

2016
ASPIRE MAGAZINE

MEDIA KIT





THE ABACO CLUB



CREIGHTON FARMS



MACHRIHANISH DUNES



MEREDITH BAY



RENAISSANCE



WILLOWBEND

WHO WE ARE

Extraordinary experiences and the gift of time are the new definitions of luxury. As such, **Southworth Development**—which specializes in the creation of residential resort and hospitality-branded real estate communities—offers the quintessential platform for a publication that celebrates a maverick lifestyle. The coterie that embraces Southworth Development’s high-end clubs, communities, and resorts offers a unique, qualified demographic of highly discriminating and **curious readers**. Anchored in thoughtful, insider editorial, the premiere issue of ASPIRE Magazine will capture the “best of the best” in **luxury experiences** that define the company’s global destinations.

Founded by **David Southworth** in 1992, he has developed over \$1 billion in golf and hospitality projects. In 2006, **Joe Deitch** joined the company as chairman and visionary partner. Joe is the founder and chairman of **Commonwealth Financial Network**, the nation’s largest privately owned, independent broker/dealer firm with more than \$100 billion in management.

OUR CURRENT PORTFOLIO:

THE ABACO CLUB ON WINDING BAY
Great Abaco, The Bahamas

CREIGHTON FARMS
Northern Virginia

MACHRIHANISH DUNES
Scotland

MEREDITH BAY
Lake Winnepesaukee, New Hampshire

RENAISSANCE
Boston’s North Shore

WILLOWBEND
Cape Cod

AUTHENTIC CONTENT + INSPIRED DESIGN

Mirroring the quintessential experiences of **Southworth** properties and the discerning lifestyle enjoyed by its club members, resort guests, and community residents, **ASPIRE Magazine's** editorial is created and written by leaders in their respective fields and brought to life with **savvy design** and an **elevated wit**. Whether they are on the hunt for trophy permit fish in the saltwater flats near **Abaco**, exploring the glens and golf havens of **Scotland**, or relating exclusive interviews with pro athletes, authors, and musicians, **ASPIRE Magazine's** circle of globe-trotting editors, writers, and photographers offer insider access to the "best of the best." Real estate, golf, travel, style, dining, art architecture, design, and philanthropy are the publication's editorial touchstones.



Open meeting to discuss a new piece with...
 "LOREM IPSUM SIT AMET, CONSECT ADIPISCING ELIT, FAUCIBUS VITAE DIGNISSIM, NUNC TINCIDUNT METUS NON MASSA."
 You need to be inspired to do it as well as...
 I was a little bit that I was, like, "Oh, I'm..."



FROM MOVING TO FRANCE, I've never felt...
 I was a little bit that I was, like, "Oh, I'm..."





IN THIS ISSUE

> FEATURES

THE UNCOMMON MAN

Joe Deitch, founder and chairman of **Commonwealth Financial Network**, is a modern-day renaissance rebel. Whether charting new courses in the financial world, launching charities, discovering the next Broadway star, or gracefully exploring Winding Bay on a paddleboard at dawn, this self-made maverick knows a thing or two about a thing or two...

AH, ABACO!

Bahamian bliss? Check. That's exactly what professional golfer **Darren Clarke** has discovered at his home at **The Abaco Club**. But you may be surprised just where he goes looking for it. Turns out, there's much more to this unspoiled corner of The Bahamas than par-ful play.

SCOTLAND, DISTILLED + DECADANT

This storied land may herald kilted bagpipers, haggis, and lamb's wool, yet its whisky trail is where true legend lies. Writer **Mark Ellwood** toasts top distillers, while uncovering new trends and outposts that celebrate this fabled spirit.

THE HIGH SIDE

With the 2017 **America's Cup** on the horizon, navigate another aspect of luxury boating: the classic powerboat. These floating works of art have graced lakes and oceans with their regal presence for decades, yet they've never been more in demand.



> PURVEYORS OF PLAY

LINKED: Writer **Steve Eubanks** talks with golf's most dominant superstar—the LPGA's 19-year-old phenom **Lydia Ko**.

MAVERICK BY DESIGN: Minimalist golf-course trends and top golf course architect, **David McLay Kidd**.

GIVE + GET: Two Washington, D.C.-area titans, **John Jaeger** and **Bob Denson**, trailblaze the future of philanthropy.

FRONTRUNNER: Top female triathlete, **Leanda Cave**, divulges the tricks of her trade.

> SCENE + HEARD

CURATED: Rising artists from **Art Basel Miami**, with tried-and-trending South Beach haunts.

INKED: Author of *Still Alice*, **Lisa Genova**, on literature + legacy.

> SIP + SAVOR

TRIED + TRENDING: **Celebrity chefs** curate their Top 5 culinary travel trends.

CHEF'S TABLE: Executive Chef of Creighton Farms, **Reid Badger**.

OEONOPHILE: Sotheby's wine critic **Ted Loos** toasts Champagne's vintage collector's finds.



OUR DEMOGRAPHIC = YOUR CUSTOMERS

1100+ MEMBERS OF SOUTHWORTH'S PRIVATE CLUBS

24,750 RESORT GUESTS (The Abaco Club, The Bahamas; The Village at Machrihanish Dunes, Scotland)

7200 PRIVATE CLUB ROOM GUESTS (Renaissance, Boston; Willowbend, Cape Cod, Creighton Farms, Washington, D.C.)

AVERAGE NET WORTH: **\$4.2M**

AVERAGE HOUSEHOLD INCOME: **\$300K-\$2M+**

MEDIAN AGE: **53**

AGE RANGE: **45-65**

AVERAGE VALUE OF PRIMARY RESIDENCE: **\$2.8M**

VACATION PROPERTY OWNERSHIP: **67%**

AVERAGE VALUE OF VACATION PROPERTY: **\$2.4M**

PERCENTAGE WHO BOUGHT REAL ESTATE IN
LAST 36 MONTHS: **21%**

HIGH-NET-WORTH FEEDER MARKETS: Boston, New York, Washington, D.C., Atlanta, Miami, Fort Lauderdale, West Palm Beach, Dallas, Nassau, Toronto, London, Glasgow, Edinburgh

AVERAGE NUMBER OF TRAVEL DAYS ANNUALLY (Business): **33**

AVERAGE NUMBER OF TRAVEL DAYS ANNUALLY (Vacation): **29**

MEDIAN NUMBER OF AUTOMOBILES OWNED: **3.4**

AVERAGE AGE OF AUTOMOBILES: **2.2** years

PERCENTAGE OF GOLF ENTHUSIASTS (play more than
10x per year): **68%**

CLUB MEMBERS WITH CHILDREN: **92%** (aged 0-18, 19%)

CLUB MEMBERS WITH GRANDCHILDREN: **42%**



DISTRIBUTION + CIRCULATION

ASPIRE Magazine will have a circulation of **20,000+** and be distributed to the company's portfolio of six properties, which host more than **24,750** guests annually. It will be distributed to its **1100** active members, a percentage of its prospects, and will be displayed at annual global events. Issues of ASPIRE will also be distributed to each of the **1,650** Investment Advisor Representatives in the Commonwealth Financial Network to share with their high-net-worth clients.

THE COMPANY YOU'LL KEEP

ASPIRE Magazine and **Southworth Development** partner with the finest luxury brands in real estate, golf, aviation, fashion, travel, design, culture, dining, and philanthropy.

LIKE-MINDED BRAND AFFILIATION with Southworth Development, a **savvy** developer with a **25-year** legacy of providing its club members, resort guests, and community residents with **authentic** experiences centered around the "**best of the best**".

- Access to **Southworth Development** industry leaders, members and partners such as founder **David Southworth** and chairman **Joe Deitch**.
- **Opportunity** for elite sampling opportunities and private access to member events.
- **Exclusive and limited opportunity to market** to Southworth club members, residents and resort guests via email, direct mail, and promotional **activities**.



CALENDAR + RATES

CALENDAR

DELIVERY DATE: AUGUST 22ND

AD CLOSE: JULY 22ND

MATERIALS CLOSE: AUGUST 1ST

AD RATES

\$8K FULL PAGE

\$14.5K SPREAD

COVER 3 (INSIDE BACK COVER, 15% PREMIUM): \$9,200

COVER 2/PAGE 1 (FRONT COVER, 25% PREMIUM): \$10,000

COVER 4 (BACK COVER, 35% PREMIUM): \$10,800

PRINT AD SPECS

TRIM SIZE: 9w" X 10.875h"

BLEED: 9.25w" X 11h"

LIVE AREA: 8w" X 9.8125h"

SPREAD: Create as two Single Pages

MATERIAL REQUIREMENTS

PDF/X-1a format is the required file format for submission.

BLEED ADS

Create document size to trim dimension, then pull 1/8" bleed on all four sides to fulfill bleed dimension. All important design and type elements must be within live area.

DIGITAL FILE REQUIREMENTS

For PDF please adhere to the following rules.

1. All images must be high resolution (300 dpi) and in CMYK mode. Note that enlarging an image with a resolution of 300 over 135% in the page layout file will lower the resolution.
2. Spread ads, keep all art/copy at least .375" away from the gutter on both sides.
3. All spot colors should be converted to 4 color process (CMYK)

PROOF REQUIREMENTS

Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. A color bar should be included on the proof. Visit www.swop.org for more information. A contract proof is recommended. The publisher and printer will not accept responsibility when contract proofs are not submitted.

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ASPIRE MAGAZINE BY SOUTHWORTH DEVELOPMENT

THE FINEST IN COMMUNITY, CULTURE + ELEVATED LIVING

