

INTRODUCING

Bloomberg Pursuits

DEBUTING
MARCH 2012

The First Global Luxury Lifestyle Magazine
from the editors of Bloomberg Markets magazine



WELCOME TO THE WORLD'S MOST EXCLUSIVE CLUB

Bloomberg Pursuits presents the lifestyles of the ultra-affluent readers of Bloomberg Markets, the Global Financial Elite. Our readers are enthusiasts and adventurous in their professional and personal lives. Constantly seeking more, they pursue the arts, fashion, real estate, travel, and unique experiences with fervor, curiosity, and an endless sense of style and individuality.

GLOBAL PERSPECTIVE

Bloomberg Pursuits will cover the world, including fashion in Asia and Europe, adventures in Patagonia, jewelry in London, exotic cars in New York City, resorts in Laos, and more. Throughout the issue, we'll reveal the finest luxury products, experiences and services. Written by Bloomberg Markets' award-winning journalists and Bloomberg News reporters based in more than 150 bureaus around the world.



ENGAGING EDITORIAL

- Written about our global audience, Bloomberg Pursuits profiles our affluent, influential readers, and offers an inside look at how they spend their time and money at home and abroad.
- Editorial content includes:
 - Product reviews
 - Destinations
 - Advice
 - Real estate
 - Fashion
 - Watches and more



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Bloomberg Pursuits Provides Access to a Coveted Audience with No Limitations

Bloomberg Pursuits offers exposure to this desirable audience through our exclusive connection to the world's largest private network, the users of the Bloomberg Terminal.



AN ELUSIVE AUDIENCE WITH OUTSTANDING DEMOGRAPHICS

- Bloomberg Markets readers are market-movers, young, business leaders, and influencers with discerning tastes. They seek unique experiences, products and services and have the means to acquire them.
 - Average age: 38
 - Average HHI: \$452,000
 - Male readership: 90%
- Bloomberg Pursuits readers can't be reached anywhere else. They don't read other magazines and rely on Bloomberg Markets and the Bloomberg terminal for all of their information and news.
- Coinciding with the finance and business bonus season, our readers are ready to spend and have cash on hand
- 375,000 worldwide circulation

GLOBAL RATE: \$46,790 gross

CLOSING DATES

	<u>Advertising</u>	<u>Materials</u>
• Spring, 2012	1/15/12	1/16/12
• Fall, 2012	9/14/12	9/17/12

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TO LEARN MORE ABOUT ADVERTISING OPPORTUNITIES, PLEASE CONTACT

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- **AUDIO:** High-end speakers, amps and controller to fill your entertainment room with the best sounding music in the world.
- **WATCHES/JEWELRY**
 - In the last decade, a number of small artisan watch makers have emerged, making very sophisticated timepieces. Should collectors interested in appreciation take a chance on these watches?
 - A Master of Jewelry in London will take our readers shopping to learn what to look for when making a significant jewelry purchase
- **REAL ESTATE:** An inside peek at a newly renovated loft in Manhattan costing about \$20 million.
- **PHILANTHROPY:** A hedge fund manager raised \$22 million to start the Museum of Mathematics in New York City to open in 2012.
- **FASHION:** On-the-go hedge fund managers and a CEO in London, New York and Seoul showcase the latest men's suits.
- **VEHICLES:**
 - **AUTO:** A New York banker buys and rebuilds sports car to make them even faster. His next race at Nurburgring in Germany will reveal whether he made a winner.
 - **MOTORCYCLES:** A sleek 2012 motorcycle that combines classy styling with speed and performance.
 - **YACHTS:** How a hedge fund manager bought a world-class maxi-racer and turned it into the fastest boat of its kind, setting world records.
- **ART:** Works by Picasso are soaring in value. Here's how the world's biggest art dealer, Picasso's biographer and his heirs teamed up to generate a new round of interest in the master.
- **TRAVEL:** The perfect 3-day vacation at the Amantaka Resort in Luang Prabang, Laos, a hot new travel destination in Asia.
- **WINE:** More than any other region in France, Bordeaux epitomizes the elegance and craft of the country's wine. Now, Chinese investors are buying chateaus in Bordeaux to supply Asia's rapidly expanding appetite for the wine.

VINCE BIELSKI, *Editor*

Vince edits the Wealth section of the award-winning *Bloomberg Markets* magazine. Wealth showcases luxury cars, watches, spirits, destinations and more with stunning original photography and in-depth reporting. In almost three decades as a feature editor at lifestyle and business magazines in San Francisco and New York, Vince has developed a distinctive style of exploring the world of luxury and money through compelling stories about the people who move the markets. As the editorial director of *Jungle Media*, which produced lifestyle magazines for bankers and lawyers in their twenties, Vince created a new travel magazine, *Break*. He also chronicled the Internet boom as a feature editor at the *Industry Standard* in San Francisco and has written for *Spin*, *Self* and *Maxim* magazines.

SIUNG TJIA, *Creative Director*

Siung, an award-winning designer, was the creative director at ESPN The Magazine before coming to Bloomberg Markets this year to serve in the same role. Siung, who has extensive experience in all areas of magazine design, was also the deputy art director at Rolling Stone and has worked in advertising as a senior art director at Barney's New York and at Calvin Klein's CRK Advertising. He's also an accomplished photographer, whose credits include taking photos for three of Madonna's albums. Siung's work has been recognized by the Society of Publication Designers, AIGA (the professional association for design), TDC (The Type Directors Club), Communications Arts magazine, Print magazine and Folio. Born in Singapore, Siung holds a BFA with honors from the Parsons School of Design in New York.

AMY BERKLEY, *Director of Photography*

Amy has extensive magazine experience, most recently as photography director at The Outdoor Group, where she oversaw photos at the group's three magazines, including Field & Stream. She also held photo editing positions at US Weekly and Men's Journal. Under her leadership, the publications where she worked have won photography awards from the American Society of Magazine Editors and the Society of Publication Designers. Amy, who has taught at the International Center of Photography, holds a Masters in Fine Arts Photography from the Cranbrook Academy of Art.

JASON HARPER, *Writer (Cars)*

Jason writes weekly auto reviews for Bloomberg News, and has tested everything from a \$2.5 million Bugatti Veyron convertible in the Hamptons in New York to Ferraris in Italy. He has written reviews for 14 years for Conde Nast Traveler, Men's Journal, Automotive Magazine and other publications, focusing on the finest cars and the great roads around the world on which to drive them.

AARON KURILOFF, *Writer, (Yachts)*

Aaron, who writes about yachts and sailing for Bloomberg News, has been covering the beat since 1996 for publications including Sailing World magazine. At the publication he covered everything from the Miami Olympic Classes Regatta to the J-22 World Championships. He was co-captain of the Brown University sailing team and coach at Tulane University. Aaron was also a member of the Southern Yacht Club teams that won the GYA's 2003 Lipton Cup and the 2002 Offshore Challenge Cup.

ELIN MCCOY, *Writer (Wine & Spirits)*

Elin, who has been a columnist for Bloomberg Markets for 10 years, is also the co-author of several books on wine. Her most recent book is the award-winning *The Emperor of Wine: The Rise of Robert M. Parker and the Reign of American Taste*. She has been a columnist for Food & Wine and has written for many publications including the New York Times and Decanter.

KATYA KAZAKINA, *Writer (Art)*

Katya has been writing about art and the art market for Bloomberg News since 2006, covering fairs, auctions, exhibitions in galleries and museums in New York, Miami, London and Berlin. Katya, who studied art history for four years at the State Hermitage Museum in Russia, has profiled major contemporary artists, including Frank Stella, Jeff Koons, Damien Hirst, Neo Rauch, Marlene Dumas, Luc Tuymans as well as emerging talents Dana Schutz, Terence Koh and Olafur Eliasson.

MARK BERNARDO, *Contributing Editor (Watches)*

Mark has been the managing editor of WatchTime since 2006. He brings deep expertise of watch making to reviews and stories he's written about major brands such as Omega and Piaget and artisan lines like Jean Dunand and DeWitt.



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GLOBAL REACH: 2012 CIRCULATION

- Bloomberg Markets delivers a global audience with a global perspective.
- Global circulation of **375,000** affluent adults who appreciate the finest things in life