

# Houston Polo Club



**WELCOME TO THE #1 POLO CLUB IN  
THE UNITED STATES\***

*\*Based on USPA playing members*

*"Selected as one of the top 1,000 names in America"*

AMERICA'S ELITE 1000  
THE ULTIMATE LIST

*"Voted one of the best polo clubs in the United States"*

Robb Report  
RAISED FOR THE LOVE OF THE GAME

**2017 MAGAZINE MEDIA KIT**

[WWW.THEHOUSTONPOLOCLUB.COM](http://WWW.THEHOUSTONPOLOCLUB.COM)



Founded in 1928, the Houston Polo Club is now the largest polo club in the United States and in the World per players and is proud to be celebrating 88 years of polo tradition.

The Houston Polo Club is the city's oldest sports franchise and is ideally situated on 26 beautiful acres in the heart of Houston.

Every year, the Houston Polo Club welcomes thousands of visitors to its beautiful metropolitan location, adjacent to historical Memorial Park.

Polo Community Demographics: Average age: 47 years •Average household income: \$500,000 •Average market value of primary residence: \$515,000 •Net worth of \$1 million+: 64.2% •Post graduate education: 69%

The Houston Polo Club engages a community of members, spectators, fans, patrons, and sponsors through the city's only annual polo lifestyle publication, *The Houston Polo Magazine*.

## DISTRIBUTION

**Luxury Market:** Delivered by hand and email to target luxury consumers around Houston

**Polo Audience:** Distributed by the polo club at tournaments, charity events, corporate functions, dinners, galas, and festivals.

**Advertising Associates:** All advertising clientele receive copies for delivery to their respected clients, colleagues, and associates.







## AD RATES\*

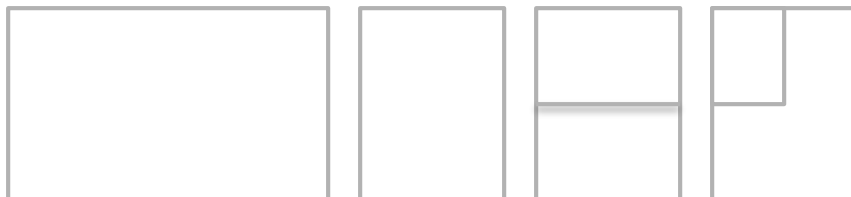
Double Page **\$3975**

Back Cover **\$3750**

Full Page **\$2500**

Half Page **\$1250**

Quarter Page **\$650**



## AD DESIGN RATES

Advertorial: **\$200 per page**

Double Page: **\$400**

Full Page: **\$225**

Half Page: **\$150**

Quarter Page: **\$75**

## ADVERTORIAL PRICING

1 Page: **\$3750**

2 Pages: **\$4500**

3 Pages: **\$5250**

## PREMIUM POSITIONING

Inside Covers: **Add 20%**

Interior Placement\*\*: **Add 15%**

\* Ad rates are subject to a signed advertising agreement with the Houston Polo Club. Ad rates do not include the cost of ad design.

\*\* Premium interior placement includes front facing page (page 3) and all pages facing content within the first 16 pages of the magazine interior. For partial page ads (1/2 or 1/4 page), premium positioning provides that the ad is immediately adjacent to editorial content. Premium positioning is reserved on a first-come basis and is subject to availability.

## 2017 DEADLINES:

Space Reservation: **February 10, 2017**

Ad Artwork: **February 17, 2017**



# AD SPECIFICATIONS

## ADVERTISING UNIT DIMENSIONS

Double page

Bleed 18 1/4" x 12 1/4"

Trim 18" x 12"

Safety 3/8" from page trim

Gutter bleed only 17 1/4" x 11 1/4"

Single page

Bleed 9 1/4" x 12 1/4"

Trim 9" x 12"

Safety 3/8" from page trim

Non bleed 8 1/4" x 11 1/4"

1/2 page horizontal

8" x 5 1/4"

1/4 page vertical

3 3/4" x 5 1/4"



## AD SUBMISSION SPECIFICATIONS

- PDF files must be submitted in Adobe Distiller and saved as PDF-X1A file
- All artwork must be flattened before saving
- Document must be set to "trim dimensions"
- Bleed is only required for full page ads. If bleed is required, the document must be set to "bleed dimensions" with trim marks set to 10pt offset
- Submit in single page format (rather than page spread PDF file). Type or images must be kept 3/8" from page trim
- CMYK colors only
- All fonts must be embedded
- Line screen: 133 4C, density 300
- Please note the publication will not accept any submissions that do not meet these specifications
- Publication is not responsible for color or content of files that do not conform to our specifications, or material received after the closing date
- Knockout font smaller than 10pt cannot be guaranteed perfect registration and is therefore not recommended

## CONTACT

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