

{a·le·grí·a — f. happiness, joy}

Alegría

DISCOVERY

DISCOVERY

CELEBRATION

CELEBRATION

STYLE

STYLE

ALEGRÍA COMMUNICATIONS

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media



2005



DISCOVERY
CELEBRATION
STYLE

Alegría — the premier publication catering to the discriminating tastes of the world's most sophisticated and demanding travelers, passionately embraces the art of celebrating life. *Alegría* appeals to interests in luxury travel and consumer products, an affluent lifestyle, golf and soft adventure. Contained within the pages of *Alegría* are the same high standards of excellence that our elite audience demands. From luxurious resort accommodations and private residence clubs to challenging golf courses sculpted in exotic vistas to white-water adventure, *Alegría* takes you there. Intelligent, different and beautifully illustrated, *Alegría's* dynamic editorial guides you on a journey of discovery like no other publication.

Published twice yearly, *Alegría* presents its advertisers a unique opportunity to deliver a potent message to an influential readership that includes affluent travelers, celebrities, entrepreneurs and corporate executives. *Alegría* is distributed by direct mail to 50,000 highly affluent readers who have demonstrated a propensity to travel to upscale, exotic locales.

Alegría

INFLUENTIAL READERSHIP

Alegría's demographics are well-documented, high net-worth individuals who travel and frequent destination resorts and private residence clubs. Our paid subscription base is growing steadily, indicating a strong interest in this exclusive segment of the luxury travel market.

DEMOGRAPHICS

Median Age: **51**
Male: **56%**
Female: **44%**

AFFLUENCE

HHI: **\$350,000**
Net Worth: **\$7.3M**
Home Ownership: **100%**
Second Residence: **63%**
Third Residence: **27%**

EDUCATION

College: **92%**
Professional / Management: **82%**
CEO / Chairman / President: **31%**

LIFESTYLE

Country Club Member: **66%**
Private Residence Club Owner: **6%**
Business Travel Days Annually: **55**
Leisure Travel Days Annually: **42**
Overseas Travel: **87%**



ALEGRÍA DELIVERS YOUR MESSAGE
TO THE WORLD'S MOST **INFLUENTIAL** AUDIENCE

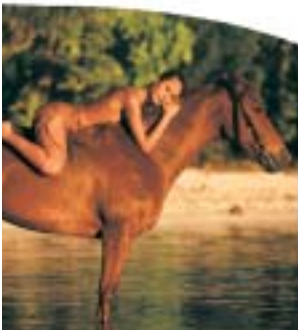
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WEB COMMUNICATIONS

THE WEB AND PRINT WORKING TOGETHER — UNLEASH THE POWER!

LEVERAGE YOUR PRINT ADVERTISING THROUGH ALEGRÍA'S POWERFUL **WEB DELIVERY SYSTEM**

The unique look and feel of Alegría offers our advertisers an opportunity to present your message in a printed format that is unsurpassed, plus Alegría integrates your message into a powerful, cost-effective web delivery system. As a valued advertiser, you will be included in our exclusive resorts directory located at www.alegriaresorts.com. Your business will receive additional benefit from direct exposure to our web network audience that now averages 2.5 million page views per month.

RICH MEDIA **eMOTIONS** — CONNECT WITH YOUR AUDIENCE

Employ our targeted web e-mailers — *eMotions* — to deliver your customized rich media message directly to our valuable database of over 32,000 opt-in respondents.



PRINT

INFLUENTIAL
TARGET
AUDIENCE



eMOTION

WEB



alegriaresorts.com

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