
PALM SPRINGS LIFE



PHOTOGRAPHY BY AARON FEAVER

2023 MEDIA KIT

FOR 65 YEARS

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.”

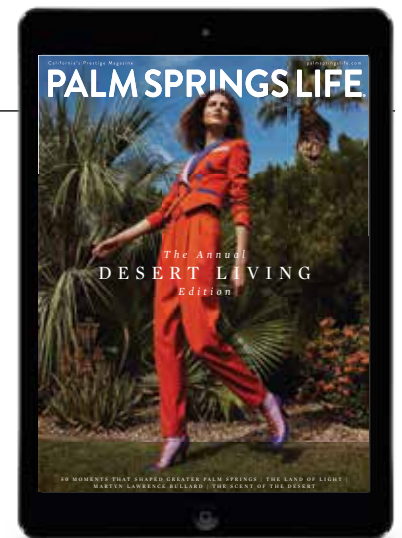
MONTHLY READERSHIP

PALM SPRINGS LIFE

Monthly Print and Digital Subscribers:
20,887

Readers per issue:
3.9

Print and Digital Readership per month::
81,450



Subscriber Profile Highlights

65%

Female

\$373,800

Average Household Income

35%

Male

\$3,040,000

Average Net Worth

64%

Married

60%

bought a product advertised in the publication

73%

Age 55 or over

83%

Keep *Palm Springs Life* one month or longer

Source: 2014 Ipsos MediaCT Subscriber Study and Circulation Verification Council Readership Study January 1 - December 31, 2021.

DEMOGRAPHIC

AGE

Median Age: 54

GENDER

Female 65%

Male 35%

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
READERSHIP**

Dined in a restaurant 80%

Attended an event 49%

Saved items of interest 42%

Used the dining out/
calendar listings 35%

Bought a product or service 59%

**HOW DO YOU RATE
PALM SPRINGS LIFE?**

Excellent or good 95%

**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

ISSUE



JANUARY – HOLLYWOOD



HIGHLIGHTS

- Palm Springs International Film Festival: An Oral History
- The American Express (golf tournament)
- Fashion
- Andy Williams
- Be Well: New Year Wellness–Weight Management

AD CLOSE: NOVEMBER 14, 2022



FEBRUARY – MODERNISM



- Liliane Kaufmann
- Elvis Honeymoon House
- Brutalism in the High Desert
- Thunderbird's Golf Course Makeover
- Be Well: Heart Health

AD CLOSE: DECEMBER 12, 2022



MARCH – FASHION

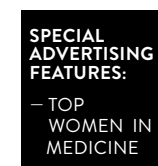
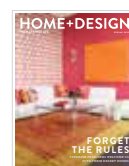


- Fashion
- BNP Paribas Open
- Chef Tyler Florence
- Oasis Music Festival: Replay
- Be Well: Cosmetic and Plastic Surgery

AD CLOSE: JANUARY 16, 2023



APRIL – FOOD & CULTURE

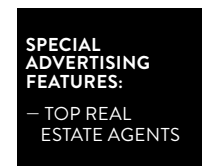


- Foodie Road Trip
- Flash Floods
- Ladera Golf Club
- The Art Industry
- Be Well: Dermatologic and cosmetic skincare

AD CLOSE: FEBRUARY 15, 2023



MAY – REAL ESTATE ISSUE

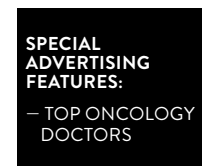


- Top Real Estate Agents
- Neighborhoods We Love
- Sinatra in the Desert
- Women Who Lead
- Be Well: Women in Medicine

AD CLOSE: MARCH 17, 2023



JUNE – THE SUMMER ISSUE



- Palm Springs International ShortFest
- Ice Cream in the Desert
- Fashion Week El Paseo
- Food & Wine Palm Desert
- Be Well: Healthy Vision and Eyewear

AD CLOSE: APRIL 14, 2023

Schedule subject to change. Advertorials close 15 days prior to deadline dates.

EDITORIAL CALENDAR

ISSUE

HIGHLIGHTS



JULY — TOP DOCTORS



SPECIAL ADVERTISING FEATURES:
— TOP DOCTORS

- Hiking the Tram
- Top Doctors
- Local Lore with Will Kleindeinst

AD CLOSE: MAY 15, 2023



AUGUST — BEST OF THE BEST



- Best of the Best
- Be Well: Relief for Arthritis and Back Pain

AD CLOSE: JUNE 16, 2023



SEPTEMBER — ANNUAL DESERT LIVING EDITION



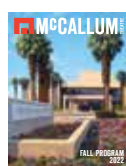
SPECIAL ADVERTISING FEATURES:
— GALLERY GUIDE — HOTELS & RESORTS
— REAL ESTATE — STYLE
— WELLNESS — RETAIL SERVICES
— RESTAURANTS — ATTRACTIONS

- Fashion
- Pop Goes the Desert
- The Tram at 60
- Great Restaurants
- Be Well: Healing Spa Experiences

AD CLOSE: JULY 14, 2023



OCTOBER — PROGRESS



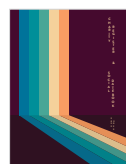
SPECIAL ADVERTISING FEATURES:
— VISION PROFILES

- The Influx
- Acrisure Arena
- Modernism Week
- Musical Theatre University
- Be Well: Cancer Awareness

AD CLOSE: AUGUST 14, 2023



NOVEMBER — GIVING



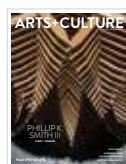
SPECIAL ADVERTISING FEATURES:
— TOP LAWYERS

- Classic Timepieces
- One Night Only
- Silent Film Stars
- Top Lawyers
- Be Well: Senior Living

AD CLOSE: SEPTEMBER 18, 2023



DECEMBER — HOLIDAYS



SPECIAL ADVERTISING FEATURES:
— TOP DENTISTS
— GALLERIES

- All You Want for Christmas
- An Epic Desert New Year
- Desert Mistletoe
- Top Dentists

AD CLOSE: OCTOBER 15, 2023

Schedule subject to change. Advertorials close 15 days prior to deadline dates.

SEPTEMBER ANNUAL DESERT LIVING EDITION

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 20,000 hotel rooms, timeshares, and vacation properties for the entire year
- Personalized copies presented to 1,000 VIPs
- **25,000+**
Hardbound Copies

Softbound



- Placed on 250 newsstands throughout Greater Palm Springs, Southern California, and other feeder markets nationwide
- Mailed to all monthly subscribers; representing more than 81,450 readers
- **20,000**
Softbound Copies

SEPTEMBER ANNUAL DESERT LIVING EDITION

Digital Edition



6,054

Prestige Access Monthly E-Subscribers



Total Annual Distribution

25,000+

Hardbound
Copies

+

20,000

Softbound
Copies

+

6,054

Prestige Access
Monthly
E-Subscribers

=

51,054

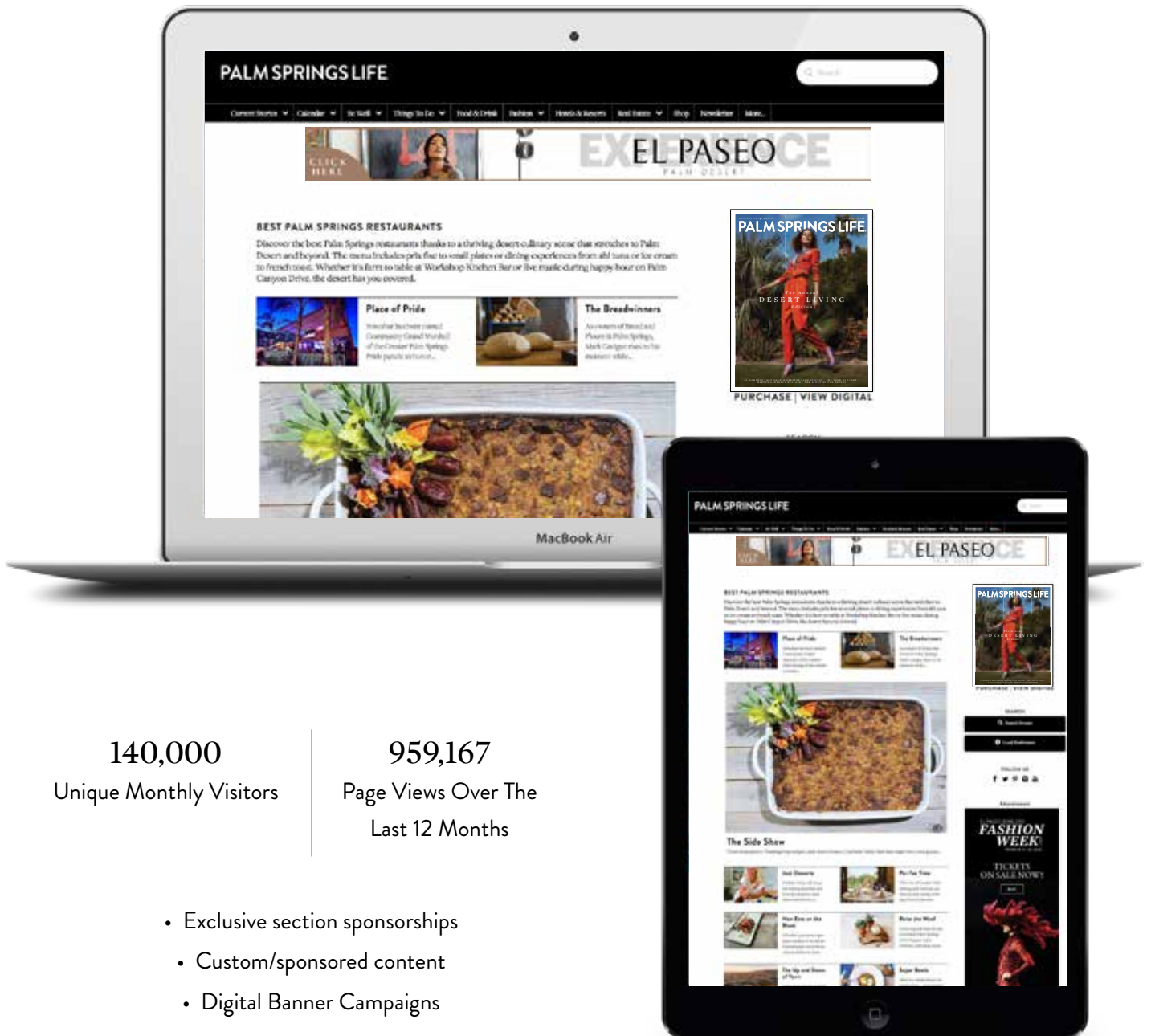
Total
Annual
Distribution

13.6+

Million
Readers

DIGITAL OPPORTUNITIES

PALM SPRINGS LIFE.COM



Circulation Verification Council Readership Study January 1-December 31, 2021.

DIGITAL OPPORTUNITIES

E-Newsletters and Stand Alone e-blasts

DAILY GUIDE —
5 DAYS PER WEEK

40,000

Monthly Opt-in
E-Newsletter SubscribersSTAND ALONE
3X PER WEEK

40,000

Stand Alone
Opt-in Subscribers

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 Instagram, Facebook, X, Pinterest, and YouTube with more than **150,000** 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.

■ Instagram Followers: 50,000

■ Facebook Followers: 22,022

■ X Followers: 14,500

■ Pinterest: 6,100

■ YouTube: 1,190

Facebook



Instagram



Twitter



VIRTUAL AND IN-PERSON EVENTS

Opportunity

Sponsor one of our popular events

JANUARY

Top Dentist Reception
OASIS Music Festival
The Desert We Want Webinar Series
Palm Desert Food & Wine Virtual Series

FEBRUARY

Market Watch Winter Seminar
Modernism Week Home Tours

MARCH

Fashion Week El Paseo
Le Chien
Palm Desert Food & Wine

MAY

Market Watch Spring Seminar
Women Who Lead Awards Luncheon
Top Realtors Reception

OCTOBER

Modernism Week Fall Preview
Modernism Week Home Tours
Top Doctors Reception

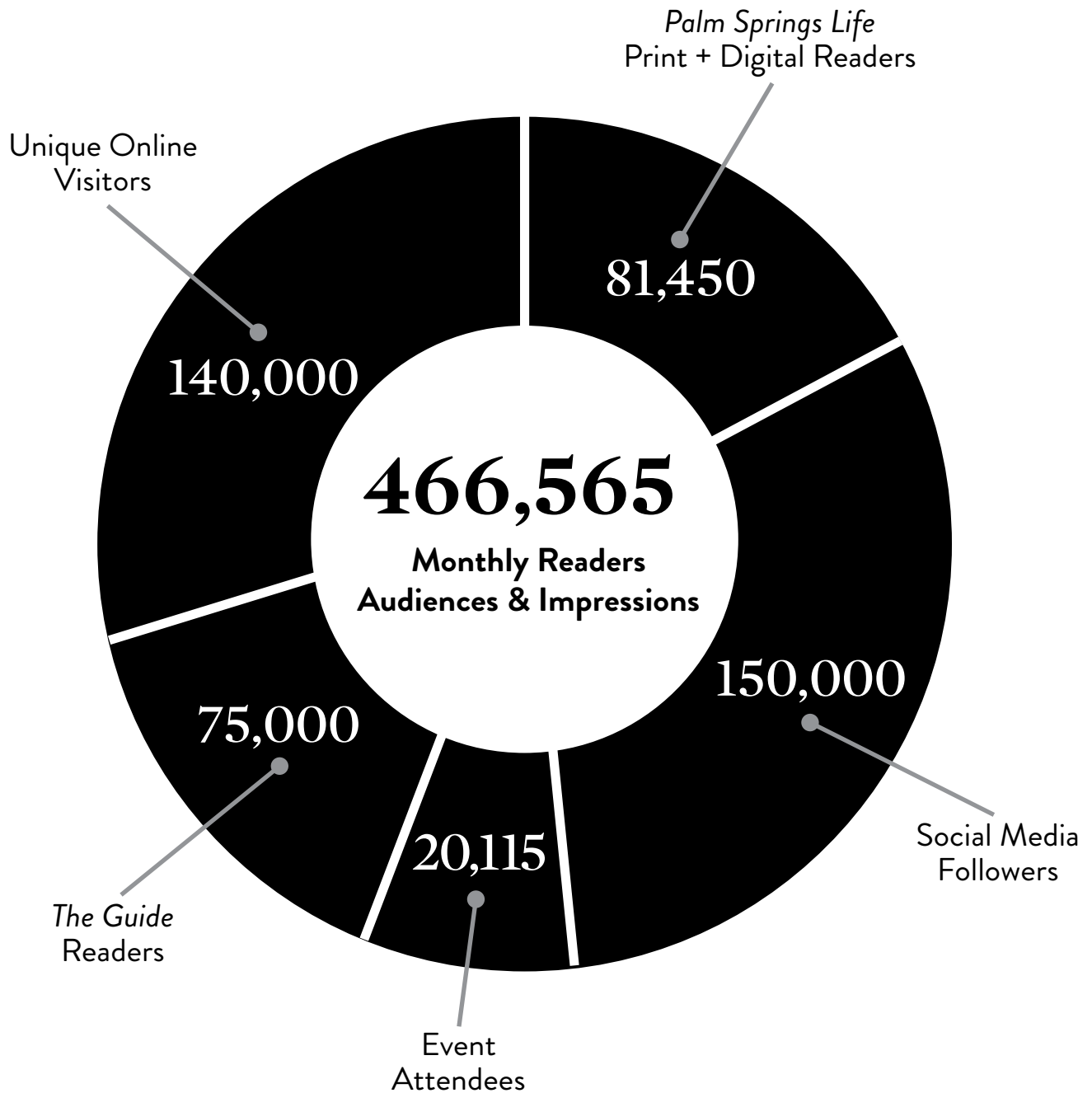
NOVEMBER

Cabbie Appreciation Luncheon
Market Watch Fall Seminar
Top Lawyers Reception



AVERAGE MONTHLY POTENTIAL REACH

Palm Springs Life delivers the California desert resorts lifestyle to full-time, part-time, and the visitor.



SPECIALTY MEDIA & MARKETS



THE GUIDE



TASTE



McCALLUM THEATRE PROGRAM



HOME+DESIGN



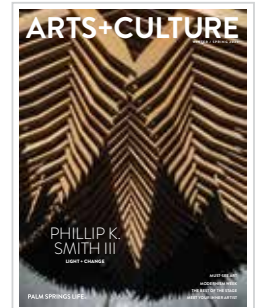
WEDDINGS



BEWELL



VISION



ARTS+CULTURE



EL PASEO CATALOGUE

AND



EL PASEO MERCHANT DIRECTORY



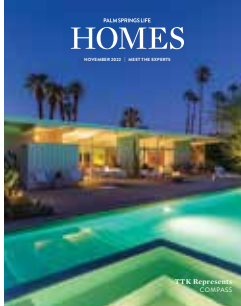
FASHION WEEK EL PASEO

AND

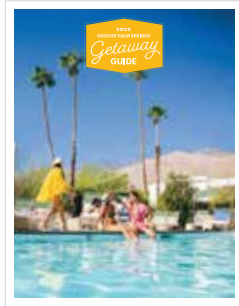


PALM DESERT FOOD & WINE

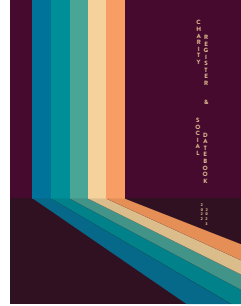
SPECIALTY MEDIA & MARKETS



HOMES



SUMMER GUIDE



CHARITY REGISTER
AND SOCIAL DATEBOOK



DESERT JET



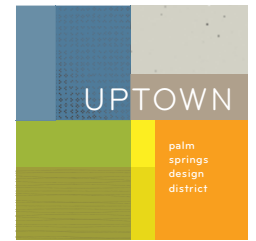
MODERNISM WEEK PROGRAM



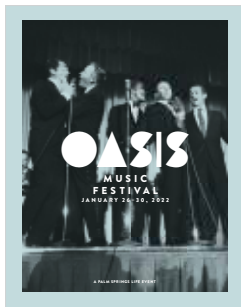
VINTAGE MAGAZINE



ME-YAH-WHAE



UPTOWN



OASIS MUSIC FESTIVAL



DESERT X



GREATER PALM SPRINGS PRIDE

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