



# ELDORADO POLO MAGAZINE

## MEDIA KIT 2018



ELDORADO  
POLO CLUB

[ELDORADOPOLOCLUB.COM](http://ELDORADOPOLOCLUB.COM)



MEDIA SPUR

[MEDIASPUR.COM](http://MEDIASPUR.COM)

## INFLUENCE

- Eldorado Polo Club welcomes more than 100,000 visitors each year.
- *Eldorado Polo Magazine* is the longest running polo publication in California.
- Polo club members, players, visitors and sponsors are proven purchasers of luxury goods.
- Print magazines reach more influential consumers than newspapers, radio and TV combined.



## REACH

**3,000** Eldorado Club House, tournaments, corporate functions, and social events.

**2,000** The Cantina at Eldorado Polo Club

**2,000** Direct mail delivery to luxury homeowners and residents of La Quinta, Palm Desert, Indian Wells, Palm Springs and Rancho Mirage.

**\*2,000** In-room distribution at the Embassy Suites La Quinta Hotel & Spa from January - March.\*



EMBASSY SUITES®

\* 13,000 tourists per winter season  
(based on occupancy January-March 2017)

**1,000** Targeted distribution to clients of advertising clientele, visitor centers, large-scale events, clubs and hotels throughout the desert valley.

**3,500+** Online/digital copies available year-round at [eldoradopoloclub.com](http://eldoradopoloclub.com), [mediaspur.com](http://mediaspur.com), [issuu.com](http://issuu.com), the Eldorado Polo Club Facebook fan page and the Media Spur Facebook fan page.

## DIGITAL & SOCIAL MEDIA PRESENCE

**6,900** Facebook  
**3,800** Issuu  
**1,825** Twitter  
**970** Instagram

## AUDIENCE

### AGE

Average 47 years  
Under 35 years 15.6%  
35-44 years 27.1%  
45-64 years 48.8%  
64 years+ 8.5%

### NET WORTH

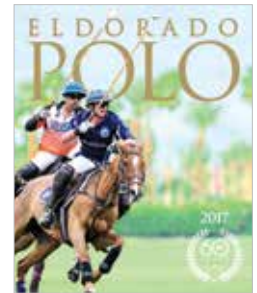
\$1 million + 64.2%

### EDUCATION

College Degree 76.8%  
Post Grad Degree 29.9%

### PRIMARY RESIDENCE\*

Average Value \$515,000  
\$500,000 + 31.4%  
\$1 million + 10%  
\*Market Value



## EDITORIAL PARTNERSHIPS

**Polo Style:** Fashion, accessory and home editorial dedicated to designer, luxury and equestrian-themed products. Includes brand, website, product image and 50-word endorsement. **\$250**

**After Polo:** An exclusive guide to the Valley's best restaurants, bars and eateries frequented after polo games. Includes logo, address, website, image and 50-word endorsement. **\$250**

## BRANDING PRIVILEGES

- Exclusive Advertiser Appreciation Event: Sunday, February 18th
- Product placement opportunities
- Social Media exposure
- Vendor opportunities
- PA announcements throughout the season



## LUXURY PARTNERS

**Eldorado Polo Club & Magazine has partnered with:**

111 Wealth Management Group  
at Morgan Stanley  
Agua Caliente Casino Resort Spa  
Andalusia at Coral Mountain  
Berkshire Hathaway Home Services  
Bulleit Bourbon  
Celest Champagne  
Charles Schwab  
Chateau D'Esclans, Whispering  
Angel  
Chopin Vodka  
City of La Quinta  
Classic Club Golf/Bellatrix  
Cosmetic Surgery Institute  
Crespy Wealth Advisors,  
Raymond James  
CruiseOne

Dell'Acqua Dental Studio  
Desert European Motorcars  
Don Julio Tequila  
Embassy Suites La Quinta  
Farley Interlocking Pavingstones  
Farmers & Merchants Bank  
Fisherman's Market Grill  
Goldenvoice  
HK Lane Real Estate  
Hacienda de Trampas  
IndiGO Auto Group  
Ketel One  
Land Rover  
LG's Prime Steakhouse  
Maker's Mark  
Mastro's Steakhouse  
NAI Capital

Palm Springs Art Museum  
Palm Springs Fine Art FaIr  
Phyllis Washington Antiques  
Pompeii Men's Apparel  
Presage  
Rolex  
Ruffino Proseco  
Ruth's Chris Steakhouse  
Shiraz Rug Gallery  
Shogun Restaurant  
Southwest Arts Festival,  
City of Indio  
Spa Resort Casino  
Sotheby's International Realty  
The Chateau at Lake La Quinta  
Trilogy at the Polo Club  
UBS



## AD RATES\*

Advertorial \$3,500  
Full page \$2,450  
Half page \$1,300  
Quarter page \$700

*\*Net rates. Subject to signed advertising agreement with Eldorado Polo Club and Media Spur Inc.*

## PREMIUM POSITIONING\*\*

Back Cover \$5,000  
Inside Covers \$3,500  
Inside Front Facing \$3,500  
Preferred Placement (page 4-24) +15%

*\*\*Reserved on a first-request basis and subject to availability. Insert pricing available upon request.*

## DEADLINES

Ad Sales Close: November 30, 2017  
Artwork Due: December 5, 2017

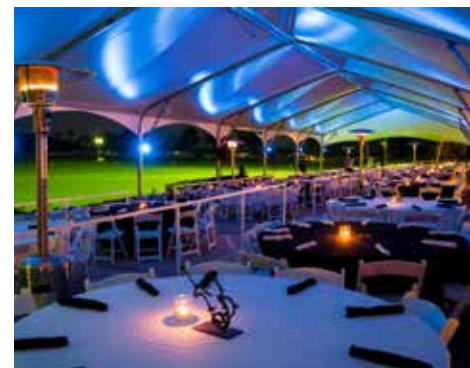
## CORPORATE SPONSORSHIPS

**Sponsorship Packages start at \$5,500 and may be customized to include:**

Field-side billboards  
Event signage  
Tournament naming rights  
Trophy presentations  
Product placement  
Interactive displays  
Private corporate hospitality  
Charity polo events  
Half-time divot stomp naming  
PA announcements  
Match Day Program branding  
Social Media and e-newsletter campaigns

## VIP & EVENT OPPORTUNITIES

Join the Emerald Club for weekly VIP seating and hospitality in the front row of the Eldorado Club House every Sunday during the winter season. Or allow us to cater a hospitality package for your corporate or social group, no matter the size. VIP Experiences and Polo Event Opportunities may be customized to suit your group at Sunday polo or at an exclusive polo event throughout the year.



## CONTACT US



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