



YOUR VIP ACCESS TO THE VEGAS EXPERIENCE

Now in its ninth year, *VEGAS* magazine has enjoyed a front-row seat to the 21st-century evolution of Las Vegas, from glittering gambling escape to one of the premiere luxury-resort destinations in the U.S. Showcasing a seemingly infinite bounty of choices—from tantalizing restaurants helmed by the world’s most talked-about chefs to the city’s dazzling array of designer labels, from sumptuous spas to spectacular shows and the most sought-after nightclubs on the planet—each issue of *VEGAS* magazine offers an insider’s look at how to live the luxe life in this sizzling, scintillating city.

CALENDAR

ISSUE	SPACE RESERVATION	MATERIALS	AVAILABLE
1 FEBRUARY	December 8, 2011	December 22, 2011	January 16, 2012
2 MARCH (SPRING FASHION)	January 19, 2012	February 2, 2012	February 27, 2012
3 APRIL/MAY	February 23, 2012	March 8, 2012	April 2, 2012
4 SUMMER	April 19, 2012	May 3, 2012	June 1, 2012
5 SEPTEMBER (FALL FASHION)	July 6, 2012	July 20, 2012	August 20, 2012
6 OCTOBER (MENS)	August 23, 2012	September 6, 2012	October 1, 2012
7 NOVEMBER	September 20, 2012	October 4, 2012	November 1, 2012
8 DECEMBER/JANUARY	October 18, 2012	November 1, 2012	December 3, 2012

RATES

PRINTED AND DISTRIBUTED: 65,000

AD SIZE	1X	3X	6X	8X
FULL	\$20,800	\$18,725	\$16,850	\$15,165
SPREAD	\$39,600	\$35,640	\$32,075	\$28,868
QUARTER PAGE	\$8,300	\$7,470	\$6,725	\$6,050
HALF PAGE	\$12,500	\$11,250	\$10,125	\$9,120
COVER 2/PAGE 1	\$55,020			
COVER 3	\$25,200			
COVER 4	\$28,665			

- All rates are net
- Premium positions +15%
- Calendar, availability, and rates subject to change based on strategic opportunities, reader and market needs

WHERE YOU CAN FIND US...

Agent Provocateur	Corporate Flight International	La Perla	Salvatore Ferragamo
Air Gourmet	David Yurman	Lamborghini Las Vegas	Southern Highlands Country Club
Allure Las Vegas	de Grisogono	Land Rover of Las Vegas	Spa @ Bellagio
Amp Spa	Desert Audi	Lanvin	Spa at Wynn
Angel Management Group	Desert BMW	Las Vegas Design Center	Spago
Anne Fontaine	Devi Kroell	Las Vegas Laser and Lipo	Spanish Trails Country Club
Ansol and Higgins Plastic Surgery	Diane Von Furstenberg	Las Vegas Nightlife Group	Spring Mountain Motor Resort and Country Club
Aquae Sulis Spa	Donald J Pliner	Le Paradis Fine Jewelry	St. John Boutique
AWG Charter Services	Donna Karen	Lexus	Stella McCartney
Bali Hai Golf Club	Dragon Ridge Country Club	Lifetime Fitness	Stuart Weitzman
Barneys New York	Elie Tahari	Lior	Summerlin Custom Homes
Bellagio	Emilio Pucci	Lone Mountain Aviation	Sushi Roku
Berger & Son Fine Jewelry	Emporio Armani	Louis Vuitton	Tadashi
Boa Steakhouse	Ermenegildo Zegna	Manolo Blahnik	Tag Heuer
Bottega Veneta	Estiatorio Milos	Marc Jacobs	Ted Baker
Brioni	Fendi	Mastro's Ocean Club	THEhotel
Brunello Cucinelli	Findlay Cadillac	McDonald Highland Real Estate	The Jewelers of Las Vegas
Bulgari	Fletcher Jones Imports	Mercedes-Benz of Henderson	The Light Group
Cadillac West	Gaudin Porsche and Jaguar	Method Motivation	The Martin
Caesars Entertainment Aviation Services	Four Seasons	Neiman Marcus	The Palazzo
Canali	Giuseppe Zanotti	Nevada Ballet Theatre	The Rock Spa
Canyon Gate Country Club	Graff Diamonds	Nordstrom	The Signature at MGM Grand
Canyon Ranch Spa	Gregory's	NV Jets	Tiffany & Co.
Cartier	Gucci	One Queensridge Place	Tod's
Cascata Gof Club	Gulfstream Aerospace Corporation	Oscar de la Renta	Todd English's Olives
Catherine Malandrino	H.Stern	Palm Restaurant	Tom Ford
Chanel	Harry Winston	Palms and Palms Place	Tory Burch
Chloe	Henderson Audi	Panorama Towers	Towbin Bentley
Christian Dior	Hermès	Park Towers	TPC Summerlin
Christian Louboutin	Herve Leger	Piaget	Trump
Cili Restaurant	Hugo Boss	Piazza Sempione	Turnberry Towers
Cirque du Soleil	Jimmy Choo	PJ Clarke's	Van Cleef & Arpels
City Center	John Varvatos	Red Rock Country Club	Venetia Fine Jewelry
CLS Transportation	Kenneth Cole	Reed Krakoff	Vicci Jewelers
Club Ridges	Kiki De Montparnasse	Regis Galerie	Villas at The Mirage
Club Sport	Kim Vo Salon	Roberto Cavalli	Wolfgang Puck's Postrio
Color Salon by Michael Boychuck	Kirvin Doak Communications	Saks Fifth Avenue	Wynn
Comme Ca	La Martina	Salon at Wynn	Yves Saint Laurent