

2010 LUXURY LIVING

Special Advertising Section ■ January/February

Special Promotion

LUXURY LIVING

LIVING

living well now

Today's real estate market is not only about finding a home—it's about living a lifestyle that brings unique experiences, value for money and, most importantly, provides "necessary luxuries" which enhance the quality of life. Whatever your passions—be they playing on a world-class oceanside golf course, attending the New York City opera, enjoying superior dining and shopping, or simply relaxing on the beach—extraordinary properties await you. From some of the most coveted addresses in Manhattan to some of the most beautiful coastal property in the Carolinas, discover luxury living as you've never seen it before.

Special Promotion

LIVING

KIAWAH ISLAND

Kiawah Island, South Carolina

Kiawah Island is a private community of escape and sophistication, an idyllic retreat from everyday life. In this serene coastal setting, Kiawah residents enjoy life surrounded by a meticulously preserved natural environment, yet close to all the contemporary amenities for a luxurious lifestyle. World-class dining, shopping and recreation are woven into vistas of natural beauty that encompass Kiawah's marshland, lakes, ponds, parks and ten miles of ocean beaches. And the historic attractions and cultural charm of Charleston are just a short drive away.

Amid Kiawah's 10,000 acres, you'll find an incredible variety of places to call home, including golf courses, resorts, luxury condominiums, ranches and secluded locations. Offerings include single-family homes, cottages, villas and townhomes, all available through Kiawah Island Real Estate, an affiliate of Kiawah Development Partners, Kiawah's master developer.

Kiawah's stable new neighborhoods include Gateway, a private golf community on the Kiawah River. Maritime at Kiawah Island, a community of single-to-five multi-family condominiums. The Seaford, offering a private, quiet haven in the heart of the Island, and Ocean Palms, a Mediterranean-style beachfront enclave of stone cottages and grand water features.

The Kiawah Island Club is an exclusive private membership club for property owners, with an unmatched collection of amenities and facilities versus any private golf course. The Fazio River Course and Course by Tom Watson, the renowned Kiawah Club, the luxurious Neptune Spa and the Kiawah Island Club's award-winning, the Sports Pavilion.

In addition to Club facilities, Kiawah Island Golf Resort offers the world-class golf courses, highlighted by Fazio's spectacular Ocean Course, host of the 2007 Senior PGA and 2012 PGA Championships. The Resort also includes the Multi-Faceted Sanctuary Hotel, the Five-Star Spa at The Sanctuary, an excellent wine facility and delightful dining options.

Let Kiawah Island Real Estate help you find your ideal vacation home or year-round residence as you can enjoy your Kiawah retreat. The company's three on-island locations are open seven days a week at the Main Gate, The Sanctuary and Freshfields Village.

VISIT WWW.KIAWAHISLAND.COM OR CALL 877-946-6348 FOR MORE INFORMATION.



KIWAH ISLAND IS IDEALLY SITUATED AT THE INTERSECTION OF PRIVATE TRAVEL, RESIDENTIAL, CORPORATE, AND CULTURAL CENTERS.

Special Promotion

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PHILLIPS CLUB II

Manhattan, New York

Stylish residences. Urban sophistication. Step into a world of luxury at The Phillips Club II, your opportunity to own exclusive Manhattan real estate in one of New York's most desirable neighborhoods.

Located directly across from Lincoln Center at 155 West 66th Street, The Phillips Club II is ideally situated at the crossroads of Manhattan's residential, corporate, and cultural centers—a dynamic neighborhood enlivened by a premier arts and entertainment scene and shopping venues. Steps away from Central Park and a revitalized Columbus Circle—minutes from Broadway and Fifth Avenue—The Phillips Club II puts you in the heart of the city.

"...we became Members of the Phillips Club about six years ago... We love the Upper West Side of Manhattan; the ambience is colorful and friendly and the choice of great restaurants is especially attractive... we love the feeling of belonging we get each time we arrive and are greeted by the warm, friendly and helpful staff!"

— Phillips Club Member

The Club offers 704 memberships in 381 luxury apartments, with prices starting at \$165,000. The studios, one- and two-bedroom residences are thoughtfully designed and furnished with Herman Miller chairs, WiFi connection, and HD plasma televisions.

"...The Phillips Club... rates a ten on a one-to-ten scale in many services... acquiring the Club completely furnished with a fully equipped kitchen rates a ten... the old real estate rule holds true considering value, location, location, location... our family will enjoy the Club for generations."

— Phillips Club Member

One of the Club's most popular amenities is the use of personal, secure portable wardrobes for storing items between visits. The wardrobes allow Members to have their possessions waiting for them in their apartment when they return to the Club. Members also enjoy a business center, lounge, and concierge services plus preferred access to the Rieckhoff Sports Club/NY.

The Phillips Club II is the latest offering from Millennium Partners, which sets the standard for urban fractional real estate with residential developments in Washington, D.C., Miami, San Francisco, and Boston. Phillips Club II Membership conveys an undivided one-eighth tenancy in common divided fee interest in a Phillips Club residence.

Some stay in Manhattan. Others belong. Make The Phillips Club II your luxurious home away from home in the world's most exciting city.

VISIT WWW.PHILLIPSCLUB.COM OR CALL 212.771.7700 FOR MORE INFORMATION.



THE CLUB OFFERS STUDIOS, ONE- AND TWO-BEDROOM APARTMENTS WITH 24-HOUR CONCIERGE AND PREFERRED ACCESS TO THE RIECKHOFF SPORTS CLUB.

As seen in Departures, October 2009

Luxury Living is the ultimate sourcebook of select primary residences and vacation getaways for the sophisticated home buyer. This bi-annual special section displays a collection of extraordinary properties available in the U.S. and around the world, exclusively to the *Departures* reader—over 1 million* Platinum Card® and Centurion® members from American Express.

DEPARTURES
www.departuresmediakit.com

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CUSTOMIZED ADVERTORIAL

Match your ad with custom advertorial to promote home ownership and investment opportunities to affluent buyers. To participate in **Luxury Living**, simply provide copy points and images; *Departures* will create custom advertorial describing the details and amenities of your property sized to match and enhance your advertisement.

ONLINE INTEGRATION

Luxury Living will appear on DeparturesUltimatelyConnected.com in coordination with the January/February 2010 issue. The section will be exclusively available for the Platinum Card® and Centurion® members for two months. Thereafter, the archive of the section will be available to all visitors to the website. Each advertiser's section will contain a link to the property's website.

DEPARTURES DEFINES THE LUXURY HOME AND REAL ESTATE MARKET*

- 63% own two or more residences
- 63% own other real estate
- 76% are likely to purchase real estate outside of the U.S.
- 90% are considering real estate based on its proximity to their favorite activities

READER PROFILE**

Median Age	53
Married/Partner	79%
Graduated College +	77%
Professional/Managerial	97%
Avg. HH Income	\$565,000

EAST COAST

CIRCULATION***

587,874 *Departures* readers in the regions of Florida, Middle Atlantic, New England, New York Metro, Southeast, Mexico, and the U.S. Territories.

WEST COAST

CIRCULATION***

510,289 *Departures* readers in the regions of Midwest, Mountain, Northwest, South Central, Southwest and Texas.

COMMITMENT AND ADVERTORIAL MATERIAL CLOSING

October 15, 2009

AD MATERIAL CLOSING

October 29, 2009

2010 ADVERTISING RATES GROSS (4/C)

	EAST COAST	WEST COAST
Full Page	\$41,300	\$35,700
1/2 Page	\$24,800	\$21,500

All rates are gross and agency commissionable. Contractual provisions of *Departures* standard rate card apply. No cancellations will be accepted after commitment and advertorial material closing date due to efforts needed to write and design the advertorial. For ad specifications for full and 1/2 page units, please refer to the *Departures* specifications sheet available online at DeparturesMediaKit.com.

REQUIRED MATERIALS

- Hi-res (total dot density of 300) jpeg or tiff file(s) for 2 to 3 images
- Press kits and/or press materials

SEND PRODUCTION/PRESS MATERIALS

Departures Magazine / Erin Nappi
1120 Avenue of the Americas, 11th Floor
New York, NY 10036
Phone: 646.366.8603 / Fax: 212.827.6413
Email: erin.l.nappi@aexp.com

FOR MORE INFORMATION

Contact Your *Departures* Sales Representative or

Madelyn A. Roberts Lifestyle Advertising Director Phone: 212.827.6407	Karen J. Uzel Luxury Advertising Director Phone: 212.382.5781
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Email: mediainfo@departures.com

*SOURCE: DEPARTURES LUXURY ADVISORY BOARD, 2008 HOME & REAL ESTATE SURVEY

**SOURCE: DEPARTURES READERSHIP SURVEY, 2006

***SOURCE: DEPARTURES JUNE 2009 BPA PUBLISHER'S STATEMENT

DEPARTURES

www.departuresmediakit.com