

2007 DEADLINES



# WASATCH LUXURY

PUBLISHES: WINTER, SPRING, SUMMER, FALL

## BRIEF DESCRIPTION

With targeted distribution to proven shoppers and affluent homeowners, *Wasatch Luxury* offers advertisers an opportunity to effectively reach a primed audience through a high quality publication that ensures longevity and response. The catalogue is distributed to 15,000 households with an income of at least \$175,000 and 1,500 available for pickup at select resort and shopping destinations including: Homestead Resort, Stein Erikson Lodge, Snowbird Resort, The Canyons, LaCaille, River Horse, Grand America Hotel, Hotel Monaco, The Gateway and more.

## 2007 DEADLINES AND PUBLISH DATES

| ISSUE      | PUBLISHES | RESERVATIONS/<br>ONE PROOF | CONTENT/PROOFS/<br>CAMERA READY |
|------------|-----------|----------------------------|---------------------------------|
| SPRING     | 2/28      | 2/14                       | 2/16                            |
| SUMMER     | 5/31      | 5/1                        | 5/4                             |
| FALL       | 8/31      | 7/31                       | 8/3                             |
| WINTER '08 | 11/30     | 10/30                      | 11/2                            |

Feature your business in a photo or caption on the Table of Contents page or Shopping Guide page(s); space is available on a first come first served basis at an additional premium of \$100 (one space per advertiser).

NOTE: Photos will be a teaser of your ad selected by the publication layout artist and captions will be a brief summary of your ad written by the editorial staff.

## Publication Size

(please add 0.125" all around for bleeds)

8.375" W

10.875" H

|                  | One Issue |                | Two to Three |                | Four Issues |                |
|------------------|-----------|----------------|--------------|----------------|-------------|----------------|
|                  | STANDARD  | COMMISSIONABLE | STANDARD     | COMMISSIONABLE | STANDARD    | COMMISSIONABLE |
| Full Page        | \$1500    | \$1765         | \$1300       | \$1529         | \$1200      | \$1412         |
| Inside Front Cvr | \$2400    | \$2824         | \$2200       | \$2588         | \$2000      | \$2353         |
| Page 1           | \$2400    | \$2824         | \$2200       | \$2588         | \$2000      | \$2353         |
| Inside Back Cvr  | \$2200    | \$2588         | \$2000       | \$2353         | \$1900      | \$2235         |
| Back Cover       | \$2600    | \$3059         | \$2400       | \$2824         | \$2200      | \$2588         |

## CONTACT INFORMATION

Space Reservations: **Your Account Executive**  
or **David Crosby: 801-237-2379** or [davidc@nacorp.com](mailto:davidc@nacorp.com)

# Wasatch Luxury

## Readership Profile

**Adults 18+ in Salt Lake PMA w/ Annual HH Income of \$150,000+**

### Dining Entertainment

|  |       |
|--|-------|
| ATTENDED PAST 12 MONTHS--COUNTRY MUSIC CONCERT   | 22.1% |
| ATTENDED PAST 12 MONTHS--ROCK/POP. MUSIC CONCERT | 43.3% |
| ATTENDED PAST 12 MONTHS--OPERA/SYMPHONY/THEATER  | 53.8% |
| ATTENDED PAST 12 MONTHS--BARS/NIGHT CLUBS        | 28.9% |
| ATTEND 3+ COLLEGE/PROF. SPORTS EVENTS PAST YEAR  | 59.3% |
| PAST 4-WEEKS ATTENDED MOVIE THEATER              | 46.8% |
| 2-WEEKS EVENING MEAL SIT-DOWN RESTAURANT 4+TIMES | 17.8% |
| PAST 2-WEEKS DRANK WINE ON 3 + DAYS              | 12.1% |

### Home

|  |       |
|--|-------|
| PLAN TO BUY A HOME DURING NEXT 2 YEARS           | 11.3% |
| PLAN TO REMODEL HOME NEXT 12 MONTHS              | 39.5% |
| MARKET VALUE OF HOME--\$200,000-\$299,999        | 14.4% |
| MARKET VALUE OF HOME--\$300,000-\$399,999        | 25.1% |
| MARKET VALUE OF HOME--\$400,000-\$499,999        | 4.7%  |
| MARKET VALUE OF HOME--\$500,000-\$999,999        | 28.3% |
| MARKET VALUE OF HOME--\$1,000,000 PLUS           | 1.6%  |
| PLAN BUY NEXT 12 MONTHS--NEW FURNITURE           | 31.8% |
| PLAN BUY NEXT 12 MONTHS--BED/MATTRESS/ETC.       | 32.0% |
| PLAN BUY IN 12 MONTHS--MAJOR HOUSEHOLD APPLIANCE | 13.6% |

### Auto

|  |       |
|--|-------|
| PLAN BUY--CAR                                    | 19.6% |
| PLAN BUY--VAN/TRUCK/SUV                          | 15.6% |
| PLAN BUY--WILL PAY \$20000 PLUS FOR NEXT VEHICLE | 29.2% |
| PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE | 14.8% |
| NUMBER OF VEHICLES NOW OWNED--TWO                | 36.6% |
| NUMBER OF VEHICLES NOW OWNED--THREE OR MORE      | 61.3% |

### Education

|  |       |
|--|-------|
| EDUCATION--HIGH SCHOOL GRADUATE          | 7.5%  |
| EDUCATION--SOME COLLEGE                  | 30.0% |
| EDUCATION--COLLEGE GRADUATE [ONE DEGREE] | 26.5% |
| EDUCATION--ADVANCED COLLEGE DEGREE       | 30.0% |

### Electronics

|                                     |       |
|-------------------------------------|-------|
| HDTV--PLAN TO BUY NEXT 12-MONTHS    | 2.2%  |
| PLAN BUY NEXT 12 MONTHS--NEW TV SET | 11.1% |