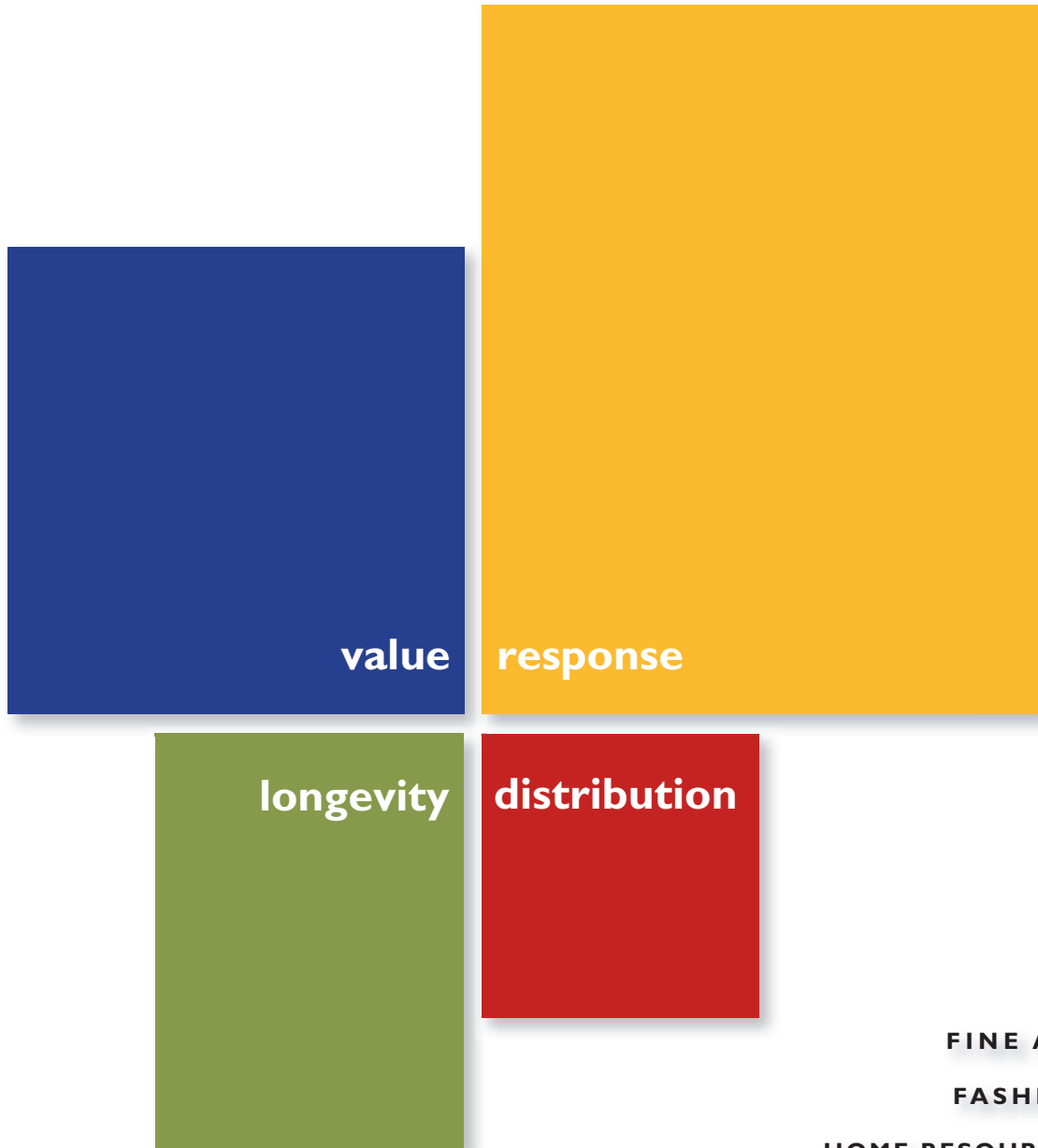


CELEBRATING OVER 35 YEARS

# THE CATALOGUES

MEDIA KIT



FINE ART  
FASHION  
HOME RESOURCES  
JEWELRY

[thecatalogues.com](http://thecatalogues.com)

# Innovative Media

## TheCatalogues.com Website

includes:

- Your own profile page on TheCatalogues.com.
- Up to 12 additional photos, which can be changed out as frequently as you desire (JPEG images)
- Link to your website (increasing your page rank).
- Become part of our social networking community linked with twitter, facebook and 60 other social media sites.
- If your a restaurant, people can make reservations via a link on your profile.

[Reserve Online](#)



## Rewards Card Program

- A rewards card program offering added value to advertisers and members.
- Sponsor provides one unique gift or discount (e.g. one free dessert with two paid entrees) to The Catalogues' VIP Members.



## Smart Phone & Laptop Tools

- Readers scan the Matrix Bar Code into their smart phone.
- Advertiser profiles will be seen from TheCatalogues.com on the reader's smart phone.
- The viewer can auto dial phone number of advertiser.
- Reader can use GPS to locate advertiser.
- Reader can sign up for membership card.



ADVERTISING IN THE CATALOGUE

**it works!**

ASPEN | SANTA FE | VAIL-BEAVER CREEK | JACKSON HOLE | SUN VALLEY | SCOTTSDALE

9525 E Doubletree Ranch Road Suite 101 Scottsdale, AZ 85258 P: 480.991.6715 F: 480.905.3102 www.thecatalogues.com info@thecatalogues.com

# Added Value

## Individual Segments

includes:

- 80 Word profile
- Additional supplied photos
- Contact information

**Value \$1,500**

## Map Locator

- Your store location is physically indicated by a number on the map.
- Your map number is located on your ad and on the Shopper's Guide.

At Avalon (Beaver Creek and Vail) and Mistral (Beaver Creek), we strive to set ourselves apart from the typical and mundane. That is why you will find a unique and fresh collection each season.

This winter we are introducing our exclusive outerwear line "Antonio Bella." These luxurious and impeccably designed coats are perfect for the man or woman who appreciates the finer things in life. From the mountains to city streets, these coats will get you there in style.



**AVALON - BEAVER CREEK**  
*Owners: Frank & Tonia Hall*  
610 Avondale Lane  
970.845.9700  
**AVALON - VAIL**  
675 Lionshead Place  
970.476.4112  
**MISTRAL**  
15 West Thomas  
Place  
Beaver Creek, CO  
970.748.9700  
*TheLuxuryShops.com*



## Free Postcards

100 Postcards including postage and mailing if client mailing list is provided.

**Value \$125**

## Free Magazine Mailed

Up to 100 magazines mailed, bagged and labeled to your mailing list.

**Value \$175**

## Free Ad Board

Your full color ad reprinted on high gloss laminate display.

**Value \$50**

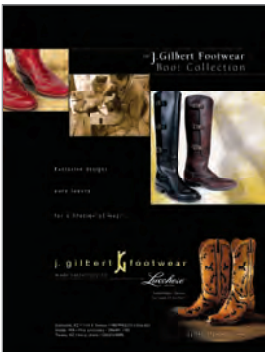
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# Testimonials



*"We are extremely pleased with the positive results that we've had from our three-page ad featured in The Catalogues. The positive feedback and resulting sales have been nothing less than stellar. I would highly recommend The Catalogues to promote any luxury product or service."*

David Bloom, Manager  
J. Gilbert Footwear



*"Success in advertising can be measured by the number of clients that come into our showroom and specifically mention seeing our ad. That's the kind of response we've always gotten from The Vail-Beaver Creek Catalogue."*

Roger Benedict, Owner  
Ruggs Benedict



*"Being in The Catalogue is a great addition to our business. It brings in customers every day."*

Amy Logan, Manager  
The Squash Blossom



*"We are thrilled by the response we have gotten to our ads in the Vail-Beaver Creek Catalogue. We know that we have seen new customers who came in as a direct result of our ads. This is a terrific group to work with, and the results have been better than other magazines we have been involved in the past."*

Frances Rolater, Owner  
By Nature Gallery



*"We have people come in all the time with The Catalogue. It is proven our advertising works in The Catalogue."*

Candice Wilhelmsen, Owner  
Axel's



*"We are very happy with the response we get from The Vail-Beaver Creek Catalogue. Last Winter we had five pages and we sold every product directly from our ads."*

Amad Akkad, Owner  
Lionshead Jewelers

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# National Distribution

## What does powerful distribution do? it works!

**TARGETED DISTRIBUTION:** getting the right message to people with the means and desire to purchase your goods. Distributed weekly, free of charge to fine hotels and property management companies; group travel packages, travel and tourism centers and the local airport; subscriptions and advertiser-supplied preferred client lists; professional offices and in-store.

### The Six Catalogues at a Glance

#### Aspen, Colorado

Published Semi-annually – Summer/Fall and Winter/Spring  
Circulation 70,000 copies

#### Jackson Hole, Wyoming

Published Annually – June  
Circulation 30,000 copies

#### Santa Fe, New Mexico

Published Semi-annually – Summer/Fall and Winter/Spring  
Circulation 100,000 copies

#### Scottsdale, Arizona

Published Semi-annually – Fall/Winter and Winter/Spring  
Circulation 150,000 copies

#### Sun Valley, Idaho

Published Semi-annually – Spring (Feb) and Fall (Aug)  
Circulation 100,000 copies

#### Vail/Beaver Creek, Colorado

Published Semi-annually – Summer/Fall and Winter/Spring  
Circulation 75,000 copies

**Total 520,000 copies**

**NEW DISTRIBUTION VALUE!**

**ALBUQUERQUE NEW!**

**PHOENIX NEW!**

**SEDONA NEW!**

### Distribution At-A-Glance

**Distribution Site Replenishment** Weekly

#### Display Racks

High visibility display racks at most distribution points

#### Direct Mail

Preferred Customer Mailings  
Homeowners with homes valued over 2 million dollars

#### Display Racks

High-visibility display racks at distribution points

#### Golf Courses & Private Clubs

#### Group Sales Packages

#### In Store

Advertisers are supplied with copies to distribute in-store and in selected lobbies

#### Lodging Facilities

Concierge Desks  
Fine Hotels, Resorts and Condominiums

#### Property Management & Real Estate Companies

#### Salons & Spas

#### Special Events

Auto Shows  
Culinary Festivals  
Equestrian Shows  
Fine Art Shows

#### Tourism Centers

#### Transportation Terminals

Private Jet Companies

#### www.thecatalogues.com

A flip-through version of each issue of The Catalogue is posted on our website, www.thecatalogues.com. An immediate opportunity to cross-market your products and services to over one million of the world's most affluent shoppers and a major opportunity to receive orders during off season.

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# Exclusive Membership Rewards Program

## HOW THE EXCLUSIVE MEMBERSHIP REWARDS PROGRAM WORKS!

*Easy to order ...  
... fun to use!*

### BENEFITS

Potential customers receive valuable discounts at prestigious galleries, retailers & boutiques.

They save on **Jewelry, Fashion, Fine Art, Home Resources** and more!

Use the Rewards Card for in-store purchases or online shopping.

### WHO

#### Below shows some of our exclusive card offers \*

SPLENDORS OF THE WORLD ( <i>Gallery</i> )	<b>25%</b> Entire Store
KAREN MELFI COLLECTION ( <i>Jewelry</i> )	<b>10%</b> Includes Designer
KRISTIN'S ( <i>Fashion</i> )	<b>20%</b> Entire Store
BOSSHARD ( <i>Furnishings</i> )	<b>30%</b> Entire Store
LA PLAZUELA ( <i>Restaurant</i> )	<b>Free dessert</b> w/ 2 entrees
	<small>* Offers subject to change.</small>

Look for the insignia below in the Catalogues Shopper's Guide or online at [www.thecatalogues.com](http://www.thecatalogues.com)



### HOW

#### Here is how to order (The Rewards Card):

- Email us at → [rewards@thecatalogues.com](mailto:rewards@thecatalogues.com)
- Register online at → [www.thecatalogues.com/membership](http://www.thecatalogues.com/membership)



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# it works!

## **THE ASPEN CATALOGUE**

“I have been advertising in The Aspen Catalogue since we opened in 1973. It is the only publication we have advertised in that we have been able to track consistent response.”

*Shirley Kalnins, Owner, Le Tub*

## **THE SANTA FE CATALOGUE**

“For over seven years, The Santa Fe Catalogue has been a reliable advertising vehicle for our store. The format is focused, the quality is terrific and it provides the right environment for our ads. But, most important, our customers let us know they come in because they have seen our ad in The Catalogue.”

*Betty Kaye Gilmore, Antique Warehouse*

## **THE SUN VALLEY CATALOGUE**

“The response we’ve had from our full page ad in The Sun Valley Catalogue has been spectacular...we’ve had a stronger response from that one image than any other advertising we have done in years. We made the decision to advertise in The Catalogue due to its superior presentation and distribution, and we highly recommend it for businesses that want to appeal to the connoisseur with the most refined of tastes.”

*Kelly Daluiso, Kneeland Gallery*

## **THE VAIL-BEAVER CREEK CATALOGUE**

“I have to carefully select the products we display in The Vail-Beaver Creek Catalogue because the response to the ad is so good, we always sell out.”

*Pete Cook, Marketing Manager, Beaver Creek Sports and Vail Sports*

