its audience and access to the elite.

Distilling three decades of our group's international publishing experience in one flagship title, we present your business with a unique opportunity to communicate directly with the most affluent individuals on the planet... directly in their homes, onboard their yachts and on their private aircraft. The direct communication we receive from our discerning audience is a testament to their appreciation of our editorial content, style and the quality of the publication.

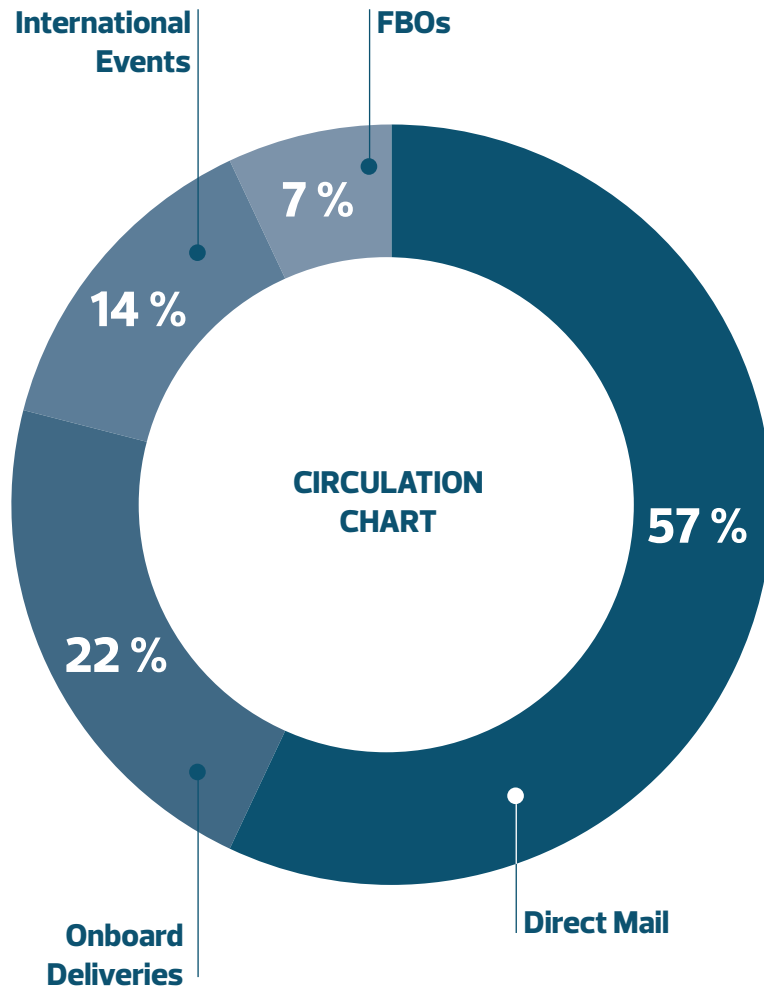
In a crowded marketplace, our advertisers recognize the futility of funding high-circulation, low-quality magazines that do not reflect the level of products and services they provide.

Based in Fort Lauderdale, Florida, and with a global infrastructure of sales, marketing and editorial experts, INVICTVS reaches an international audience whose discerning tastes and interests are reflected on the pages they read. Please do give a member of our sales team a call to discuss how we can help promote your brand directly to a pre-qualified base of potential customers in the most efficient way possible.

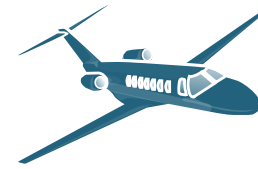


## A GUARANTEED CIRCULATION

- Direct mail to our Database of 6,000 UHNW in the United States (see sample listing)
- Onboard deliveries during the yachting seasons in Europe and the Caribbean – 1,000 copies.
- National Marine Suppliers direct delivery to yachts – 2,000 copies
- 17 international events... 2,000 copies.
- Top 30 US FBOs (private jet terminals) ensuring distribution onboard private jets in the United States: 1,000 copies
- **Total circulation is limited to 12,000 copies.**



20% PRIVATE JET OWNER



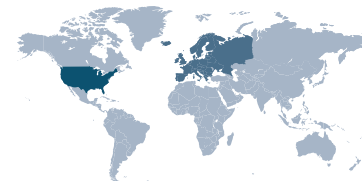
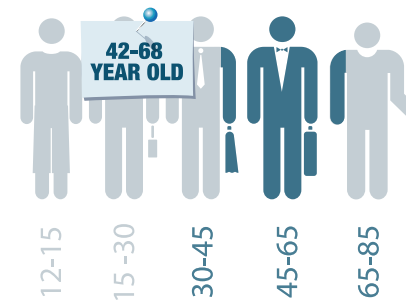
20% MEGA YACHT OWNERS



60% DECISION MAKERS OF THE INDUSTRY



AVERAGE VALUE OF PRIMARY RESIDENCE  
US\$ \$8,400,000

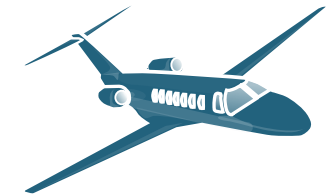


70% USA 20% EUROPE 10% REST OF THE WORLD

68% MALE 32% FEMALE



AVERAGE WEALTH  
US\$ 30,000,000



38,2% CHARTER AN AIRCRAFT LESS THAN 4 TIMES A YEAR 26,9% CHARTER AN AIRCRAFT MORE THAN 4 TIMES A YEAR



22% CHARTERED A SUPER-YACHT EVERY YEAR 60% CHARTERED A YACHT IN THE LAST 3 YEARS AT LEAST ONE TIME

## THE EDITORIAL CONTENTS



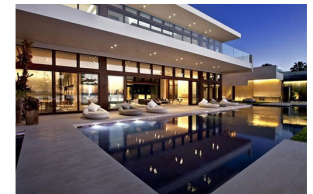
The entire editorial concept is based on the expectations of the readership; namely UHNWIs, mega yacht and private aircraft owners. In addition to exhaustively researched yacht and business aviation reviews and comprehensive interviews with the world's most influential individuals, each issue contains features on luxury lifestyle assets, goods and services:

- Haute horology
- Premium automotive,
- Jewelry and high jewelry
- Real estate opportunities,
- Financial concerns and philanthropy.

Each stunning feature is detailed and illustrated with sumptuous photography.

When one can afford to spend millions on a yacht or jet, the first impression created by a new product is essential to its success. This is the "one and only" philosophy that guides INVICTVS' editorial features.

Multi-millionaires and Billionaires are not easy to impress with a publication, or anything else for that matter: INVICTVS achieves this with every issue.



ISSUE NUMBER	BONUS CIRCULATION	PRINTING DATE	ISSUE DATE
<b>Volume III–Issue 6</b> Nov/Dec 2015	Fort Lauderdale Boat Show, Abu Dhabi F1 Grand Prix, NBAA, Antigua Charter Show	October 15, 2015	Nov/Dec 2015
<b>Volume IV–Issue 1</b> Jan/Feb 2016	Miami Boat Shows / Onboard delivery St Barth, SE Florida, Bahamas	December 15, 2015	Jan/Feb 2016
<b>Volume IV–Issue 2</b> March/April 2016	Palm Beach, Dubai and Moscow Boat Shows Onboard delivery St Barth, SE Florida, Bahamas	February 15, 2016	March/April 2016
<b>Volume IV–Issue 3</b> May/June 2016	EBACE Show Genoa, Cannes film festival, Monaco F1 Grand Prix, Onboard delivery South of France, Beirut Boat Show	April 15, 2016	May/June 2016
<b>Volume IV–Issue 4</b> July/August 2016	Onboard delivery South of France	June 15, 2016	July/August 2016
<b>Volume IV–Issue 5</b> Sept/Oct 2016	Cannes and Monaco Yacht Shows, Onboard delivery South of France, Sardinia.	August 15, 2016	Sept/Oct 2016
<b>Volume IV–Issue 6</b> Nov/Dec 2016	Fort Lauderdale Boat Show, Abu Dhabi F1 Grand Prix NBAA, Antigua Charter Show, MEBA Dubai	October 15, 2016	Nov/Dec 2016

## TESTIMONIALS FROM INVICTVS READERS AND ADVERTISERS

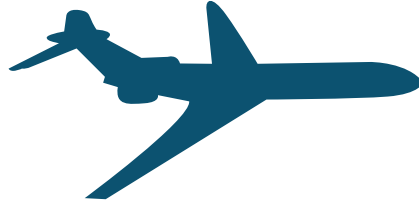

**TRAVIS HANSSON**  
**Leading art dealer**  
**Hollywood & NYC**

"A good friend received your magazine, which I was very impressed with. Would you kindly send me a copy also? Thanking you in advance."

The Miami's most exclusive hotel, **the Setai South Beach**, requests a supply of copies to gift guests in their 37 most prestigious suites...

**DONALD TRUMP**  
**Owner of Boeing 757**

"Dear Mr Barnett, Mr. Trump has expressed his interest in your publication, INVICTUS Magazine, and would like to read more. Per his request, I am writing you to ask that you send us your latest copy..."


**ANDREW HAFFENDEN**  
**VP Ascari Aviation**

"I was at a client's residence in the Balearic Islands recently discussing the acquisition of a new aircraft and came across a copy of INVICTUS he'd brought with him to read while on holiday. It's a massively impressive magazine... please do send me the rates for advertising!"

**JOHN TRAVOLTA**  
**Actor, pilot and serial jet owner**

When we met John Travolta in Geneva at EBACE, he was refusing requests for private interviews. Once INVICTUS was mentioned he enthusiastically took us aside, declaring he "receives each issue at home and devours it from cover to cover." An exclusive interview, designed along an exciting theme conceived by the leading actor himself, is in the pipeline.

**JIMMY BRYAN**  
**Private jet and yacht owner**

"Having first picked up a copy of this fantastic magazine INVICTUS at the private jet FBO in Fort Lauderdale, I'd like to thank you for since including me on your incredible mailing list. I have received Issue 1 and 3, so I'd like to ask if you could also send me Issue 2? I don't want to miss one!"


**CHARLES SIMONYI**  
**Ex-creator of Microsoft Office**  
**and space tourist**

"Hi, Charles Simonyi receives several copies of your magazine at a number of his addresses, he would like to continue to receive it, but just the one to his primary address supplied please. Thank you very much."

**DESIGNER ANDREW WINCH** requests box of magazines to distribute to primary clients, and also places copies on private jet used by the firm and their clients...

**TIM HEYWOOD**  
**Yacht designer**

"We got back from our travels last night to find the INVICTUS magazines at our door, so was very pleased to see the results of your endeavors. A very enjoyable issue with many different interesting and informative articles... I had received positive comments from clients even before I saw the issue!"


**VASCO BUONPENSIERE**  
**Cantiere delle Marche**

"A huge thanks to the team at INVICTVS! Just to let you know that one of our last three sales, a new build project, arrived to us as a direct result of our relationship with the magazine. It's an unbelievable direct feedback and not something I've experienced in years in the industry!"

**RON TUTOR**  
**Former owner of Pegasus V,**  
**78m Royal Denship**

"I receive INVICTUS at home and, having very much enjoyed reading the first two issues, am very much looking forward to seeing the third. Thank you for a great magazine!"

**ROB NEWTON**  
**Yachtzoo**

"I really enjoyed the feature on Hemisphere, the world's largest catamaran, in the second issue of INVICTVS and am also glad to confirm that as a direct result of reading it, one of my clients called expressly to book a charter aboard her. Keep up the good work!"

## RATES CARD

POSITION	ONE TIME RATE	3 TIMES RATE	6 TIMES RATE
Back Cover (BC)	\$9,800	\$8,820	\$7,840
Interior Back Cover (IBC)	\$8,000	\$7,200	\$6,400
Front Cover Fold Out (FCFO)	\$19,000	\$17,100	\$15,200
Back Cover Fold Out (BCFO)	\$12,500	\$11,250	\$10,000
Inside Front Cover Spread (IFCS)	\$9,900	\$8,910	\$7,920
2 <sup>nd</sup> Double Page Spread (2 <sup>nd</sup> DPS)	\$9,400	\$8,460	\$7,520
3 <sup>rd</sup> Double Page Spread (3 <sup>rd</sup> DPS)	\$9,000	\$8,100	\$7,200
Double Page Spread (DPS)	\$7,600	\$6,840	\$6,080
Page Opposite 1 <sup>st</sup> Content (PO1C)	\$6,900	\$6,210	\$5,520
Page Opposite Content (POC)	\$6,200	\$5,580	\$4,960
Page opposite Editor's Note (POE)	\$7,200	\$6,480	\$5,760
Right Hand Page Facing News (RHPN)	\$6,200	\$5,580	\$4,960
Left Hand Page Facing News (LHPN)	\$5,500	\$4,950	\$4,400
Regular Full Page (RFP)	\$5,000	\$4,500	\$4,000
Yacht Brokerage Page (YBP)	\$1,950	\$1,755	\$1,560
Yacht Brokerage Spread Page (YBSP)	\$3,200	\$2,880	\$2,560
Real Estate Brokerage Page (RBP)	\$2,400	\$2,160	\$1,920
Real Estate Brokerage Spread Page (RBSP)	\$3,900	\$3,510	\$3,120

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## LISTING

FIRST NAME	LAST NAME	CITY	STATE	COUNTRY	YACHT
Roman	Abramovich	LONDON		UK	Blohm + Voss 533' "Eclipse" + Abeking & Ramussen 257' "Titan" + Feadship 162' "Sussurro" + Boeing 767 + Boeing 33 A/ER
Paul	Allen	MERCER ISLAND	WA	USA	Lurssen 414' "Octopus" + Nobiskrug 303' "Tatoosh"
Micky	Arison	BAL HARBOUR	FL	USA	Royal Van Lent 200' "Mylin IV" + Oceanfast 154' "Sirona III"
Bernard	Arnault	PARIS		FRANCE	Neue Jaderwerft 229' Amadeus + Feadship 102m "Symphony"
Anthony	Bakker	CHARLESTON	SC	USA	Newcastle 129' "Safira"
Thomas	Barrack	SANTA BARBARA	CA	USA	Gulfstream V
Eric	Benson	LA JOLLA	CA	USA	Ex-Owner of Heesen 163' "Satori"
Tom	Benson	NEW ORLEANS	LA	USA	Buger 140' "Lady Gayle Marie"
Ernesto	Bertarelli	GSTAAD		CH	Devonport 63m "Vava II"
Renee	Bisciotti	HOBE SOUND	FL	USA	Wesport 130' "Winning Drive"
Ledyard	Blair	PEAPACK-GLADSTONE	NJ	USA	Steam Yacht 254' "Diana"
Leonid	Blavatnik	LONDON		UK	Proteksan 164' "Odessa II"
Norman	Braman	INDIAN CREEK	FL	USA	Feadship 175' "Kisses"
Peter	Breton	INDIAN CREEK	FL	USA	Oceanco 269' "Alfa Nero"
Jerry	Bruckheimer	MIAMI BEACH	FL	USA	
Sergey	Brin	LOS ALTOS	CA	USA	Hanseatic Marine 240' "DragonFly" + Kusch 194' "Senses" + Boeing 767-200 + Dornier Alpha Jet
Ray	Catena	RUMSON	NJ	USA	Ex-Owner of Burger Boat 151' "Sycara IV" + Ex-Owner of Nobiskrug 223' "Sycara V"
Roberto	Cavalli	FIRENZE		ITALY	Baglietto 133' "RC"
James	Clark	INDIAN WELLS	CA	USA	Royal Huisman 300' "Athena"
Christoper	Cline	NORTH PALM BEACH	FL	USA	Trinity 164' "Mine Games"
Ugo	Colombo	MIAMI BEACH	FL	USA	Oceanco 43m
James	Coulter	SAN FRANCISCO	CA	USA	Trinity 141' "Relentless"
Mark	Cuban	DALLAS	TX	USA	Gulfstream V
Darwin	Deason	DALLAS	TX	USA	Codecasa 203' "Apogee"
John Paul	Dejoria	MALIBU	CA	USA	Owner of Marquis Yacht
Johnny	Depp	LE PLAN DE LA TOUR		FRANCE	Proteksan 156' "Vajoliroja"
Richard	Devos	MANALAPAN	FL	USA	Abeking & Rasmussen 164' "Eminence"
Betty	Di Vosta	NORTH PALM BEACH	FL	USA	Westport 164' "Harmony"
Barry	Diller	BEVERLY HILLS	CA	USA	Lurssen 305' "EOS"
James	Dyson	DODDINGTON		UK	John Brown 300' "Nathlin"
Bernie & Petra	Ecclestone	LOS ANGELES	CA	USA	Proteksan 191' "Petara"
Larry	Ellison	SAN FRANCISCO	CA	USA	Feadship 288' "Musashi"
Arthur	Essebag	PARIS		FRANCE	Perini Navi 49m "Perseus"
Miguel	Fernandez	CORAL GABLES	FL	USA	Benetti 56m "Lady Michelle" + Ex Trinity 161' "Lady Michelle" + Ex Benetti "Lady Michelle"
David	Geffen	BEVERLY HILLS	CA	USA	Lurssen 452' "Rising Sun" + Lurssen 376' "Pelorus"
Gordon	Getty	SAN FRANCISCO	CA	USA	Krupp and Devonport 271' "Talitha G"
Jeff	Greene	SAG HARBOUR	NY	USA	Cheoy Lee 145' "Summer Wind"
Graeme	Hart	GLENDOWIE	AUCKLAND	NEW ZEALAND	Trinity 161' "Ulysses"
Rick	Hendrick	CHARLOTTE	NC	USA	Ex-Owner of Trinity 162' "Wheels"
John	Henry	BOCA RATON	FL	USA	Ex-Owner of Feadship 163' "Iroquois"
Wayne	Huizenga	FORT LAUDERDALE	FL	USA	Ex-Owner of Oceanfast 228' "Floridian" + Ex-Owner of Miami Dolphing + BBJ + Sikorsky S76
Carl	Icahn	EAST HAMPTON	NY	USA	Benetti 178' "Starfire"
Peter Kevin	Jaffe	PALM BEACH	FL	USA	Delta 123' "Marama"
Edward	Lampert	MIAMI BEACH	FL	USA	Feadship 88m "Fountainhead"
Paris	Latsis	BEVERLY HILLS	CA	USA	Rauma 382' "Turama"
Michael	Lee-Chin	MIAMI BEACH	FL	USA	Lurssen 282' "Quattroelle" + Ex-Owner of Lurssen 287' "Ace"



FIRST NAME	LAST NAME	CITY	STATE	COUNTRY	YACHT
Peter	Lewis	COCONUT GROVE	FL	USA	Schichau Unterwasser 253' "Lone Ranger"
Joe	Lewis	WINDERMERE	FL	USA	Abeking & Rasmussen 257' "Aviva"
George	Lindemann	MIAMI BEACH	FL	USA	Schooner 180' "Adela"
Harry	Macklowe	EAST HAMPTON	NY	USA	Royal Huisman 122' "Unfurled"
Bob	Manoukian	BEVERLY HILLS	CA	USA	Feadship 220' "Siran"
Michael	Maroone	FORT LAUDERDALE	FL	USA	
Craig	Mc Caw	HUNTS POINT	WA	USA	Ex-Owner of Feadship 67m "White Cloud"
Andrey	Melnichenko	NEW YORK	NY	USA	Blohm & Voss 390' "A"
Sydell	Miller	PALM BEACH	FL	USA	
Lakshmi	Mittal	LONDON		UK	Oceanco 262' "Amevi"
Alonzo	Mourning	CORAL GABLES	FL	USA	
Rupert	Murdoch	NEW YORK	NY	USA	Alloy Yachts 67m "Vertigo" + Perini Navi 183' "Roseheartly"
Thomas	Murphy	FORT LAUDERDALE	FL	USA	Westport 130' "Miss Michelle"
Spyros	Niarchos	NEW YORK	NY	USA	Hellenic Shipyards 379' "Atlantis II" + Gosport 214' "Creole"
Jack	Nicklaus	NORTH PALM BEACH	FL	USA	Ex-Owner of Westport 122' "Sea Bear"
Larry	Page	PALO ALTO	CA	USA	Schweers 193' "Senses"
Nelson & Claudia	Peltz	PALM BEACH	FL	USA	
Carlos	Peralta	INDIAN CREEK	FL	USA	Ex-Owner of Danish Yacht 155' "Moon Goddess" + Ex-Owner of 258' Princess Mariana
Ronald	Perelman	EAST HAMPTON	NY	USA	Abeking & Ramussen 275' "C2"
Kenneth	Rainin	PIEDMONT	CA	USA	Feadship 203' "Rasselas"
David & Simon	Reuben	LONDON		UK	Nobiskrug 241' "Siren" + Ex-Owner of Nobiskrug 241' "Mogambo"
Robert	Rich	PALM BEACH	FL	USA	
Patrick	Riley	MIAMI BEACH	FL	USA	
John	Risley	CHESTER	NS	CANADA	Royal Huisman 170' "Meteor" + Lurssen 76m "Nothorn Star"
John	Rosatti	PALM BEACH GARDENS	FL	USA	Ex-Owner of Christensen 160' "Remember"
Dmitry	Rybolovlev	PALM BEACH	FL	USA	Feadship 220' "Ana"
Richard	Sands	BRIGHTON	NY	USA	Mangusta 130' + Ex-Owner of Pershing 88' "Incognito"
Dwight	Schar	PALM BEACH	FL	USA	
Charles	Schwab	ATHERTON	CA	USA	
Michail	Shelkov	MASSAROSA	LU	ITALY	Sunrise 150' "Dynasty"
Evgeny	Shvidler	LONDON		UK	Kusch Yachts 370 "Le Grand Bleu"
James	Simons	EAST SETAUKET	NY	USA	Feadship 222' "Archimedes"
Charles	Simonyi	MEDINA	WA	USA	Lurssen 232' "Skat"
Carlos	Slim	NEW YORK	NY	USA	
Dan	Snyder	POTOMAC	MD	USA	Amels 224' "Lady Anne"
Jeffrey	Soffer	INDIAN CREEK	FL	USA	Feadship 146' & Ex-Owner of Lurssen 260' "TV"
Peter	Sperling	SAN FRANCISCO	CA	USA	Ex-Owner of Benetti 70 m "Reverie"
Steven	Spielberg	PACIFIC PALISADES	CA	USA	Oceanco 285' "Seven Seas"
John	Staluppi	WEST PALM BEACH	FL	USA	Benetti 170' "Quantum of Solace" + Ex-Owner Benetti 60 m "Diamonds are forever"
David	Stern	FORT LAUDERDALE	FL	USA	Mangusta 165' "Misunderstood"
Bernard	Tapie	PARIS		FRANCE	Ex-Owner of the Amels 248' "Reborn"
Donald	Trump	NEW YORK	NY	USA	Boeing 757
Ronald	Tutor	BEVERLY HILLS	CA	USA	Royal Denship 258' "Pegasus V"
Alisher	Usmanov	SUTTON GREEN		UK	Lurssen 360' "Dilbar"
Linda	Von Allmen	FORT LAUDERDALE	FL	USA	Lurssen 197' "Linda Lou" + Ex-Owner of Trinity 186' "Lady Lina"
Dennis R	Washington	INDIAN WELLS	CA	USA	Feadship 142' "Atessa" + Hayashikane 330' "Atessa IV" + Scott & Sons 35m "St Eval"
Sanford	Weill	GREENWICH	CT	USA	Ex-Owner of Feadship 200' "April Fool" + San Juan 30'
Leslie	Wexner	ASPEN	CO	USA	Lurssen 315' "Limitless"
William	Wrigley	CHICAGO	IL	USA	Ex-Owner of Trinity 191' "Unbridled"
Mark & Christel	Yaffee	TAMPA	FL	USA	Benetti 183' "Allegro"
Mortimer	Zuckerman	EAST HAMPTON	NY	USA	Oceano 166' "Lazy Z"