

THE WORLD'S MOST EXCLUSIVE LUXURY LIFESTYLE PUBLICATION

INVICTVS™

*"I am the master of my fate
I am the captain of my soul"*

William Ernest Henley

2014 MEDIA KIT

INVICTUS

2014 MEDIA KIT

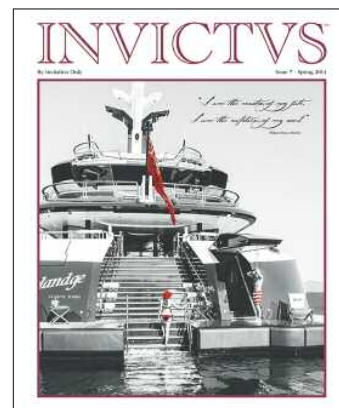
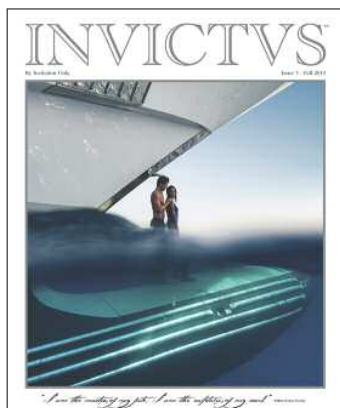
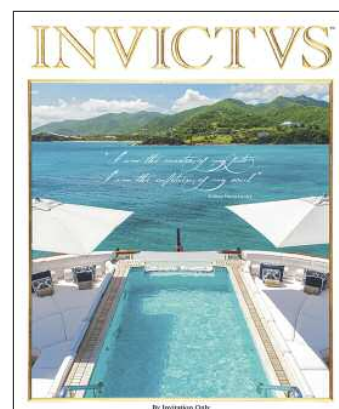
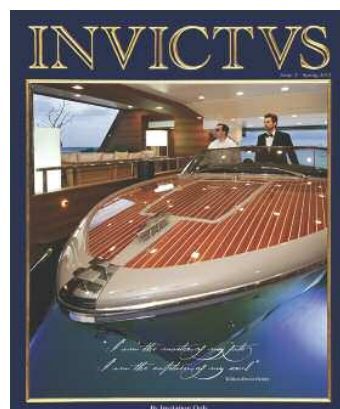
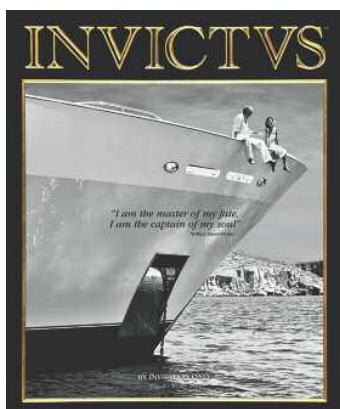
Many thanks for your interest in INVICTUS

Created out of a desire to deliver a product of a level commensurate with the luxury lifestyle assets and services our audience enjoys, INVICTUS magazine is widely regarded as one of the world's leading superyacht and private aviation publications. Distilling 26-years of our Group's international publishing experience in a flagship title, followed by two-years of dedicated research to refine the concept, we present your business with a unique opportunity to communicate directly with the most affluent individuals on the planet... in their homes.

Available only to our exclusive 'By Invitation Only' audience, each 500-page issue of INVICTUS is requested and read by royalty, entrepreneurs, captains of industry, international business leaders, celebrities and creators of the world's largest fortunes. The feedback we have received from them in our first two years testifies to their appreciation of our editorial content, style and the quality of the publication. The feedback we've received by our advertisers, some able to attribute multi-million dollar sales directly to their involvement in INVICTUS, echoes these sentiments. INVICTUS offers the most targeted and exclusive audience of any printed periodical. Period.

Our advertisers produce products and services beyond the means of the general public, so as intelligent media buyers they recognize the futility of funding high-circulation low-quality magazines that do not reflect the quality of the products and services they provide. Financing the promotion of a magazine's brand on the newsagent's shelf is not to the goal of your marketing budget: getting your message directly into the hands of potential clients is. INVICTUS achieves this.

Based in Fort Lauderdale, Florida INVICTUS is read by an international audience, in addition to the copies mailed to the world's 'most affluent and influential, we also distribute directly onboard superyachts and aircraft, in FBO private jet terminals and at major international seasonal events: Cannes Film Festival, Monaco F1 Grand Prix, International Boat Shows, business aviation conventions, etc. Please do give one of our sales team a call to discuss how we can aid you promote your brand directly to a pre-qualified base of potential customers in the most efficient way possible... do it now, there's not a moment to lose.



By Invitation Only
Publishing, Inc.

INVICTUS

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INVICTUS Concept...

Not a magazine, not a book, but an elite luxury object, INVICTUS is a coffee table publication that performs the function of lifestyle companion. Launched in 2011 by an entrepreneurial group celebrating 26-years of publishing superyacht and private aviation periodicals, INVICTUS is the first 'By Invitation Only' publication of its type in the world. The publication's unique editorial approach mixes professionally written, exhaustively researched and extensively detailed features on the yachting, private aviation and luxury lifestyle sectors. Our international network of contributing editors, spread over five continents, ensures intelligent in-depth reports and features.

Having spent two years researching the residential addresses of owners of luxury megayachts, private jets and the world's most successful companies, the audience of INVICTUS receives the publication directly delivered to their home and the circulation is entirely quantifiable. When Forbes released its annual 'World's Billionaires List 2013' in March, we were not surprised to see many of those listed receive copies of INVICTUS delivered directly to their residences.

Over 60 percent of the billionaires Forbes list as residents of the USA receive copies of INVICTUS magazine at their home address... we are currently working on ensuring the remainder are added to our distribution. The international distribution of INVICTUS reaches many of the billionaires listed by Forbes who are not residents of the USA, either at their homes in their native countries or at their US properties.

The combined wealth of a sample of 250 INVICTUS readers—just 2.7% of the total distribution—possesses a combined wealth of \$1.4-trillion. Put simply... INVICTUS goes further than any other publication.



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A small sample of our direct mailed audience includes...

First Name	Last Name	City	State	Country	Yacht
Roman	Abramovich	LONDON		UK	Blohm & Voss 533' +Lloyd Werft 377' + Boeing 767
Paul	Allen	MERCER ISLAND	WA	USA	Lurssen 414 & Kusch Yacht 303
Micky	Arison	BAL HARBOUR	FL	USA	Feadship 200 "Mylin Ivy" / Oceanfast 154 "Sirona Iii"
Bernard	Arnault	PARIS		FRANCE	Neue Jadewerft 230' Amadeus
Anthony	Bakker	CHARLESTON	SC	USA	Newcastle Marine 129 "Saphira"
Thomas	Barrack	SANTA BARBARA	CA	USA	Charterer
Eric	Benson	LA JOLLA	CA	USA	Heesen 163' "Satori"
Tom	Benson	NEW ORLEANS	LA	USA	Burger 142' "Lady Gayle Marie"
Ernesto	Bertarelli	GSTAAD		CH	Devenport 315' "Vava Ii"
Renee	Bisciotti	HOBE SOUND	FL	USA	Westport 130' "Winning Drive"
Ledyard	Blair	PEAPACK-GLADSTONE	NJ	USA	Steam Yacht 254' (Historic) "Diana"
Leonid	Blavatnik	LONDON		UK	Proteksan 164' "Odessa"
Norman	Braman	INDIAN CREEK	FL	USA	Feadship 175' "Kisses"
Peter	Breton	INDIAN CREEK	FL	USA	Oceanco 269' "Alfa Nero"
Sergey	Brin	LOS ALTOS	CA	USA	Kusch Yachts 194' "Senses"
Ray	Catena	RUMSON	NJ	USA	Nobiskrug 223' "Sycara V" & Burger 151' "Sycara Iv"
Roberto	Cavalli	FIRENZE		ITALY	Baglietto 133' "Rg"
Joe	Clark	INDIAN WELLS	CA	USA	Royal Huisman 300' "Athena"
Christopher	Chine	NORTH PALM BEACH	FL	USA	Trinity 164' "Mine Games"
Ugo	Colombo	MIAMI BEACH	FL	USA	Oceanco 43m
James	Coulter	SAN FRANCISCO	CA	USA	Trinity 141' "Relentless"
Mark	Cuban	DALLAS	TX	USA	Feadship 88m "Fountainhead"
Darwin	Deason	DALLAS	TX	USA	Codecasa 203' "Apogee"
John Paul	Dejoria	MALIBU	CA	USA	Owner Of Marquis Yachts
Johnny	Depp	LE PLAN DE LA TOUR		FRANCE	Proteksan 156' "Vajoliroja"
Richard	Devos	MANALAPAN	FL	USA	2 Westport 164' Ex Owner Of Abeking & Rasmussen 245' "Eminence"
Betty	Di Vosta	NORTH PALM BEACH	FL	USA	Westport 164'
Barry	Diller	BEVERLY HILLS	CA	USA	Lurssen 200' "Eos"
James	Dyson	DODDINGTON		UK	John Brown 300' "Nahlin"
Bernie & Petra	Ecclestone	LOS ANGELES	CA	USA	Proteksan 191' "Petara"
Larry	Ellison	SAN FRANCISCO	CA	USA	Feadship 288' Musashi
Arthur	Essebag	PARIS		FRANCE	Perini Navi 49m "Perseus"
Miguel	Fernandez	CORAL GABLES	FL	USA	Bennetti 56m "Lady Michelle"
David	Geffen	BEVERLY HILLS	CA	USA	Lurssen 452' "Rising Sun" + Lurssen 376' "Pelorus"
Gordon	Getty	SAN FRANCISCO	CA	USA	Krupp 271' "Talitha G"
Malcolm	Glazer	PALM BEACH	FL	USA	
Jeff	Greene	SAG HARBOUR	NY	USA	Cheoy Lee 145' "Summerwind"
Graeme	Hart	GLENDDOWIE	AUCKLAND	NEW ZEALAND	Trinity 161' "Ulysses"
Rick	Hendrick	CHARLOTTE	NC	USA	Trinity 162' "Wheels"
John	Henry	BOCA RATON	FL	USA	Feadship 163' Iroquois
Wayne	Huizenga	FORT LAUDERDALE	FL	USA	Former Owner Of Oceanfast 228' "Floridian"
Carl	Icahn	EAST HAMPTON	NY	USA	Benetti 178' "Starfire"
Kevin	Jaffe	PALM BEACH	FL	USA	Delta 123' "Marama"
Paris	Latsis	BEVERLY HILLS	CA	USA	Rauma 382' "Turama"
Michael	Lee-Chin	MIAMI BEACH	FL	USA	Lurssen 287' "Ace"
Peter	Lewis	COCONUT GROVE	FL	USA	Schichau Unterwasser 253' "Lone Ranger"
Jonathan	Lewis	WINDERMERE	FL	USA	Abeking & Rasmussen 257' "Aviva"
George	Lindemann	MIAMI BEACH	FL	USA	Schooner 180' "Adela"
Harry	Macklowe	EAST HAMPTON	NY	USA	Royal Huisman 112' "Unfurled"
Bob	Manoukian	BEVERLY HILLS	CA	USA	Feadship 220' "Siran"
Craig	Mc Caw	HUNTS POINT	WA	USA	Feadship 220' "White Cloud"
Andrey	Melnichenko	NEW YORK	NY	USA	Blohm & Voss 390' "A"
Lakshmi	Mittal	LONDON		UK	Oceanco 262' "Amevi"
Alonzo	Mourning	CORAL GABLES	FL	USA	
Rupert	Murdoch	NEW YORK	NY	USA	Perini Navi 183' "Rosehearty"
Thomas	Murphy	FORT LAUDERDALE	FL	USA	Westport 130' "Miss Michelle"
Spyros	Niarchos	NEW YORK	NY	USA	Hellenic Shipyards 379' "Atlantis Ii" + Gosport 214' "Creole"
Jack	Nicklaus	NORTH PALM BEACH	FL	USA	Westport 112' "Sea Bear"
Larry	Page	PALO ALTO	CA	USA	Schweers 193' "Senses"
Nelson & Claudia	Peltz	PALM BEACH	FL	USA	
Carlos	Peralta	INDIAN CREEK	FL	USA	Danish Yacht 115' "Moon Goddess"
Ronald	Perelman	EAST HAMPTON	NY	USA	Abeking & Rasmussen 257'
Kenneth	Rainin	PIEDMONT	CA	USA	Feadship 203' "Rasselas"
David & Simon	Reuben	LONDON		UK	Nobiskrug 241' "Mogambo"
Robert	Rich	PALM BEACH	FL	USA	
John	Risley	CHESTER	NS	CANADA	Royal Huysman 170' "Meteor"
John	Rosatti	PALM BEACH GARDENS	FL	USA	Christensen 162' "Remember When"
Dmitry	Rybolovlev	PALM BEACH	FL	USA	Feadship 220' "Anna"
Richard	Sands	BRIGHTON	NY	USA	Mangusta 130' & Pershing 88' "Incognito"
Dwight	Schar	PALM BEACH	FL	USA	
Charles	Schwab	ATHERTON	CA	USA	
Michail	Shelkov	MASSAROSA	LU	ITALY	Sunrise 150' "Dynasty"
Evgeny	Shvidler	LONDON		UK	Kusch Yachts 370' Le Grand Bleu
James	Simons	EAST SETAUKET	NY	USA	Feadship 222' "Archimedes"
Charles	Simonyi	MEDINA	WA	USA	Lurssen 232' "Skat"
Carlos	Slim	NEW YORK	NY	USA	
Dan	Snyder	POTOMAC	MD	USA	Amels 224' "Lady Anne"
Jeffrey	Soffer	INDIAN CREEK	FL	USA	Feadship 146' & Ex Owner Of Lurssen 260' "Tv"
Peter	Sperling	SAN FRANCISCO	CA	USA	Benetti 70m "Reverie"
Steven	Spielberg	PACIFIC PALISADES	CA	USA	Oceanco 285' "Seven Seas"
John	Staluppi	WEST PALM BEACH	FL	USA	Benetti 60m "Diamonds Are Forever"
David	Stern	FORT LAUDERDALE	FL	USA	Mangusta 165' "Misunderstood"
Bernard	Tapie	PARIS		FRANCE	Amels 248' "Reborn"
Donald	Trump	NEW YORK	NY	USA	
Ronald	Tutor	BEVERLY HILLS	CA	USA	Royal Denship 258' "Pegasus V"
Alisher	Usmanov	SUTTON GREEN		UK	Lurssen 360' "Dilbar"
Linda	Von Allmen	FORT LAUDERDALE	FL	USA	Lurssen 197' "Linda Lou" & Trinity 186' "Lady Linda"
Dennis R	Washington	INDIAN WELLS	CA	USA	Hayashikane 330' "Atessa Iv"
Sanford	Weill	GREENWICH	CT	USA	Feadship 200' "April Fool" + San Juan 30"
Leslie	Wexner	ASPEN	CO	USA	Lurssen 315' "Limitless"
William	Wrigley	CHICAGO	IL	USA	Trinity 191' "Unbridled"
Mark & Christel	Yaffee	TAMPA	FL	USA	Benetti 183' "Allegro"
Mortimer	Zuckerman	EAST HAMPTON	NY	USA	Oceano 166' "Lazy Z"
Jerry	Bruckheimer	MIAMI BEACH	FL	USA	
Bob	Manoukian	BEVERLY HILLS	CA	USA	
Michael	Maroone	FORT LAUDERDALE	FL	USA	Feadship 220' "Siran"
Sydell	Miller	PALM BEACH	FL	USA	
Patrick	Riley	MIAMI BEACH	FL	USA	

Targeted distribution versus newsstand

Your clients, INVICTUS readers, are not found browsing the shelves of the local newsstand or gas station. For newsstand magazines the reduction of print advertising budgets has naturally resulted in lower pagination, lower quality production, lower quality editorial, lower print runs and circulation. Simply compare an issue from 2008 with a current issue for evidence. Advertisers who continually place their budget with a 'brand' title through inertia, because they 'see it on the newsagent's shelf', perpetuate a fallacy.

You always see the magazine on the shelf...?

Because it doesn't sell! Average newsstand sell-through rates for household titles are around 38%, considerably lower for niche titles: at least 62% of your marketing spend is being pulped.

You always see the magazine on the shelf...?

But when was the last time you saw a TOP 100 yacht owner, one of the Forbes 400 or a billionaire at a newsstand or in a magazine store? Do you know anyone who has seen any of these people at one of these places? It doesn't happen!

You always see the magazine on the shelf...?

So you see the publisher's brand, not your own. Why spend your marketing budget to build the brand of another? It's a self-fulfilling prophecy.

"The magazine industry's impact on the environment is compounded by systems that reward the industry for overproduction of publications. These inefficiencies are particularly apparent in magazines sold on newsstands... Inefficiencies begin with the publisher deliberately overproducing magazines to maximize advertising rates and are compounded by distributors over-ordering to ensure that no magazine rack is ever empty."

"Almost 3-billion magazines on US newsstands are never read. About 4.7-billion magazines are delivered to newsstands each year. As a result of the above wasteful practices, about 2.9-billion of these are never read – enough magazines, placed end to end, to circle the earth 20 times."

From GreenAmerica.org

Where your newsstand advertising dollar goes

1. Overblown claims of print, circulation and readership
2. High print costs on high volumes
3. High distribution costs to 'hit and hope' retail outlets
4. Expense of point of sale positions
5. Low sell-through rates
6. Copy sales to wrong audience
7. 'Readership' inflated by household estimates
8. Ultimately, the majority of newsstand magazines are pulped



Testimonials from INVICTUS Readers and advertisers...

Vasco Buonpensiere, Cantiere delle Marche

"A huge thanks to the team at INVICTUS! Just to let you know that one of our last three sales, a new build project, arrived to us as a direct result of our relationship with the magazine. It's an unbelievable direct feedback and not something I've experienced in years in the industry!"

John Travolta: Actor, pilot and serial jet owner

When we met John Travolta in Geneva at EBACE, he was refusing requests for private interviews. Once INVICTUS was mentioned he enthusiastically took us aside, declaring he "receives each issue at home and devours it from cover to cover." An exclusive interview, designed along an exciting theme conceived by the leading actor himself, is in the pipeline.

Ron Tutor: Owner of Pegasus V, 78m Royal Denship

"I receive INVICTUS at home and, having very much enjoyed reading the first two issues, am very much looking forward to seeing the third. Thank you for a great magazine!"

Donald Trump, Owner of Boeing 757

"Dear Mr Barnett, Mr. Trump has expressed his interest in your publication, INVICTUS Magazine, and would like to read more. Per his request, I am writing you to ask that you send us your latest copy..."

Tim Heywood: Yacht designer

"We got back from our travels last night to find the INVICTUS magazines at our door, so was very pleased to see the results of your endeavors. A very enjoyable issue with many different interesting and informative articles... I had received positive comments from clients even before I saw the issue!"

Rob Newton: Yachtzoo

"I really enjoyed the feature on Hemisphere, the world's largest catamaran, in the second issue of INVICTVS and am also glad to confirm that as a direct result of reading it, one of my clients called expressly to book a charter aboard her. Keep up the good work!"

Jimmy Bryan: Private jet and yacht owner

"Having first picked up a copy of this fantastic magazine INVICTUS at the private jet FBO in Fort Lauderdale, I'd like to thank you for since including me on your incredible mailing list. I have received Issue 1 and 3, so I'd like to ask if you could also send me Issue 2? I don't want to miss one!"

Charles Simonyi: ex-creator of Microsoft Office and space tourist

"Hi, Charles Simonyi receives several copies of your magazine at a number of his addresses, he would like to continue to receive it, but just the one to his primary address supplied please. Thank you very much."

Travis Hansson: leading art dealer Hollywood & NYC

"A good friend received your magazine, which I was very impressed with. Would you kindly send me a copy also? Thanking you in advance."

Andrew Haffenden, VP Ascari Aviation

"I was at a client's residence in the Balearic Islands recently discussing the acquisition of a new aircraft and came across a copy of INVICTUS he'd brought with him to read while on holiday. It's a massively impressive magazine... please do send me the rates for advertising!"

Ed Sacks, Baglietto Representative, Americas

"Many thanks for the recent feature, the feedback has been extraordinary... I had no idea so many people read INVICTUS... not simply look at the pictures, but READ the articles! It's unique to any magazine, marine or otherwise! A tribute to the INVICTUS team's work."

Captain of Nirvana, the 291' (89m) Oceanco requests additional copies for each stateroom in preparation for owner's boarding...

Chief Stewardess of the 189' (57m) Oceanco Helios requests additional copies for each stateroom onboard...

The Miami's most exclusive hotel, the Setai South Beach, requests a supply of copies to gift guests in their 37 most prestigious suites...

Designer Andrew Winch requests box of magazines to distribute to primary clients, and also places copies on private jet used by the firm and their clients...

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Issue Date

ISSUE NUMBER	BONUS CIRCULATION
#8 Summer 14	Cannes and Monaco Yacht Shows, Onboard delivery South of France, Sardinia.
#9 Fall 14	Fort Lauderdale Boat Show, Abu Dhabi F1 Grand Prix, NBAA
#10 Winter 15	Miami and Palm Beach Boat Shows / Onboard delivery St Barth, SE Florida, Bahamas
#11 Spring 15	Cannes film festival, Monaco F1 Grand Prix, Onboard delivery South of France, Ebace show Geneva, Beirut Boat Show.
#12 Summer 15	Cannes and Monaco Yacht Shows, Onboard delivery South of France, Sardinia.
#13 Fall 15	Fort Lauderdale Boat Show, Abu Dhabi F1 Grand Prix, NBAA

ISSUE NUMBER	PRINTING DATE	ISSUE DATE
#8 Summer 14	July 15, 2014	July 25, 2014
#9 Fall 14	September 30, 2014	October 10, 2014
#10 Winter 15	January 19, 2015	January 28, 2015
#11 Spring 15	April 15, 2015	April 25, 2015
#12 Summer 15	July 15, 2015	July 25, 2015
#13 Fall 15	September 30, 2015	October 10, 2015



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