



Lavish™ LLC, MEDIA


TF 1.(800).7.LAVISH
www.lavishchicago.com



From the publishers of *Lavish Magazine*

Lavish
PASSPORT



THE CHICAGO SOUTH LOOP HOTEL



MAPS, DINING, SHOPPING, SERVICES, ENTERTAINMENT

MAPS, DINING, SHOPPING, SERVICES, ENTERTAINMENT

MAPS, DINING, SHOPPING, SERVICES, ENTERTAINMENT

MAPS, DINING, SHOPPING, SERVICES, ENTERTAINMENT

CHICAGO: Oasis to the East, West, North and South, it is home to an array of entertainment experiences and cultural infusions. Home to over 50 museums, 200 theaters, 15,000 restaurants, 77 neighborhoods, 550 parks, 200 annual parades, 31 miles of lakefront, and a world class skyline, Chicago has established quite a presence on the map as a must see destination.

“The Lavish Passport” caters to the affluent jet-setter or the avid traveler.

Our magazine provides hotel guests with insider information on the most happening places within proximity of the hotel they are visiting. Designed to fit in a pocket with just the right information without all the extra ‘stuff,’ the Lavish Passport truly defines form and function.

The Lavish Passport is located at the front desk of each hotel under contract with Lavish, LLC and is designed to alter the protocol of the hotel guest check-in process. The Passport is provided to each guest upon check-in along with the hotel’s key card which is inserted behind the front cover of the magazine and always hand delivered to its intended party. Lavish is the only company in the City of Chicago to offer this product and service.

Unlike traditional ‘static’ advertising, our publication utilizes the simple principal of ‘active’ advertisement by providing the guests of the hotel this informative magazine with an area map, local establishments, and commonly requested services; enhancing the efficiency and professionalism of the hotel while helping its guests find what they need in an instant.

Our publication is also available at the concierge desks of Chicagoland’s most prestigious hotels and resorts, and helps concierges direct their guests to the best possible source of information quickly and effortlessly.

Keep it while you’re in town. Keep it when you’re not around. The Lavish Passport is your key to getting through the ‘customs’ of Chicago.



OUR TALENT
FOR STAYING
AHEAD OF
TRENDS

AND BRINGING THIS
INFORMATION TO OUR
READERS IS UNMATCHED.
THE LAVISH PASSPORT
IS YOUR TICKET TO THE
LATEST AND HOTTEST
PLACES TO DINE, SHOP,
AND BE ENTERTAINED IN
FIRST CLASS. WE HAVE
AN EYE FOR SEARCHING
THE CITY'S HAPPENING
SCENES AND ACQUIRING THE
INSIDER'S SCOOP ON WHAT
YOU WANT TO KNOW,
AND KNOW FAST.

Our passport magazine is published once a year for each hotel we have partnered with, giving the hotel guest all the in-the-know information within proximity to that hotel. When you're traveling in Chicago, make sure you keep your passport in hand for quick referencing.

FEATURING:

Maps - The first step in getting around is knowing your North from your South, and your East from your West. We've flagged those whom were worthy of mention in this easy to navigate map.

Nightlife - Looking for a little action under the moonlight? Not to worry, we've selected the best places to grab a martini, satisfy your late night appetite, lounge, socialize, and dance all night.

Dining - You choose what taste suits your palate, we've already handled the rest. Whether you're looking to stay in your pajamas and have something delivered to your door, or you're dressed to impress and ready to fine dine, we have you covered. If we say its good, trust us, its good.

Shopping - From a boutique where hidden treasures are almost always found, to a world class designer's store where luxury is all around, or even just a place to grab the perfect souvenir for those out of town, our team has made it clear where to locate the year's hottest fashion trends and finds.

Entertainment - Ever wanted to kayak on the Chicago River as it meanders through the city's majestic skyline while you watch the fireworks display from the mouth of Lake Michigan? Or have a cocktail while sitting in the clouds? We've done our homework and know how to ace your test. With a plenitude of museums, theaters, nightclubs, and outdoor activities, we're sure to keep your mind and body stimulated day and night.

Services - Travel the city by limousine, helicopter, or horse carriage. It's your choice, depending on how fast you want to get to where you're going. If you snag your dress and only have hours until the big event, not to worry, we know the best tailors in town. Indulge your senses at a day spa, take a city tour, or find the right professional who will help you solve your needs. We provide the list of essential services you will need during your stay.

CIRCULATION AND DISTRIBUTION

Lavish
PASSPORT

READER PROFILE

Lavish readers in Chicago are comprised of an array of social and professional groups. Our typical reader is a tourist visiting the city, but more specifically business people working and lodging at our hotel partner locations. The Lavish Passport helps these out of towners navigate through the city during their stay here in Chicago.

ACTIVE READERS EARNING AND SPENDING POWER

Male	65%
Female	35%
Age	25-75
Average Age	38
College Graduates	52%
Masters Degree	12%
Doctorate or Higher Education	5%

AFFLUENCE (AVERAGES)

Household Income	\$60,000
Average Home Value	\$304,200

ENGAGEMENT

2.6 readers per copy

15% have utilized our magazine in the last year at one of our hotel locations

Average reader spends 6 minutes with an issue

Average reader keeps copy for 4 days

HOTEL INFORMATION

Average room rate at Lavish Passport Chicago hotels \$160

Average room rate of all Chicago hotels \$100

Average hotel occupancy at Lavish Passport Chicago locations 55%

Average number of guests checking into each hotel location per night 45

VISITOR VOLUME ECONOMIC IMPACT

Total Direct Spending \$10.9 billion

Tax Revenue \$616,700,000

Total Spending by Domestic Business / Convention Traveler \$5.7 billion

Total Spending by Leisure Traveler \$2.2 billion

Chicago tourism data from www.choosechicago.com

VISITOR IMPACT

Chicago truly functions as an oasis and bridge between the East and West here in the United States of America. The nation's number one city for air travel hosted more than 45.23 million domestic and overseas visitors in 2006, including 32.8 million domestic leisure travelers, 11.32 million domestic business travelers and 1.06 million overseas visitors. These visitors contributed nearly more than \$10 billion to Chicago's economy.

CHICAGO GUEST INFORMATION

The Lavish Passport is provided to an elite niche market here in the city of Chicago, specifically targeting the hotel and lodging industry. These industries rely heavily on tourists and business-people alike to satisfy their financial requirements.

Our publication is distributed from behind the front desk of each hotel location. The hotel places its hotel key card into the back of our front cover, efficiently hand delivering the passport to each guest when checking in for the night. By altering guest check-in protocol at each hotel location, we deliver superior exposure to each advertisers intended party with tangible results.

MECHANICAL SPECIFICATIONS

AD SPECS

Trim: (red line) 4.25" wide x 5.5" tall

Bleed: 4.5" wide x 5.75" tall

Safety: (yellow line) All text and logos must be within .25" of the trim line



FILE SUBMISSION

The following high resolution formats are accepted:

- .PDF or .TIFF (preferred format)

No crop or printer's marks are required

- Illustrator .EPS, as long as all fonts are converted to outlines, and images embedded

PROOFS

Proofs should be submitted with

ads to ensure a correct color match.

Chromalux, Epson, Creo, or other high quality 4 color proofing match system is preferred. If no proof is submitted,

Lavish, LLC assumes no liability for color

errors or font omissions.

AD DESIGN

Lavish has a world class graphic design team whose abilities are far reaching in the world of design. Our design department will provide our clients with creative direction, scanning, refinishing, and editing services. Please lay out your advertisement requirements with your sales representative during your scheduled appointment, and maintain contact with this person for any questions or concerns. For the advertiser looking for the total advertising package, let our designers provide multiple campaigns, copy writing services, and custom consultation on brand and identity implementation. All design time beyond 2 hours is billed at a rate of \$75/hour.

Note: Media is non-returnable, unless requested for in advance with the postage prepaid via FedEx, UPS, or USPS couriers.

After a final approval, Lavish, LLC assumes no liability for errors or omissions.

DEADLINES

Final passports will be printed and delivered within 90 days from the receipt of signed contracts with Lavish salesperson or account manager.

LAVISH PASSPORT CHICAGO

JOSEPH BADALAMENTI

Director of Sales

O 1.(312).854.7055

F 1.(312).376.1597

M 1.(312).860.9999

TF 1.(800).7.LAVISH

joseph@lavishchicago.com

AD SUBMISSIONS

SCOUT

Creative Director

O 1.(414).727.2724

M 1.(773).502.5377

scout@designscout.tv



PRICING

REGULAR PAGE - (single page ad) \$2,000

PREMIUM PAGE - (single page ad) \$2,200

REGULAR SPREAD - (two page ad) \$3,500

PREMIUM SPREAD - (two page ad) \$3,700

BACK INSIDE COVER - (single page ad) \$2,400

BACK COVER - (single page ad) \$4,000

All pricing includes 12 consecutive months of advertising, the opportunity for exclusivity at each property as well as placement in our online magazine and maps at www.lavishchicago.com.



MOBILE AND EMAIL MESSAGING SERVICE

Currently reaching a loyal customer base of 5,000 people

PER TEXT MESSAGE SENT - \$25.00

MONTHLY PACKAGE -
containing a 4 message allowance - \$80.00

YEARLY PACKAGE -
containing a 208 message allowance -
\$3,000.00

EMAIL MESSAGING SERVICE
(Call for pricing)

LAVISH EVENTS

Contact Lavish about planning your next event.

Lavish PASSPORT



ADVERTISEMENT DESIGN



Len Jablon
helicopters

And you thought you toured Chicago.
The city's preeminent helicopter tours starting at \$150*

SEVEN DAYS A WEEK
Reserve yours today: 888.886.2088 | www.lenjablonhelicopters.com

dynamic venue that transp
ping archways, marble acce
carved sculptures frame the
e castle. Artifacts from Egy
n be seen throughout.

OLPH, CHIC
ndolph in the West Loop.
braPalaceRestaurant.c

see what is happening tonight
at Chicago's hottest bars and clubs

surreal
surrealchicago.com

CHICAGO
ICE
SCULPTURES

**Wax On
Wax Off**
WAXONWA

CALL OR VISIT US
TODAY!

**EVERYTHING YOU
WANT
& EVERYTHING
YOU NEED**

SENSUAL STEPS SHOE BOUTIQUE &
DELIVERY SERVICE IS HERE TO PLEASE.

SPECIALTY SHOES
HANDBAGS
AND JEWELRY

**Sensual
Steps**

4518 S. COTTAGE GROVE, CHICAGO | 773.548.FEET (3338) | WWW.SENSUALSTEPSINC.COM

KE A CULINARY TOUR OF BARCELONA RIGHT ON MICHIGAN AVENUE
AT MERCAT A LA PLANXA.

**WHERE CATALAN-INSPIRED
COCKTAILS & CUISINE
COME TO LIFE**

START WITH A ROUND WITH SPARKLING CAVA OR A
PITCHER OF FRUITY SANGRIA BEFORE DIGGING IN TO
MERCAT'S MENU OF TRADITIONAL TAPAS, GRILLED
STEAKS, MARKET-FRESH SEAFOOD, ARTISANAL
CHEESE & CURED MEATS.

WHATEVER YOUR PLEASURE, CELEBRITY CHEF JOSE
GARCES' MOD-MEDITERRANEAN KITCHEN DELIVERS A
DOSE OF CATALAN SOUL STRAIGHT TO YOUR TABLE.

MERCAT
a la planxa

**Fresh from
chicago style**

10 percent off
dine in, outdoor and appetizers

take a trip to Chicago

Tus

A Phil Stefan
Tuscany is a com
mouth-watering na
such as homemade
in a wood burning oven

**CHICAGO
DINE
AROUND**

CHICAGO'S PREMIER PROGRESSIVE DINING TOUR
Embark on a culinary adventure to Chicago's finest restaurants...

HORS D'OEUVRES AT THE FIRST RESTAURANT
MAIN COURSE AT A SECOND RESTAURANT
DESSERT AT A THIRD RESTAURANT

312.437.DINE (3463) | www.chicagodinearound.com

San Francisco → Berkeley → Los Angeles

FLIGHT 001
Travel Products

Flight 001, the world's only travel lifestyle brand, is an
all-inclusive retail experience that addresses every
travel need with style and comfort. Inspired by the
world's first round-the-world flight, Flight 001's
signature store environment evokes nostalgia for
the glamorous '50s and '60s era of air travel.

1133 NORTH STATE STREET, CHICAGO | 312.944.1001
SHOP ONLINE FLIGHT001.COM

IN THE MIDDLE OF CHICAGO'S
PREMIER SHOPPING DISTRICT,
LIES CHICAGO'S FINEST TAILOR.

**Oak Street
TAILORS**

"a secret weapon for Chicago's
most fashionable boutiques and celebs."

DAILY CANDY

CUSTOM DESIGNS
RE-STYLING SERVICES
IMPECCABLE TAILORING

102 EAST OAK STREET, SUITE SW
between Rush Street and Michigan Drive,
Call for Appointment: 312.337.3355

**Take a Horse-Drawn
Tour of Chicago**

at better way to absorb the atmosphere of days gone by and
learn a bit of local history of Chicago!

**Only
\$40 per Half-hour
\$80 per Hour**

*We accept Visa
and Mastercard

14 W. TAYLOR STREET, CHICAGO
or your reservation tonight. 312.829.1990
Stefanirestaurants.com

Ride Chicago in Style
WITH A1 CHICAGO LIMOUSINE & SUV

BOOK YOUR LIMO SERVICE TODAY!
Call us at 877.SUV.3030 or 708.403.0500

Service With Class

**PRISTINE
IMAGE**

is a salon on the go
to support all your
needs. We spe
on site make up
services for wedding
showers, runways
topography of any st
is there to ensure
and feel beautif
special

**Pristine
IMAGE**

1039 TAYLOR ST. CHICAGO
WWW.PRISTINE-IM

sweet petal

Unique creations. Amazing flowers.
Thank you, "I love you" or "just because" today.



TF 1.(800).7.LAVISH
www.lavishchicago.com

CORPORATE OFFICE
22 W. Washington Street, 15th Floor
Chicago, IL 60602

SALES OFFICE
35 E. Wacker Drive, 9th Floor
Chicago, IL 60601