Palm Springs Life has celebrated the Southern California desert lifestyle by offering sophisticated content to an affluent audience of residents and visitors.

*Palm Springs Life* stands out as “California’s Prestige Magazine.”
73,418
Print
+
6,478
Digital
=
79,896
Monthly Readership

**Subscriber Profile Highlights**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>65%</td>
<td>Female</td>
</tr>
<tr>
<td>35%</td>
<td>Male</td>
</tr>
<tr>
<td>64%</td>
<td>Married</td>
</tr>
<tr>
<td>73%</td>
<td>Age 55 or over</td>
</tr>
<tr>
<td></td>
<td>$3,040,000 Average Net Worth</td>
</tr>
<tr>
<td></td>
<td>$373,800 Average Household Income</td>
</tr>
<tr>
<td></td>
<td>60% bought a product advertised in the publication</td>
</tr>
<tr>
<td></td>
<td>83% Keep Palm Springs Life one month or longer</td>
</tr>
</tbody>
</table>

CIRCULATION & DISTRIBUTION

Reaching affluent and loyal subscribers

76%
Paid Circulation

6,478
Prestige Access monthly e-subscribers

73,418 Print readers per month
18,825 audited copies per month x 3.9 readers per issue

79,896
Total monthly readership

95%
of our readers rated Palm Springs Life excellent or good

Distribution

3,253
Single Copy Newsstand Distribution

14,708
Average Paid Distribution

6,478
Prestige Access Monthly E-Subscribers

2,414
Average Controlled

18,825
Average Net Circulation

20,000
Average Monthly Printed Copies

$42
Annual Subscription

$5.95
Newsstand Price

Readership Habits

91%
Read the last four issues

83%
Saved more than one issue

47%
Spend 30 to 59 minutes reading

3.9
Average readers per issue

## Demographic

### Age
- Age 55 or over: 73%
- Under age 54: 27%
- Average age: 60

### Gender
- Female: 64%
- Male: 36%

### Marital Status
- Married: 64%
- Single: 12%
- Partnered: 12%

### Net Worth
- Up to $999,999: 28%
- $1,000,000 — $9,999,999: 62%
- $10,000,000 or more: 10%

### Household Income
- Average household income: $373,800

### Education/Occupation
- College degree: 43%
- Completed post graduate: 30%
- Own/partner in a business: 30%
- Member of Board of Directors: 30%

### Home Ownership
- Average value of home: $923,400
- Own two homes: 40%
- Intend to purchase a home or real estate within 12 months: 10%
- Value of primary residence $3,000,000 or more: 5%

### Readership Habits
- Read the last 4 issues: 91%
- Saved more than one issue: 76%
- Kept one month or longer: 83%
- Spent 30 to 59 minutes reading: 47%
- Average readers per issue: 3.9

### Actions Taken Based on Palm Springs Life

### Leisure Activities & Entertaining
(last 12 months)
- Attended live theater performances: 67%
- Visited museums: 66%
- Attended art auctions/galleries: 63%
- Attended food tasting festivals: 53%
- Attended sporting events: 49%
- Attended charitable benefit events: 45%
- Attended fashion/trunk shows: 25%

### Readership Lifestyle Plans
(last 12 months)
- Invest in stocks/mutual funds: 43%
- Redecorated their home(s): 35%
- Bought or leased a new vehicle: 26%
- Remodeled or renovated their home(s): 31%

### Dining
- Spent on dining out in an average week: $315
- Ordered liquor by brand: 79%
- Drink or serve wine: 78%
- Dine out one or two times in an average week: 50%

## Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Special Sections</th>
<th>Ad Close</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January</strong></td>
<td>- Palm Springs International Film Festival&lt;br&gt;- Red-carpet Fashion&lt;br&gt;- New Modernism&lt;br&gt;- Return to the Desert Classic</td>
<td><strong>November 11, 2019</strong></td>
</tr>
<tr>
<td><strong>February</strong></td>
<td>- Modernism Week Preview&lt;br&gt;- Icons of Modernism&lt;br&gt;- Town &amp; Country</td>
<td><strong>December 16, 2019</strong></td>
</tr>
<tr>
<td><strong>March</strong></td>
<td>- Fashion Week El Paseo&lt;br&gt;- Palm Desert Food &amp; Wine&lt;br&gt;- BNP Paribas Open</td>
<td><strong>January 17, 2020</strong></td>
</tr>
<tr>
<td><strong>April</strong></td>
<td>- 62 years of Palm Springs Life&lt;br&gt;- Mojave National Preserve&lt;br&gt;- Cabot Yerxa&lt;br&gt;- Special Section: Wellness</td>
<td><strong>February 14, 2020</strong></td>
</tr>
<tr>
<td><strong>May</strong></td>
<td>- Top Real Estate Agents&lt;br&gt;- Fashion Week El Paseo and Palm Desert Food &amp; Wine Rewind&lt;br&gt;- Women Who Lead&lt;br&gt;- Joshua Tree Music Festival</td>
<td><strong>March 16, 2020</strong></td>
</tr>
<tr>
<td><strong>June</strong></td>
<td>- All About the Cactus&lt;br&gt;- The Myth of Summer Downtime&lt;br&gt;- A Valley of Craft Beer&lt;br&gt;- Top Lawyers</td>
<td><strong>April 17, 2020</strong></td>
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Schedule subject to change. Advertisements close 15 days prior to deadline dates.
## Editorial Calendar

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<td><strong>JULY</strong> — Top Doctors</td>
<td>• Top Doctors</td>
<td><strong>MAY 18, 2020</strong></td>
</tr>
<tr>
<td><strong>AUGUST</strong> — Best of the Best</td>
<td>• Santa Rosa &amp; San Jacinto Mountains Monument at 20</td>
<td><strong>JUNE 15, 2020</strong></td>
</tr>
<tr>
<td><strong>SEPTEMBER</strong> — Annual Desert Living Edition</td>
<td>• Santa Rosa &amp; San Jacinto Mountains Monument at 20</td>
<td><strong>JULY 13, 2020</strong></td>
</tr>
<tr>
<td><strong>OCTOBER</strong> — Progress</td>
<td>• Santa Rosa &amp; San Jacinto Mountains Monument at 20</td>
<td><strong>AUGUST 14, 2020</strong></td>
</tr>
<tr>
<td><strong>NOVEMBER</strong> — Passion</td>
<td>• Inspired Philanthropy</td>
<td><strong>SEPTEMBER 14, 2020</strong></td>
</tr>
<tr>
<td><strong>DECEMBER</strong> — Peace</td>
<td>• How the Valley Promotes Peace</td>
<td><strong>OCTOBER 16, 2020</strong></td>
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Schedule subject to change. Advertisements close 15 days prior to deadline dates.
The *Palm Springs Life* Annual Desert Living Edition has a potential readership of more than 3.2 million potential visitors and full- and part-time residents.

### Hardbound

- Placed in more than 19,655 hotel rooms, timeshares, and vacation properties for the entire year
- Maintained all year in 2,000 doctors’ offices, waiting rooms, country clubs, salons, and professional offices
- Personalized copies presented to 1,600 VIPs

### Softbound

- Placed on 1,567 newsstands throughout Greater Palm Springs, Southern California, and other feeder markets
- Mailed to all monthly subscribers; representing more than 79,896 readers
- 20,000 Softbound Copies
Digital Edition

6,478
Prestige Access Monthly E-Subscribers

Total Annual Distribution

25,000+ Hardbound Copies + 20,000 Softbound Copies + 6,478 Prestige Access Monthly E-Subscribers = 51,478 Total Annual Distribution

13.6+ Million Readers
Digital Opportunities

Palm Springs Life.com

191,316
Unique Monthly Visitors

959,167
Page Views Over The Last 12 Months

• Exclusive section sponsorships
• Custom/sponsored content
• Digital Banner Campaigns

Source: Circulation Verification Council Readership Study December 31, 2017
E-Newsletters

PALM SPRINGS LIFE – 1X PER MONTH

DIGITAL OPPORTUNITIES

E-Subscribers

STAND ALONE – 3X PER WEEK

33,000

33,000

E-Newsletter Subscribers

Stand Alone

Opt-In Subscribers

6,478

Prestige Access Monthly

3X PER WEEK

DIGITAL OPPORTUNITIES

E-Subscribers

PALM SPRINGS LIFE – 1X PER MONTH

DIGITAL OPPORTUNITIES

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STAND ALONE – 3X PER WEEK

33,000

33,000

E-Newsletter Subscribers

Stand Alone

Opt-In Subscribers

6,478

Prestige Access Monthly
DIGITAL OPPORTUNITIES

Programmatic Digital Marketing

Our newest in-house technology platform is driven by our local knowledge of the Greater Palm Springs market.

No other media company has the deep relationships with our clients, our nine cities, and the industries and businesses that make up the Coachella Valley.

OUR LOCAL KNOWLEDGE DRIVES THE TECHNOLOGY

We have a monthly audience of over 384,000 individuals who put their trust into Palm Springs Life to educate them and curate their experiences as they live, work, and play. Our local knowledge allows us to reach the most ideal customers more efficiently than any other digital media. We pick the right people at the right place at the right time.

Targeting Options

FREQUENCY TARGETING
Control frequency, limiting or increasing the number of times your ad is viewed.

CONTENT TARGETING
Only interact with a user interested/viewing content relevant to the target consumer.
Targeting Options: continued

**DAY PARTING**
Control when a user is able to see your sale message.

**BEHAVIORAL TARGETING**
Target consumers based on their behavior and tracked interest online.

**GEOGRAPHIC TARGETING**
Target a user based on their location, available at zip, city, state, country and radius. Custom geo fencing also available.

**IP TARGETING**
Target a user based on their computer location.

*Mobile targeting may have limited scale and/or availability.*

**DEMOGRAPHIC TARGETING**
Target a specific age, income and/or gender when trying to reach your consumers.
SOCIAL MEDIA

Integration with Palm Springs Life’s social media efforts complements other digital, print, and event marketing campaigns.

Palm Springs Life is active on Facebook, Twitter, Pinterest, Instagram, and YouTube with more than 75,000 engaged followers.

Engagement Opportunities include:

- Image inclusion in all/or select social media channels
- Video inclusion in all/or select social media channels
- Production of assets featuring advertisers

Palm Springs Life’s social media channels can be activated to support a comprehensive and integrated relationship.
### Opportunity
Sponsor one of our popular events

<table>
<thead>
<tr>
<th>MONTH</th>
<th>EventDetails</th>
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<tbody>
<tr>
<td>JANUARY</td>
<td>Top Dentists Reception</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Get It Sold Market Watch Winter Seminar Modernism Week Home Tours</td>
</tr>
<tr>
<td>MARCH</td>
<td>Fashion Week El Paseo Le Chien Palm Desert Food &amp; Wine</td>
</tr>
<tr>
<td>MAY</td>
<td>Market Watch Spring Seminar Women Who Lead Awards Luncheon Top Realtors</td>
</tr>
<tr>
<td>JUNE</td>
<td>Top Lawyers Reception</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Top Doctors Reception</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Concierge of the Year Awards</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Cabbie Appreciation Luncheon Market Watch Fall Seminar Get It Sold</td>
</tr>
</tbody>
</table>

### SPONSORED EVENTS & AVERAGE MONTHLY POTENTIAL

**75,000+** Social Media Followers

**2,115** Events

**488,562+** Potential Monthly Distribution, Audiences & Impressions

**107,235** The Guide

**79,896** Readers

**224,316** Online Visitors & E-Subscribers
SPECIALTY MEDIA & MARKETS

THE GUIDE
TASTE
McCALLUM THEATRE PROGRAM
HOME+DESIGN
WEDDINGS
VITALITY
VISION
ARTS+CULTURE
EL PASEO CATALOGUE
FASHION WEEK EL PASEO AND PALM DESERT FOOD & WINE
PALM SPRINGS LIFE FESTIVAL
HOMES
SUMMER GUIDE
CHARITY REGISTER AND SOCIAL DATEBOOK
DESERT JET
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Franklin W. Jones

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Roshan Patel
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