

JWWM

THE MAGAZINE OF PASSIONATE PURSUITS



Luxury cannot be possessed— it can only be experienced



Never has a hospitality brand so perfectly reflected the lives of its guests. JW Marriott was inspired by the **self-made visionary** whose success mirrors that of the brand's target customer. JW Marriott guests are accomplished. Their professional stature has been earned through drive, dedication and a commitment to hard work. Much like that of J. Willard Marriott.

THE HOTEL

Today, **guests in more than 25 countries have come to count on the comfortable elegance of a JW Marriott**, a brand that offers experiences to fuel their passions for the arts ... for refined food and drink ... and for travel that also prioritizes health and well-being.

Guests return over and over for JW Marriott's ability to deliver one-of-a-kind opportunities to explore these passions in fresh, unforgettable ways.

THE PUBLICATION

JWM: The Magazine of Passionate Pursuits is offered to guests of JW Marriott hotels around the world. In guest rooms and in select spots throughout the properties, the publication brings to life the brand's mission: to deliver authentic, well-crafted experiences and to satisfy guests' passions for the arts, food and drink, and the quest for overall well-being.

JWM magazine caters to our readers' appreciation for the details.

- **Contributions from world-class writers and award-winning photographers.**
- **Insights from a team of partners and experts.**
- **Engaging articles and photo essays.**

**Products. Profiles. Destination travel.
Culinary delights. Wellness.**

The topics that are important to JW Marriott guests are in the pages of *JWM*.

JWM

A luxury magazine unlike any other



ADVERTISING OPPORTUNITIES ABOUND

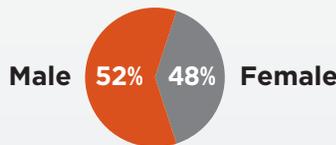
With *JWM*, advertisers have the opportunity to reach a category of potential customers who are devoted to living life to its fullest. As you'll see from the magazine's demographic data, these affluent individuals appreciate quality—and are willing to pay for it. And because they are stars on the rise, obtaining them as customers offers the opportunity to secure their loyalty for a lifetime.

Meet the JWM reader



Guests of JW Marriott hotels are men and women who make good fortune rather than wait for it. They approach life as individuals. They set their own rules and seek their own destinies. Having tasted success, they know that devotion to work must be balanced by indulgence in life's great rewards. And so they value the quality of their experiences and possessions more than the quantity that they accumulate.

GENDER



AVERAGE AGE

39

AGE

21-32.....	22%
33-47.....	58%
48-55.....	20%

PROFESSIONAL STATURE

76%
are senior-level
management or higher

AVERAGE HOUSEHOLD INCOME

\$252,288

TRAVEL

19
Average number of
business trips per year

64
Average number of
room nights per year

EDUCATION

87%
are college graduates
43%
have a graduate degree

MARITAL STATUS

62%
are married
51%
have children in household

READERSHIP

Total rooms	×	Average occupancy	×	Days per issue	×	Average guests per room	÷	Average nights stayed	=	Average readership per issue
33,905		75%		91		1.6		2.5		1,480,970

PLUS: Special bonus distribution mailed directly to the home of JW Marriott's most valuable guests.

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. Here's a look at a few of the most recent accolades:



J.D. Power & Associates rated JW Marriott #3 in the luxury category in the 2015 North America Hotel Guest Satisfaction Study



Best Hotels of 2015 include JW Marriott Cancun Resort & Spa, JW Marriott Denver Cherry Creek, JW Marriott Mexico City, JW Marriott Indianapolis, JW Marriott Orlando Grande Lakes, JW Marriott San Antonio Hill Country Resort & Spa, JW Marriott Scottsdale Camelback Inn® Resort & Spa



JW Marriott Cancun Resort & Spa (2014)



World's IT List: Best New Hotels include JW Marriott El Convento Cusco (2014) and JW Marriott Marquis Dubai (2013)



8 international JW Marriott destinations received the Condé Nast Traveler Readers' Choice Awards in 2014 including properties in Phuket, Beijing, Chongqing, Mumbai, Seoul, Bogotá, Cusco, Lima



Condé Nast Traveler 2014 Gold List recognizes JW Marriott The Rosseau Muskoka Resort & Spa and JW Marriott Bogota



Best International Hotels for Business Travel select JW Marriott Beijing and JW Marriott Bangkok in 2014 Readers' Choice selections



TripAdvisor Travellers' Choice names JW Marriott Hanoi a 2015 pick



JW Marriott Cancun Resort & Spa selected for 2014 Readers' Choice Platinum List

The worldwide reach of JWM

REGION	LOCATION	ROOMS
North America	Atlanta Buckhead, Georgia	371
	Austin, Texas	1,012
	Chicago, Illinois	610
	Denver Cherry Creek, Colorado	196
	Grand Rapids, Michigan	334
	Houston, Texas	515
	Houston Downtown, Texas	328
	Indianapolis, Indiana	1,005
	Las Vegas, Nevada	545
	Los Angeles L.A. LIVE, California	878
	Mall of America, Minneapolis	342
	Marquis Miami, Florida	357
	Miami, Florida	296
	The Rosseau, Muskoka, Ontario	221
	New Orleans, Louisiana	494
	New York Essex House	509
	Orlando Grande Lakes, Florida	998
	Desert Springs, Palm Desert, California	884
	San Antonio Hill Country, Texas	1,002
	San Francisco Union Square, California	337
Le Merigot, Santa Monica, California	175	
Camelback Inn, Arizona	453	
Phoenix Desert Ridge, Arizona	950	
Tucson Starr Pass, Arizona	575	
Washington, D.C.	772	
Europe	Ankara, Turkey	413
	Baku, Azerbaijan	243
	Bodrum, Turkey	107
	Bucharest, Romania	402
	Cannes, France	261
	Grosvenor House, London, England	496
Venice, Italy	250	
Middle East	Cairo, Egypt	436
	Dubai, United Arab Emirates	351
	Dubai Marquis, United Arab Emirates	1,608
	Kuwait City, Kuwait	313

REGION	LOCATION	ROOMS
Asia	Bengaluru, India	281
	Bangkok, Thailand	441
	Beijing, China	588
	Beijing Central, China	404
	Chandigarh, India	160
	Chongqing, China	454
	Hangzhou, China	307
	Hanoi, Vietnam	450
	Hong Kong, China	602
	Jakarta, Indonesia	333
	Khao Lak, Thailand	298
	Kuala Lumpur, Malaysia	561
	Macau, China	1,015
	Medan, Indonesia	287
	Mumbai Juhu, India	358
	Mumbai Sahar, India	585
	Mussoorie Walnut Grove, India	115
	New Delhi Aerocity, India	523
	Phuket, Thailand	265
	Pune, India	416
Dongdaemun Square, Seoul, South Korea	170	
Seoul, South Korea	497	
Shanghai Changfeng Park, China	501	
Shanghai Tomorrow Square, China	342	
Shenzhen, China	411	
Shenzhen Bao'an, China	356	
Surabaya, Indonesia	412	
Zhejiang Anji, China	228	
Zhengzhou, China	416	
Mexico, Central and South America	Bogotá, Colombia	264
	Buenaventura, Panama	118
	Cancun, Mexico	448
	Caracas, Venezuela	269
	Guanacaste, Costa Rica	310
	Cusco, Peru	153
	Lima, Peru	300
	Los Cabos, Mexico	300
	Mexico City, Mexico	312
	Mexico City, Santa Fe, Mexico	221
	Rio de Janeiro, Brazil	245
	Santo Domingo, Dominican Republic	150

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2016 EDITORIAL CALENDAR

	VOLUME 6:1 JANUARY - MARCH	VOLUME 6:2 APRIL - JUNE	VOLUME 6:3 JULY - SEPTEMBER	VOLUME 6:4 OCTOBER - DECEMBER
Cover	Macau/Hong Kong	Los Cabos	Bucharest	Asia-Pacific TBD
Quintessential	Kuwait City	Washington, D.C.	Santo Domingo	Minneapolis
Business & Pleasure	Bogotá	Seoul	Palm Desert	Cairo
Fellow Traveler	Suzy Bizantz The CEO is lingerie house La Perla's secret weapon.	Leon Bridges The Texas-based singer makes viral soul music.	Jason Wu The NYC-based designer of luxed-up sportswear.	John Reuter Ghurka's CEO is passionate about luxury leather goods.
Food + Drink	The Beautiful Table Gorgeous presentations can make your next meal sing.	Up in Smoke Smoke infusions, from chocolate and beer to tea.	Food Incubator A new model helps culinary startups get off the ground.	Farm Fraiche Where and how chefs shop the world's greenmarkets.
Arts	Where Art Thou? Art fairs and biennales are the centerpiece of today's market. A tour of the best.	Today's Bespoke A new wave of well-dressed men discovers bespoke. Here's where to suit up.	Instatravel Jolt your creativity with the best artists to follow on Instagram, in three JW cities.	Clay Nation Women ceramicists are redefining the medium with coveted modern wares.
Well-Being	The Uncluttered Trip The trend toward paring down goes global. Sidebar: the best edible souvenirs, from JW concierges.	Suite Success How to transform your hotel room into your own personal gym.	Spa Trends From mini treatments for the time-strapped to new treatments for men, here's what's hot this year.	Meditation Starter Kit Used by everyone from CEOs to David Lynch, meditation is consistently rated a key to contentment.
Fashion	Battle of the Sexes From runway to streetwear, genderless clothes are in fashion. We style them for men and women.	Color of the Year A fashion story based on Pantone's eagerly awaited annual selection (announced in December).	Sports Center Versatile, modern and casually luxurious looks blur the lines between sportswear and activewear.	The Warriors <i>Game of Thrones</i> fashion, from capes and embroideries to diaphanous dresses, is in the spotlight.
Destination	Macau/Hong Kong Hot spots and history make for an exciting two-destination Asian trip.	Baja Fresh A road trip down the Baja Peninsula reveals the secrets of Mexico's finest cuisine, wines and tequilas.	Bucharest The European city combines the old world with the new.	Asia-Pacific TBD City TBD.
Culinary	Rocky Mountain High Denver's breweries are bubbling over with some of the world's best artisanal and craft beers.	Bubblicious A look at the global landscape of sparkling wines, covering regional variations.	Bangkok Street to Table Many of the city's best street food vendors are becoming established high-end restaurateurs.	Capital Cuisine A tour of the variety of high/low ethnic restaurants in one of the US's most exciting food destinations.
My Passion	Jacques Panis The founder of Detroit watch company Shinola.	Tavi Gevinson The preternatural writer, editor, actress and singer.	Evan Yurman The tastemaking son of jeweler David Yurman.	Alessandro Munge The charismatic leader of design firm Munge Leung.

Mechanical specifications

JWM the magazine of passionate pursuits

Prior to submitting materials, a PDF of the ad **MUST** be emailed to **tracie.mclaughlin@manifest.com** for corporate approval.

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"

PRINTING:
Web offset

MAX DENSITY:
300% 175 line

BINDING:
Perfect

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% 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.

FTP SITE INFORMATION

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

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.

Please ship materials and direct questions to:

JWM Magazine c/o Manifest

ATTN: Nicole Nordine

4110 N. Scottsdale Rd., Suite 315, Scottsdale, AZ 85251

PHONE: 602-395-5850

FAX: 602-395-5853

EMAIL: nicole.nordine@manifest.com

RATES & DEADLINES

Advertising rates

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CLOSING DATES

ISSUE	SPACE RESERVATION	MATERIALS DUE	DISTRIBUTION DATES
Winter 2016	Nov. 6	Nov. 13	January–March
Spring 2016	Feb. 9	Feb. 16	April–June
Summer 2016	May 8	May 15	July–September
Fall 2016	Aug. 7	Aug. 14	October–December

GLOBAL 4-COLOR

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

LOCAL 4-COLOR

AD TYPE/POSITION	4X	3X	2X	1X
Full Page	\$3,816	\$4,251	\$4,727	\$5,243
Two-Page Spread	\$7,250	\$8,077	\$8,981	\$9,962
Inside Back Cover	\$5,832	\$6,376	\$7,084	\$7,870
Inside Front Cover	\$5,832	\$6,376	\$7,084	\$7,870
Back Cover	\$6,677	\$7,439	\$8,271	\$9,184

INQUIRIES AND SPACE RESERVATIONS

Tracie McLaughlin, Publisher
Manifest
228 E. 45th Street, Suite 701
New York, NY 10017
PHONE: 212-574-4377 FAX: 866-503-8199
EMAIL: tracie.mclaughlin@manifest.com

CONTRACT CONDITIONS JWM Magazine shall not be subject to liability for any failure to publish all or any part of any issue due to situations beyond its control. Publisher reserves the right to limit the amount of advertising in any given issue. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and independently liable for such monies as are due and payable to the publisher.

The advertiser and/or its advertising agency agree to pay all costs of collection, including reasonable attorneys' fees incurred by the publisher in connection with the collection of any past due account of the advertiser and/or its advertising agency. All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from publisher. Conditions other than rates are subject to change without notice. Orders that contain rates and/or conditions that vary from the rates and conditions listed herein shall not be binding on Manifest LLC unless expressly approved in writing by the publisher and may be inserted and charged for at the actual rate schedule.

Publisher shall have the right to hold advertiser and/or its advertising agency jointly and independently liable for such monies as are due and payable to publisher for advertising that advertiser or its advertising agency ordered and that advertising was published. No amendment to the credit terms shall be effective unless the same is in writing and signed by Manifest LLC. Publisher reserves the right to limit amount of advertising and to reject any advertising that, in its opinion, doesn't conform to the standards of the publication. All advertisements are published upon the representation that the advertising agency and/or advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements, the advertising agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based on the contents or subject matter of such advertisements, including, without limitations, claims or suits for libel, violations of rights of privacy, plagiarism and copyright infringement.

The parties agree that any dispute, controversy or claim arising under or in connection with the advertising agreement, or its performance by either party, shall be decided exclusively by and in the state or federal court sitting in the State of Arizona. For such purpose, each party hereby submits to the personal jurisdiction of the state and federal courts sitting in the State of Arizona and agrees that service of process may be completed and shall be effective and binding upon the party served if mailed by certified mail, return receipt requested, postage prepaid and properly addressed to the party as set by the advertiser and/or its advertising agency accepting the order for publication. Regardless of the contractual vehicle used, the advertiser is agreeing to abide by all the terms and conditions as set forth in the current rate card.

Materials are due on published issue closing date, approximately six weeks before issue delivery date. Materials extensions will be considered at an additional charge if requested within one week of normal rate card deadline. If a material extension is not requested and authorized, a \$150 per page late fee will be incurred on any materials received after material deadline. Email or call your production contact or account manager to request deadline extensions. Advertiser assumes full responsibility for errors or reproduction problems of any material received after normal closing date. JWM Magazine retains materials for one year from issue date. If supplied materials do not meet the required size and mechanical specification and necessitate modifications by Manifest LLC, additional production charges will be incurred. Changes in original material submitted can be made if time permits, at a charge.