



A UNIQUE OPPORTUNITY TO VISUALIZE YOUR MESSAGE TO OVER 135,500 AFFLUENT GUESTS AND PRIVATE CLUB MEMBERS ANNUALLY.

BILTMORE

Exclusively published for the world famous Biltmore Hotel in Coral Gables - Miami, Florida. The *Biltmore* magazine will be as lavishly distinguished as the hotel it's being distributed in by capturing the allure and historical beauty of the Biltmore Hotel. The oversized publication will illustrate old world beauty with a new class of luxury through the use of stunning photography and engaging editorial features. The editorial will be written to captivate the guests, visitors and local community by highlighting the Biltmore Hotel as a premier destination and favorite area attraction.

ABOUT THE BILTMORE

An esteemed golf and spa resort graced with definitive luxury and class reflecting the passion and vitality of one of America's most exciting cities, the Historic Biltmore Hotel of Coral Gables has been a favorite of world leaders, celebrities, and sports stars since its opening in the 1920's.

Showcasing championship golf, cosmopolitan dining, a breathtaking spa and premier conference facilities, the Biltmore Hotel hosts over 135,500 visitors annually.

- Rooms 275 luxurious guest rooms
- Signature Restaurants Palme d'Or, Fontana, Cascade
- Private Wine & Fitness Club 3,500 members
- Meeting Space 40,000 square feet
- U.S. Largest Hotel Pool 23,000 square feet



DEMOGRAPHICS

GREATER MIAMI & BEACHES AREA

In 2008 over 20.8 million visitors arrived in Miami via Miami International Airport and the Port of Miami.

Overnight visitor expenditures	\$17.1 billion
Average daily expenditure	\$244.54
Average expenditure per trip	\$1,430.56
Average length of stay	5.85 days
Domestic visitors	54%
International visitors	46%

Purpose of Visit:	
Vacation/Pleasure	55%
Business	14%
Cruise	6%
Personal	5%
Friends/Family	20%



Biltmore

ADVERTISING CALENDAR

ISSUE	SPACE RESERVATIONS	MATERIAL	DISPLAY
September 2009	July 1, 2009	July 9, 2009	September - February
March 2010	January 4, 2010	January 3, 2009	March - August
September 2010	July 1, 2010	July 4, 2010	September - February

RATE CARD

DISTRIBUTION 8,500

Full page: \$6,800 Gross
Covers: \$9,600 Gross
Inside front cover spread: \$18,000 Gross

Bonus distribution in select Admirals Club member only lounges.



PRODUCTION

SPECIFICATIONS:	Trim Size:	9" X 13"
	Cover:	Eames Painting Canvas 80#
	Body:	Anthem Matte - 60# - 70#
	Finishing:	Perfect Binding
	Book Size:	84 pages + cover

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