

Jetset

JETSETMAG.COM

2023 DIGITAL MEDIA KIT

PRINT MEDIA KIT ALSO AVAILABLE



Jetset

MAGAZINE

A WEALTH OF OPPORTUNITIES

The Global Leader in Digital Advertising for the Luxury Market



Jetsetmag.com offers exclusive access to an audience of the wealthiest demographic in the world. Considered to be the most engaging lifestyle and travel website in the luxury space, JetsetMag.com boasts over 1 million page views each month, and according to Alexa.com — the leading independent web auditing service — maintains a global traffic rank within the top 5,000 websites in the nation.

As the digital platform of Jetset Magazine (the elite affluent lifestyle magazine), JetsetMag.com is rich in content and provides expert and detailed insight into the most prestigious luxury brands that the ultra-wealthy have come to rely on every day.

Our executive writers range from NY Times bestselling authors to Shark Tank sharks to successful CEOs and entrepreneurs who speak the language of our readers and ensure the time they spend on JetsetMag.com is a worthwhile investment. Jetset Magazine's esteemed contributors post new content almost every day, covering a full range of categories that includes top travel destinations, celebrity and CEO profiles, yachting, aviation, watches and jewelry, fashion, finance, art, technology, golf, luxury automotive, and more.

Sincerely,

Darrin Austin
Founder / CEO



QUALITY

JetsetMag.com attracts the discerning reader with intelligent and relevant editorial content updated nearly almost every day. We give readers immediate access to topics, products, and services that accommodate their lifestyle. From web-exclusive celebrity interviews and business advice to yacht and aviation content to five-star hotel and restaurant reviews, JetsetMag.com offers a wealth of luxury content at anyone's fingertips.

SOPHISTICATION

JetsetMag.com is a recognized icon among the elite. Its readers span across the world consisting of global 500 executives, celebrities, entrepreneurs, diplomats, and professional athletes. With its sleek look, gorgeous images, best-in-segment design, and constantly updated luxury content, the site is often the first place that high-net-worth individuals turn to see what's going on in their exclusive world.

STYLE

JetsetMag.com defines luxury for the reader and significantly influences buying decisions. There's a high expectation to deliver the latest trends on a superior level. With a constant stream of reviews on topics such as real estate, travel, fashion, jewelry, aviation, boating, and automobiles, JetsetMag.com guides readers through a virtual shopping experience.

TRENDING → RESTAURANTE (CUCARD STORE) A MOMENT AT MANHATTAN'S EATALY



Show Shock: 5 Moments From New York Fashion Week

▲ Anna DeMuth ● February 12, 2016 ● Fashion, Featured



NBA All-Star 2016 Takes Center Stage And There Is Still A Way To Toronto

▲ Tom Zinner ● February 10, 2016 ● Featured, Sports



Yacht City | The Fort Lauderdale International Boat Show 2015

▲ Ty Fabian ● January 27, 2016 ● Featured, Yachts



Three Icons, One Destination | A True One-Of-A-Kind Private Golf Retreat

▲ Taly Thompson ● January 26, 2016 ● Featured, Sports



Miss Jetset Becca Tepper - How A Contest Changed A Young Woman's Life And Captured The Attention Of The Nation

▲ Ty Fabian ● January 18, 2016 ● Cover Feature, Featured

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APRIL 8-10, 2016 | PALM BEACH, FL

LIFESTYLE



Couture à la mode at Paris Fashion Week

▲ Anna DeMuth ● March 7, 2016 ● Fashion

With a 60-year history and one of a kind, luxurious garments, the runway at Paris Fashion Week. As designers flaunt their fall/winter look.



Teeling - Dublin's Only Operational Distillery

▲ Greg Sargent ● February 25, 2016

● Wine & Spirits



From School Bus to Fashion House, Warby Parker is Making Their Mark

▲ Anna DeMuth ● February 26, 2016

● Fashion



Show Shock: 5 Moments from New York Fashion Week

▲ Anna DeMuth ● February 17, 2016

● Fashion, Featured



2016 Valentine's Gift Guide

▲ Contributing Editor

● February 11, 2016 ● Lifestyle



@jetsetmag

Jetset Magazine is the premier affluent lifestyle print and online resource.



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DIGITAL ADVERTISING

SUMMARY OF OPTIONS

JetsetMag.com offers luxury advertisers a wide choice of options for interactive media, banner displays, and rich content to promote their brands:

- Unique and exclusive editorial
- Web features/custom-branded native content featured on the Homepage or in specific category sections of the website (Art, Aviation, Real Estate, Travel, Yachts etc.)
- Premium web feature placement in a specific category on the homepage or exclusive run-of-site featured listing
- Search engine optimized meta tags for each web feature to increase search authority and keyword rankings
- Luxury newsletter releases and dedicated emails sent to Jetset Magazine's database of over 50,000 opted-in subscribers
- Social media promotion to *Jetset Magazine's* Facebook and Twitter followers
- Banner/display advertising in a select category or site section through standard IAB units
- Supplied video hosted on *JetsetMag.com*

SUBSCRIBER PROFILE

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 7.9 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided

TRAFFIC & AUDIENCE ENGAGEMENT

- Global Ranking: 9,500
- U.S. Ranking: 5,000
- Bounce Rate: 24%
- Daily Page Views Per Visitor: 4
- Average Time On Site: 4 mins.

WEB FEATURES

CUSTOM BRANDED CONTENT - NATIVE WEB CONTENT

Convey Your Brand's Incredible Story with Custom-Branded Web Content on JetsetMag.com

Engage our online audience by placing your custom native content on *JetsetMag.com* where thousands of unique visitors browse through several pages every day. In addition to our standard category-specific web features, *Jetset* also offers premium placement options including Run-of-Site Menu Features and Homepage Category Features to fit your specific needs:

- *Jetset Magazine's* web features offer a unique combination of lifestyle editorial, advertorial and advertising with a robust call to action. It gives you the opportunity to present your product or service directly to our readership base by utilizing every rich media feature available to date.
- The web feature is a multi-page hub that can include coverage of your brand with image galleries, videos and much more.
- Your custom web content will be optimized and indexed for search engines to achieve competitive rankings on all major search engines.

The screenshot displays the Jetset Magazine website interface. At the top, the navigation bar includes 'LIFESTYLE', 'TRAVEL', 'REAL ESTATE', 'EXCLUSIVE', 'MARKETPLACE', 'EVENTS', 'JETSET TV', and 'MISS JETSET'. The main content area features an article titled 'What Design Style are You?' with a sub-header 'Contributing Partner' and a date of 'February 1, 2016'. The article is sponsored by 'Canadian Timberframes'. The main image shows a large, luxurious indoor pool with a high wooden ceiling and large windows. Below the image, the text reads: 'At Canadian Timberframes we have categorized the homes that we have manufactured into many design style categories. Events when they are at the beginning of the decision making process they find the variety of projects within each category educational & helpful in defining their style. Browse through our design styles and projects to help you understand what design style you are drawn to.' The article is categorized as 'Contemporary' and features a gallery of images showing various modern homes. Below the gallery, the text describes 'Modern or contemporary architecture' as being characterized by simplification of form and an absence of applied decoration. The article is also categorized as 'Rustic Mountain' and features a gallery of images showing rustic mountain homes. On the right side of the page, there is a 'Subscribe FREE to Our Weekly Newsletter!' form with fields for 'Your Name (required)' and 'Your Email (required)', and a 'SEND' button. Below the form is a social media section for '@jetsetmag' with a grid of images and a 'Follow on Instagram' button. At the bottom right, there are two 'Jetset Magazine' app download banners.



PREMIUM PLACEMENT

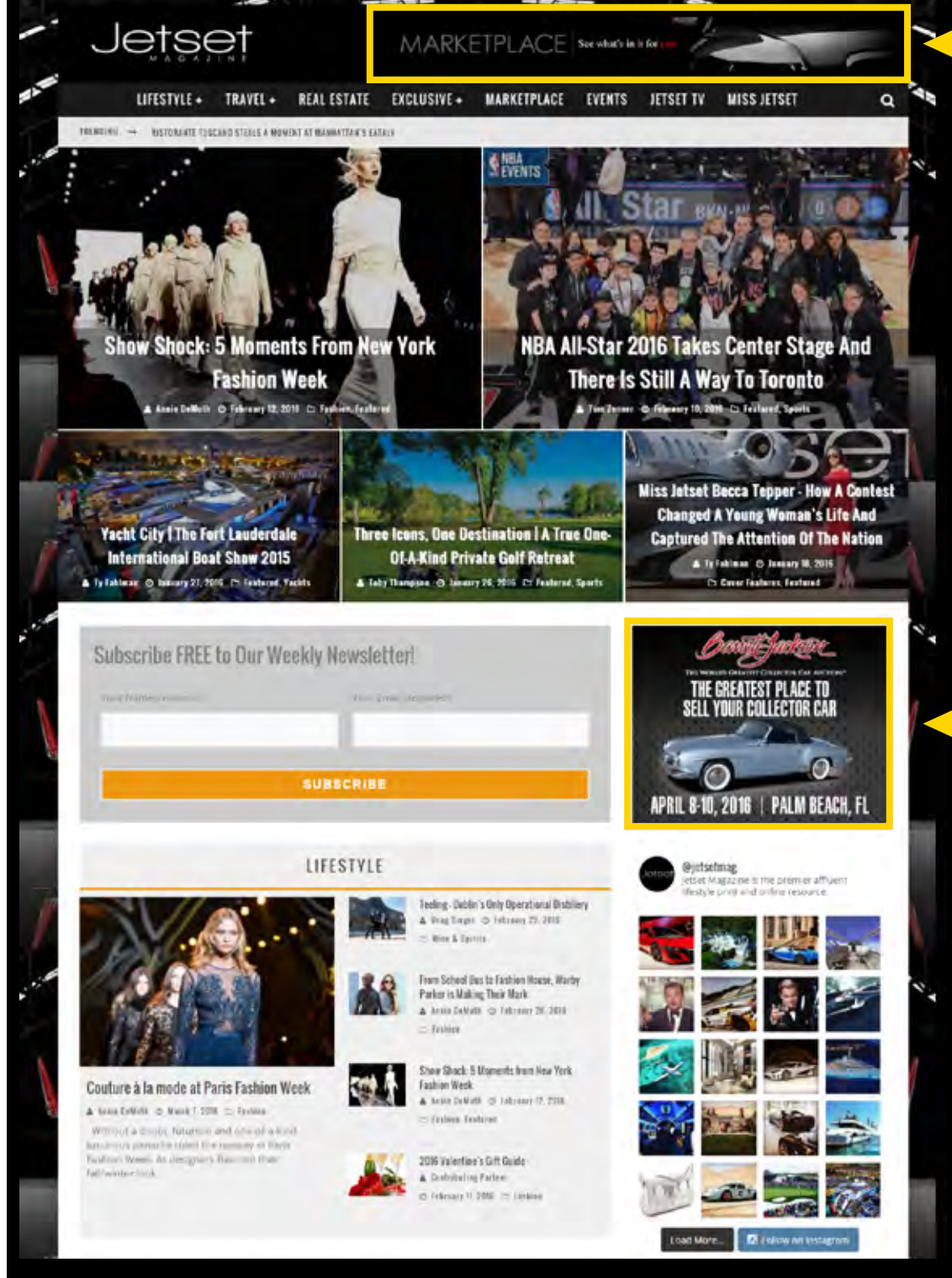
JetsetMag.com Premium Placement options for web features offer brands a unique way to ensure they're getting the most from their digital marketing efforts. With increased visibility and valuable domain authority being provided to each piece of content featured on the homepage of JetsetMag.com, premium placements provide luxury advertisers with a powerful and effective form of content marketing that works.

Jetset's Premium Placements are the perfect solution for advertisers who are looking to invest their marketing budgets in digital marketing while still reaching the ultra-affluent jetsetter.

- Homepage Premium Placement options offer increased exposure and readership (more page views!)
- Premium Placement Web Features help maximize search engine optimization by transferring homepage domain authority to your content and backlinks.
- Homepage Category Features position your content on the front page to ensure your brand's product or service reaches the right customer at the right time in the decision journey.

BE A PART OF THE RIGHT CONVERSATION

While at times, Jetset readers may enjoy returning to the same familiar hotels or restaurants, they more often enjoy adventuring, trying new places, being in new surroundings and privately exploring the latest in what's trending. Make sure they find your business on the JetsetMag.com homepage.



DIGITAL DISPLAY ADS

JetsetMag.com continues to innovate and refine the types of digital advertising products available to our partners. You can now promote your luxury brand by utilizing standard IAB display units to increase readers' engagement with your brand. We offer category-specific IAB display placements that vary in size and location to fit your specific needs, whether your intent is brand association or direct response.

BANNER / DISPLAY SIZES & FEATURES

- 728 x 90 (Top)
- 360 x 280 (Right side)



Automotive Euphoria: The McLaren 675LT Spider

By Logan Kugler

At a certain point, how much a car costs almost becomes irrelevant. You fall so insatiably in love with it that the price just becomes another line item on a document that is vastly overshadowed by your feelings for your new slice of heaven. This is one of those cars. It's called the 675LT Spider. It's the Ferrari 250 GTO of the modern era, complete with a retractable hardtop. And you're going to want one as soon as you drive it. Better hurry though, because McLaren is only making 500 of them.

[Read More](#)



Show Shock: 5 Moments from New York Fashion Week

Suit up head to toe in your trendiest garb and prepare to take notes, as it's that time of year again. New York Fashion Week has made its grand debut with an over-the-top array of fashion-filled runway shows from some high-end designer notables, like Yigal Azrouël, Monique Lhuillier, and Marchesa.

[Read More](#)

MARKETPLACE See what's in it for *you*

JETSET EMAIL MARKETING

Jetset Magazine offers access to over 50,000 opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through one of two options: a customized branded email campaign or a banner insertion into the *Jetset Magazine* weekly newsletter that provides timely news about our readers' passions.

ALOHA, CLUB BUNGALOWS!

SAY HELLO TO THE LATEST OFFERING AT KUKUI'ULA - LUXURIOUS NEW HOMES ON THE SUNNYSOUTH SHORE OF KAUAI

The new Kukui'ula Club Bungalows are 1, 2, and 3-bedroom homes designed for turnkey ease and furnished in sophisticated island-style. Four floor plans are available delivering both mountain and ocean views. The Bungalows, nestled along a garden path, are just steps away from the award-winning Club amenities.

Inspired by the design of the Club, the Bungalows feature high vaulted ceilings, dark hand scraped wood flooring, and Ceredus teak cabinetry. Included in the Lodge Collection at Kukui'ula, the Club Bungalows provide an ideal setting for members and guests alike, and come completely furnished.

A LIMITED OFFERING WILL BE AVAILABLE IN THE FIRST RELEASE
FROM \$1,425,000 MILLION

[LEARN MORE](#)

Plan A - 1 Bedroom

• 1 Bedroom, 1 Bathroom



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