

2010 LUXURY LIVING

Special Advertising Section ■ October



LUXURY LIVING

a feast for the senses

An upscale location, attentive service, a select number of activities at your fingertips. Until now, this was all one could expect in a luxury home—primary residences and vacation properties. But not anymore. Today, the most exclusive properties are designed with an elegance rarely seen in other homes, and offer a host of amenities and services that are as grand as the estates themselves, and as diverse as their residents.

Whatever your indulgences—be it attending the opera, hiking a trail, or relaxing with nothing but water and sun for company—there is a property waiting for you. Turn the page to see more examples of luxury living as you've never seen it before.

As seen in *Departures*, October 2008

Special Presentation

THE PHILLIPS CLUB II IS IDEALLY SITUATED AT THE CROSSROADS OF MANHATTAN'S RESIDENTIAL, CORPORATE, AND CULTURAL CENTERS

LUXURY LIVING

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 88 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 Reebok 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 deemed 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.PHILLIPSCLUBNY.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 REEBOK SPORTS CLUB

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 *Departures* UltimatelyConnected.com in coordination with the October 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

July 21, 2010

AD MATERIAL CLOSING

August 4, 2010

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