



ELDORADO POLO

MEDIA KIT 2019



ELDORADO
POLO CLUB

ELDORADOPOLOCLUB.COM

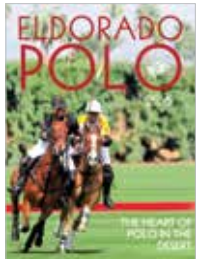
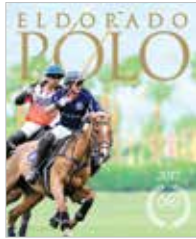
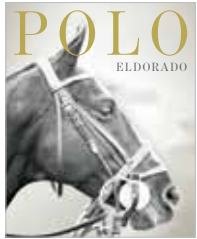


MEDIA SPUR

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 Clubhouse, 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.
- 1,000** Targeted distribution to advertising clientele, visitor centers, large-scale events, clubs and hotels throughout the desert valley.
- *2,000** In-room distribution at Embassy Suites La Quinta Hotel & Spa.*



EMBASSY SUITES®

*13,000 tourists per winter season
(based on occupancy January-March 2018)

SOCIAL MEDIA

7,225 Facebook 3,800 Issuu 1,835 Twitter 1,350 Instagram

Online/digital copies available year-round at eldoradopoloclub.com, mediaspur.com, issuu.com, the Eldorado Facebook fan page and the Media Spur Facebook fan page.



AUDIENCE

AGE

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

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

NET WORTH

\$1 million + 64.2%

BRANDED CONTENT

Polo Style: Fashion, accessory and home editorial dedicated to designer, luxury and equestrian-themed products. Includes brand, website, product image and 50-word endorsement. **\$300**

After Polo: An exclusive guide to the Valley's best restaurants, bars and eateries frequented by the polo community. Includes logo, address, website, image and 50-word endorsement. **\$300**

BRANDING PRIVILEGES

- An invitation to the exclusive Advertiser Appreciation Event, sponsored by Château d'Esclans Whispering Angel Rosé: Sunday, February 17th



- Product placement opportunities
- Social Media exposure
- Vendor opportunities
- PA announcements throughout the season



LUXURY PARTNERS

111 Wealth Management Group
at Morgan Stanley
Agua Caliente Casino Resort Spa
Andalusia at Coral Mountain
Beam Suntory
Berkshire Hathaway Home Services
Bulleit Bourbon
Casablanca Polo
Charles Schwab
Chateau D'Esclans, Whispering
Angel
Chopin Vodka
City of La Quinta
Classic Club Golf/Bellatrix
Crespy Wealth Advisors,
Raymond James
CruiseOne
Dell'Acqua Dental Studio

Don Julio Tequila
Embassy Suites La Quinta
Farmers & Merchants Bank
Fisherman's Market Grill
Goldenvoice
HK Lane Real Estate
Hacienda de Trampas
IndiGO Auto Group
Ketel One
La Martina
Land Rover
LG's Prime Steakhouse
Maker's Mark
Mastro's Steakhouse
NAI Capital
Ozel Jewelry
Palm Springs Art Museum
Palm Springs Fine Art FaR

Palm Valley School
Phyllis Washington Antiques
Presage
Renova Solar
RGA architects
Rolex
Ruffino Proseco
Ruth's Chris Steakhouse
Shiraz Rug Gallery
Southwest Arts Festival,
City of Indio
Spa Resort Casino
Sotheby's International Realty
South Coast Plaza
Stick & Ball Co.
The Chateau at Lake La Quinta
Trilogy at the Polo Club
UBS



PREMIUM POSITIONING*

Back Cover \$5,250

Inside Covers \$3,650

Inside Front Facing \$3,650

Preferred Placement (page 4-24) +20%

AD RATES**

Advertorial \$3,750

Full page \$2,500

Half page \$1,350

Quarter page \$700

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

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

DEADLINES

Ad Sales Close: November 27, 2018

Artwork Due: November 29, 2018

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.

CORPORATE SPONSORSHIPS

Take advantage of the opportunity to reach 25,000+ live polo spectators annually. Sponsorship Packages start at \$6,000 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



CONTACT US



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