

In my conversations with two gurus of luxury whom I highly respect - Greg Furman, founder of The Luxury Marketing Council, and Milton Pedrazza, founder of The Luxury Institute - both have continually interested me with their stories about how luxury brands are missing out on e-marketing opportunities. While brands have been slow to adapt, higher income consumers have embraced the web, and the fact is that now, even the uber wealthy are there.

The rub with the Uber Rich, in this case private jet owners surveyed by Prince & Associates (and reported in the past couple weeks in The Wall Street Journal and The New York Times), is that they are researching but not at this point, for the most part, buying.

Private Jet Owners and The Web

More than a quarter (27 percent) of private jet owners in the Prince survey use the internet for education on products and services before they buy. However, there are some complaints:

- 82% feel the sites they visit are too generic, and not focused on true luxury
- 59% say there isn't enough depth of information or product

When we launched Elite Traveler as the private jet lifestyle magazine in 2001 we were able to achieve success for two reasons. The first was our unprecedented and still unmatched distribution on to private jets and into private jet terminals in more than 100 countries, successfully audited by BPA. So in other words, we weren't just a nice glossy publication, we actually were able to target the super-wealthy consumer, and even better, in an environment where they were relaxed and would chat about what they were reading in Elite Traveler with friends and associates. Buzz starts at the top!

Secondly, we developed unique editorial content specifically targeted to their needs. In fact, the most recent reader research we conducted reported that 89 percent of our readers agree that we provide them with information they can't find in other magazines or on the web!

A New Approach: Elitetraveler.com Revolutionizes the Web for The Private Jet Set

So now, with this knowledge and over eight years experience, we have taken our understanding of what our elite travelers want to the web. Launched last April, www.elitetraveler.com was our first consumer web site, and in less than a year through promoting it exclusively to our readers in the magazine and e-marketing via our database of worldwide private jet owners, we have carefully grown traffic to over 600 unique users per day.

Unlike generic luxury or news sites, we created a specific reason for readers to come to elitetraveler.com. Before you buy, we can provide you with the same unique information on private jet lifestyle products and services you get in Elite Traveler, but at your fingertips 24/7/365.

As an example:

In January we had in a feature in Elite Traveler covering the top hotel suites of New York. But for a reader who's going to New York at the end of the month and wants to see what our editors' picks are, now they don't have to search for a back issue, they can go to elitetraveler.com and download the story in four-color pdf format to read on the web or via color print out. Furthermore, we have partnered with premier concierge service Quintessentially, tapping into the knowledge of their in-market concierges to add recommendations for top galleries, museum exhibits, clubs, bars, hot spots, hot shopping and other must-see, must-do things for either business or leisure visits.

We now have over 60 of these Elite Recommends guides available at elitetraveler.com with more being added each week.

Watches and Jewelry

Elite Traveler has made a big mark for its award-winning editors and their coverage of the best watches and jewelry to meet the private jet lifestyle. The Father of Watch Auctions Osvaldo Patrizzi, International Herald Tribune Style Editor, Paris based Jessica Michault, renowned watch writer Elizabeth Doerr with Editorial Director Laura Hughes and Style Editor Tanya Dukes are fixtures at any show where artisans are introducing novelties of interest to our readers.

In January, based on feedback from readers who wanted us to put their expertise online, we launched Elite Recommends - The Official Watch Buyer's Guide. In the first six weeks, it was downloaded nearly 2,000 times as readers were led from the pages of Elite Traveler to the web site and to the watch guide. The guide includes over 125 pages of editors' picks and is a must read before buying a watch.

Just last week we added Elite Recommends - The Jewelry Review. In the first 48

hours over 250 readers downloaded this nearly 150 page guide!

Other Elite Recommends Guides already up or coming soon include: Men's Fashion; Autos; Private Jets; Real Estate for Elite Hot Spots; Spas; and more.

Web Based Marketing Targeting the Super Rich

I think the most interesting part of what we've created is the first and only editorially driven luxury website that enables luxury marketers to reach consumers in a pure luxury environment (the private jet lifestyle) and critically reach them when they are in the planning stages of making a purchase in that marketer's specific category.

Examples:

- A hotel in Beverly Hills can now market to our readers as they plan their next trip to the left coast gaining big new business!
- A high-end international airline from Asia can now showcase their premium products to readers as they are plotting out their next trip to Asia
- A great jewelry designer can showcase his or her latest creations right as the reader is thinking about that next purchase
- A watchmaker can tell his brand's unique story and romance readers right as they are narrowing down their selection set and getting ready to make a purchase
- A luxury retailer can tap into the high-end tourist trade by promoting their boutique locations in various destination guides

The ability to customize a message to these readers at this critical stage of the selection process is virtually unlimited:

- Banner ads on key landing pages create top-of-mind awareness and gain entry into the consideration set
- Ads in specific download guides enable a brand to present its brand image and stand out from the competition
- Advertorials allow a luxury marketer to uniquely tell their story right as the reader is making buying decisions
- Customized microsites enable luxury marketers to align their brand with Elite Traveler and show readers they are part of their private jet lifestyle and provide links to relevant content about the brand both within elitetraveler.com

and other key information sites.

- Inclusion in our weekly e-newsletter to private jet owners and travelers worldwide via features and banners bring luxury brands directly to their inbox
- Dedicated emails that can be co-branded to our loyal followers provide direct access to private jet owners, targeted regionally or by jet size.

Combined with the worldwide reach of Elite Traveler aboard private jets, the out-of-home power in key private jet terminals of Luxus Networks, our ability to reach targeted consumers via events in private jet terminals, and now our unique applications available at elitetraveler.com, in these challenging times, we think we have a formidable tool kit for luxury marketers who want to make sure they are in the Selection Set with the private jet traveler marketplace.

If you would like a personal tour of elitetraveler.com and marketing applications, please send me an email at douggollan@aol.com and we would be glad to help!

All the best,

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Reaching the World's Most Affluent Luxury Consumers

649,000 readers every issue in over 100 countries with an Average HHI of \$5.3 million

Audited by BPA

For our online media kit, visit the [Elite Traveler](http://EliteTraveler.com) website .