



2024 MEDIA KIT



OUR MISSION

SINCE OUR INCEPTION, NOBLEMAN MAGAZINE HAS REMAINED TRUE TO ITS OBJECTIVE: CREATE THE BEST MEN'S LUXURY MAGAZINE IN THE WORLD.

WITH A NATIONAL PRESENCE, AND A COMMITMENT TO EDITORIAL EXCELLENCE, WE AIM TO ELEVATE LUXURY, AND PROVIDE A PLATFORM TO CELEBRATE THE MEN WHO EMBRACE A LIFE WELL-LIVED.



JEFFREY DEAN MORGAN FOR ISSUE NO. 17



NOBLEMAN

NOBLEMAN CELEBRATES THE MODERN MAN, INSPIRING MEN TO LIVE LIFE TO THE FULLEST AND WITH PURPOSE.

NOBLEMAN is a premier American men's ultra-luxury magazine uniquely crafted for the modern gentleman. Distributed nationally, it focuses on the people, places, and events that define creative style, and beyond.

Founded and operated by leading publishing entrepreneurs, Doug & Lydia McLaughlin, and headquartered in Newport Beach, California, NOBLEMAN is the arbiter of taste in fashion, design, arts, travel, fine dining, real estate, automotive, and technology. With an unparalleled commitment to design, photographic and editorial excellence, NOBLEMAN is more coffee table book than magazine and defines what luxury is all about.



RATE BASE (NATIONAL)	50,000
PRINT READERSHIP	412,000
ONLINE	45,000
EMAIL	20,000
SOCIAL MEDIA (NOBLEMAN)	127,000
SOCIAL MEDIA (NOBLEMAN FOUNDERS)	950,000
TOTAL AUDIENCE	1,554,000



OUR AUDIENCE

ULTRA-HIGH NET WORTH INDIVIDUALS.
MAJOR WEALTH AND BUYING POWER.
LUXURY RETAIL CONSUMERS.
CULTURAL INFLUENCERS.

NOBLEMAN delivers the ideal audience. Our readers have the desire to stay ahead of emerging trends and the resources to enjoy the best of what life has to offer.

78% ARE MALE

AVERAGE AGE: 41

88% AGED 25-54

\$450,000 AVERAGE HHI

AVERAGE NET WORTH \$3.3M

76% MARRIED / LIVE TOGETHER

*Nobleman Reader Study 2022



premium audience PREMIUM ENVIRONMENT

89%

SPEND \$50,000 + ON FASHION PER YEAR

74%

SPEND \$50,000 + ON JEWELRY/WATCHES PER YEAR

90%

FLY FIRST CLASS, BUSINESS OR PRIVATE

95%

OWN A CAR VALUED OVER \$100,000

72%

OWN A SECOND HOME OR LUXURY TIME SHARE

88%

CONSIDER THEMSELVES A WINE COLLECTOR

68%

SPEND \$100K + ON TRAVEL PER YEAR

*Nobleman Reader Study 2022



PIERCE BROSNAN FOR ISSUE NO. 16



PATRICK DEMPSEY FOR ISSUE NO. 19

Catering specifically to men who truly appreciate the finer things in life.



CIRCULATION

NOBLEMAN can only be found in the most elite distribution locations in the country, as well as newsstands nationwide, ensuring that all magazines are in the hands of affluent and discerning readers.

CIRCULATION	50,000
READERSHIP	412,000
ONLINE READERSHIP	45,000/MONTH
TOTAL READERSHIP	597,000



45%

SUBSCRIPTIONS

Directly mailed to homes and businesses around the world. Subscriptions are never discounted, \$80.00 / year.

22%

NATIONAL NEWSSTANDS

Prominently displayed at Barnes & Noble newsstands nationwide. Each copy sells for \$20.00.

28%

LUXURY PARTNERS

First-class lounges nationwide, FBOs, yacht & private jets, private clubs, and luxury retailers.

5%

VIP EVENTS

Distribution and 'gift bag' inclusion at the most important, must-attend events throughout the year.



AMEX CENTURIAN LOUNGE
Airports Worldwide



FIRST-CLASS
LOUNGE PLACEMENT

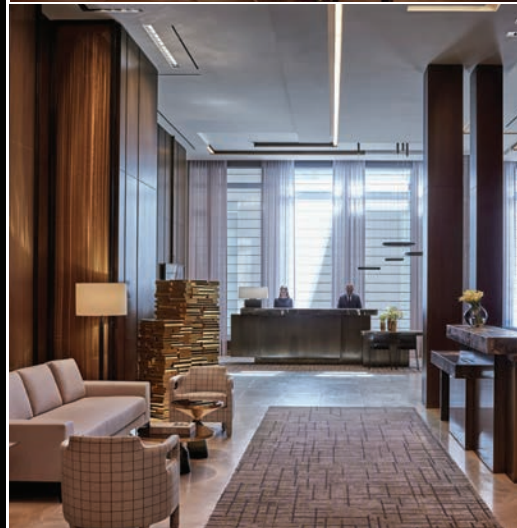


AA
American Airlines

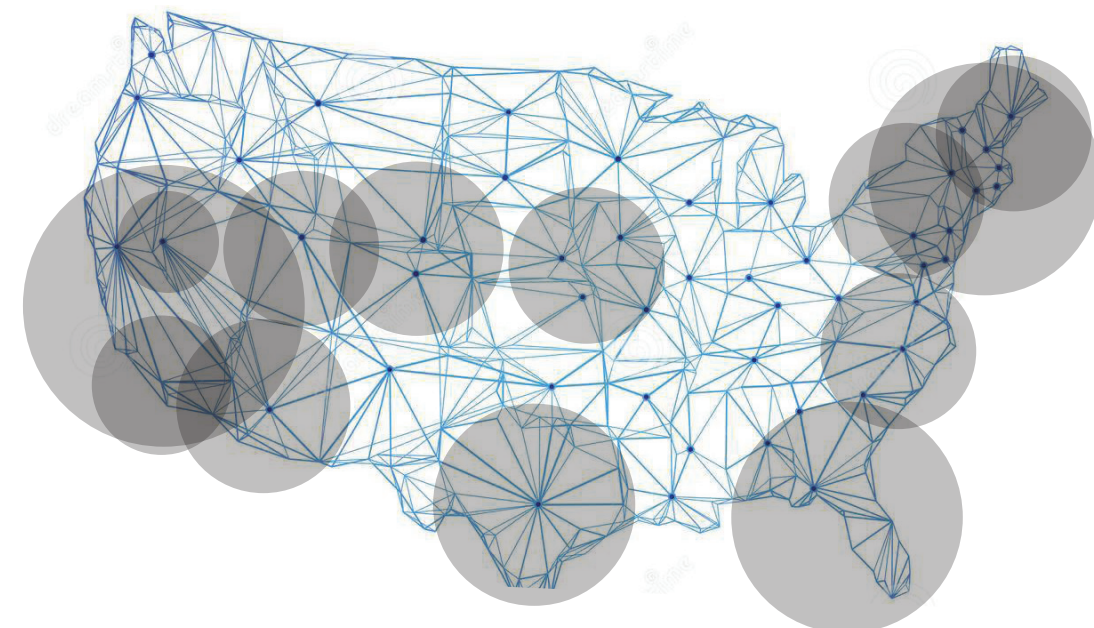
UNITED

DELTA

US NATIONWIDE



SALES & SUBSCRIPTIONS



- California
- New York
- Florida
- Texas
- New Hampshire
- Pennsylvania
- Arizona
- Maryland
- Virginia
- Colorado
- Nevada
- Wyoming
- Rhode Island



EDITORIAL PLATFORM

At NOBLEMAN, we aim to offer our readers compelling stories that are both inspirational and aspirational. The magazine's core full-time staff is supplemented by a strong group of contributing writers. With in-depth knowledge of their respective segments, our writers create expert-level opinions that are based on actual industry experience which are not only interesting, but authoritative.

Our content presents local, national, and international coverage of the world of luxury, including:

THE BEST OF MEN'S STYLE

LUXURY AUTO / YACHT / PRIVATE JET - TRENDS AND REVIEWS

LUXURY WATCH & ACCESSORIES

PRESTIGE REAL ESTATE & HOME DESIGN

ELITE TRAVEL + FINE DINING

GROOMING, HEALTH & FITNESS

GIFTS FOR HER / ALL SHE WANTS

PEOPLE: LEADERS OF LUXURY

BRANDS YOU NEED TO KNOW

inside EVERY ISSUE

MOST WANTED GIFT GUIDE

Our buying guide for the distinguished gentleman and those he cares for.



TRAVEL

Our readers love to travel in style and inside every issue are travel features that highlight the best destinations the world has to offer.



IN THE KNOW

A curated guide to everything that is news and newsworthy in the world of luxury.



THE LINE UP

EACH COPY OF NOBLEMAN POSSESSES UNIQUE CHARACTER, WITH A THEME AND SECTIONS THAT ARE REPRESENTED THROUGHOUT THE ISSUE.

SPRING

SPRING STYLE / HOME DESIGN / TOP WATCHES

SUMMER

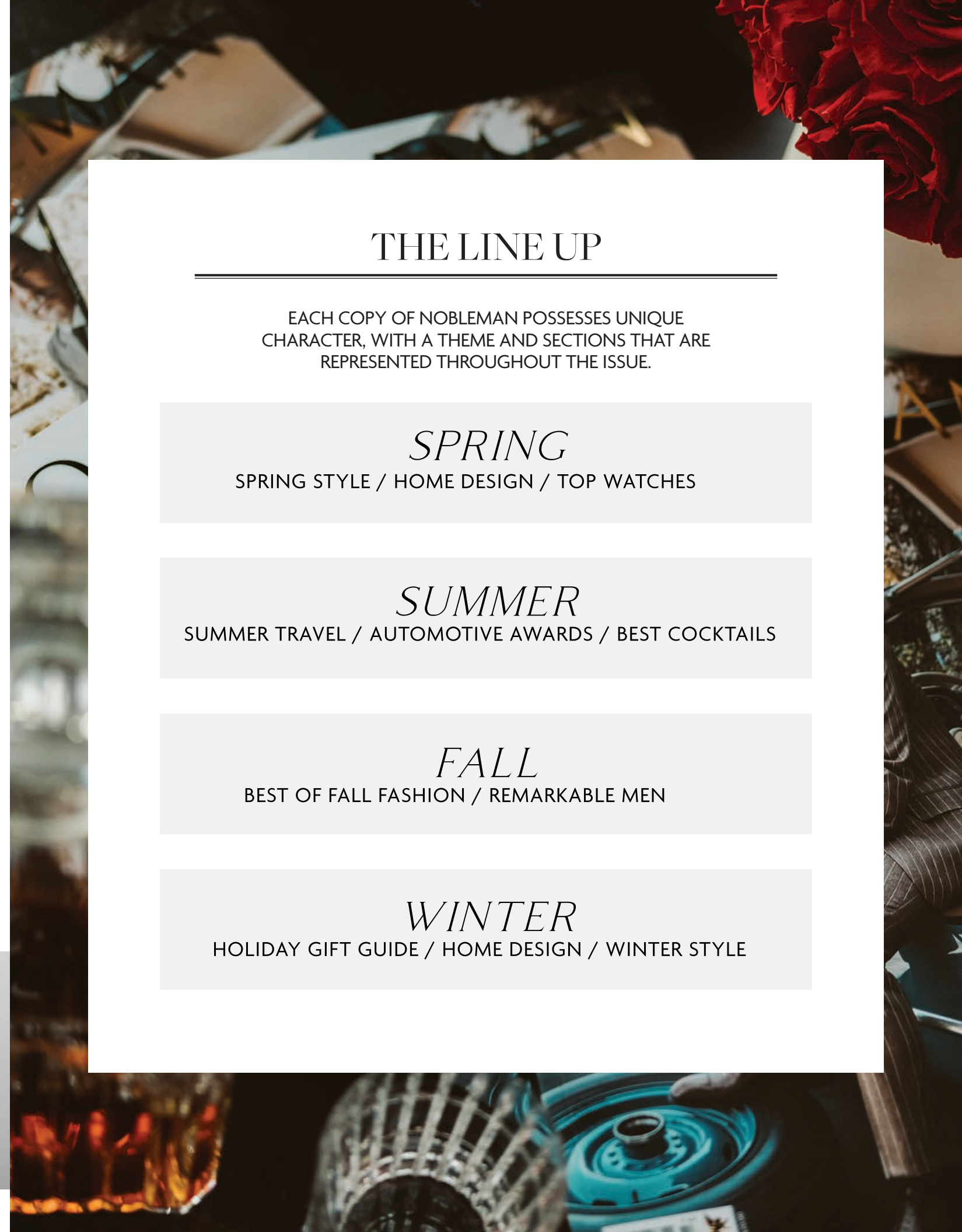
SUMMER TRAVEL / AUTOMOTIVE AWARDS / BEST COCKTAILS

FALL

BEST OF FALL FASHION / REMARKABLE MEN

WINTER

HOLIDAY GIFT GUIDE / HOME DESIGN / WINTER STYLE

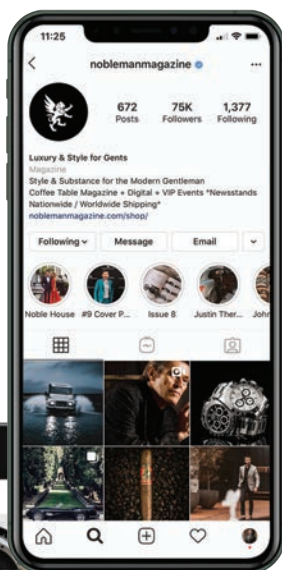
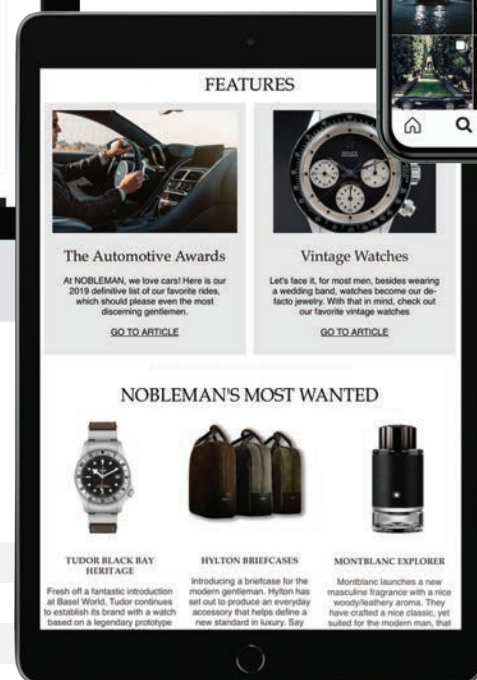
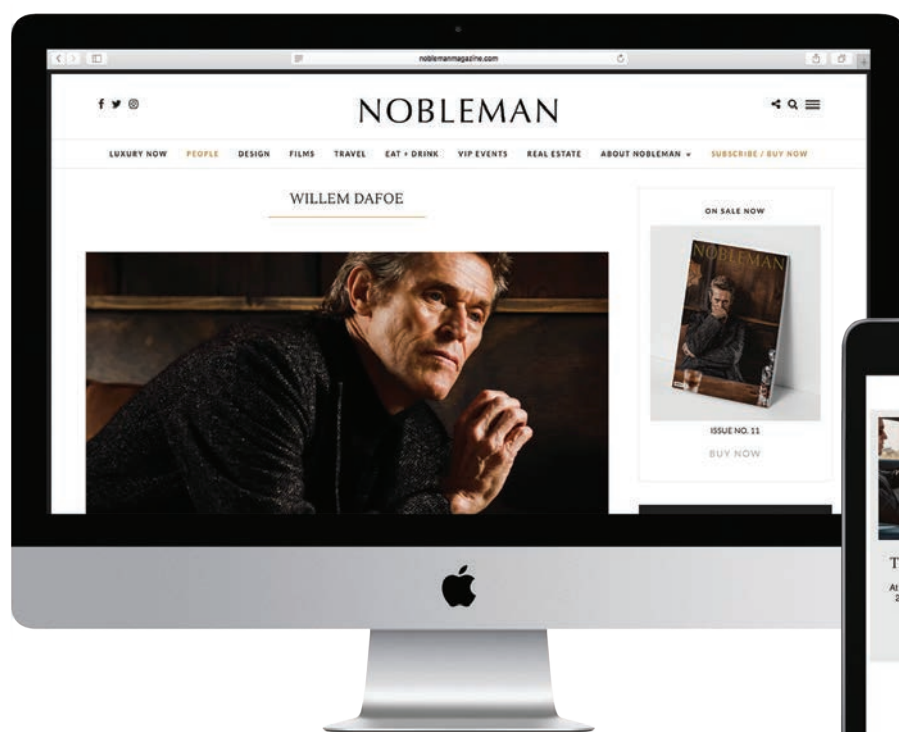




DIGITAL

We know that an effective media strategy must include a strong digital component including social media. NOBLEMAN engages its audience by extending its brand to them. Today, marketing and advertising requires a new way of thinking, and an understanding that the digital landscape is built on genuine communication. Your potential customers won't be "sold to," but will be engaged in your respective community.

ONLINE TRAFFIC	45,000
EMAIL	20,000
SOCIAL MEDIA (NOBLEMAN)	127,000
SOCIAL MEDIA (NOBLEMAN FOUNDERS)	950,000
DIGITAL AUDIENCE	1,142,000



INTEGRATED PLATFORMS

- DEDICATED EMAIL
- SPONSORED EMAIL
- DEDICATED SOCIAL MEDIA
- ONLINE BANNERS
- CUSTOM CONTENT

“Our relationship with NOBLEMAN magazine has resulted in an increased interest in our brand. The attention to detail, and commitment to producing events that are truly unique, not to mention our presence in the magazine, continues to set the standard as to what a partnership should be.”

ROLLS-ROYCE

“NOBLEMAN magazine has been a revelation to us. The synergy between our brands is one-of-a-kind, as we share the same ethos and principles. We look forward to a continued and fruitful partnership.”

MONTBLANC

“Half the battle in creating successful events is the guest list. NOBLEMAN's exclusive VIP guests ensure success. The Bourbon Steak launch was indeed a memorable event that will go down as one of our most successful launches ever.”

MICHAEL MINA



BRYAN CRANSTON FOR ISSUE NO. 8



NOBLEMAN CONTENT STUDIOS

We create compelling 'NOBLEMAN Films' that build a deeper connection between your brand and its consumers. We work with you on creating the brief, where everything -dialogue, foreground, background, expressions, music, etc. - is meticulously described.

Finally, our team turns brand events and activations into compelling pieces of content that engage in realtime and live on after consumers go home.

The nature of the task for video content has changed. Overt overtures to "buy me" just don't work anymore. Marketing is more about storytelling. That is what we do. We are proud to now bring it to you in a new and compelling form.



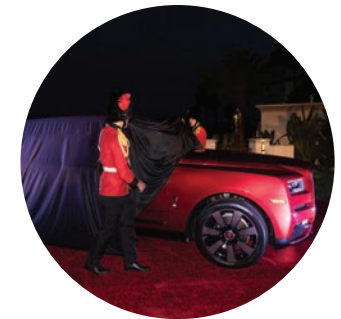
SIGNATURE EVENTS

As an essential part of our marketing strategy, NOBLEMAN offers its partners the creation of a series of signature events dedicated to showcase your brand, your products and services. We offer our select partners access to our partnerships for food and beverage, entertainment, decor, venues, etc.



IN-STORE

NOBLEMAN can partner with your brand in your environment and give your customers the chance to see why it is valued and celebrated. This is your chance to invite your VIP guests and members of your leadership to an event where you can showcase special offers, products or services in its best light.



UNVEILING / PRODUCT LAUNCH

What better way to reveal a unique product than a NOBLEMAN event? From one-of-a-kind locations, to VIP guests, exclusive food, beverage, and entertainment, we ensure it is one spectacular event.



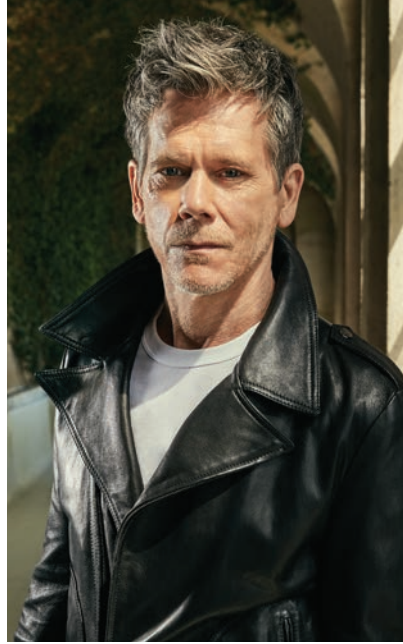
COVER PARTY

We celebrate the launch of every issue of NOBLEMAN with a star-studded party featuring our cover star, VIP guests and celebrities, in a fabulous location. This is the perfect occasion to partner with us in producing the perfect event.



VIP DINNERS

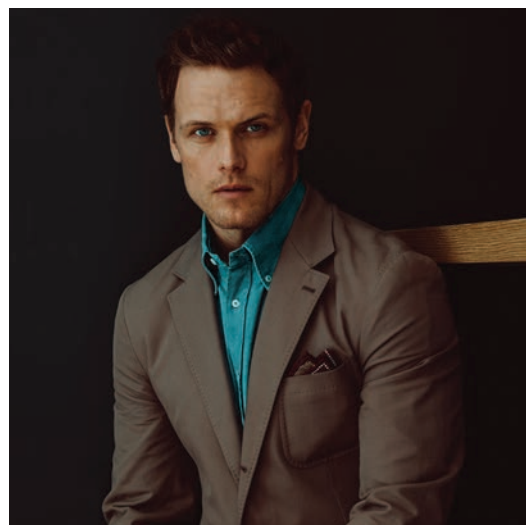
Want to gather forty of your most valuable customers in an environment that is sure to wow them? A NOBLEMAN dinner will produce the results you expect in an intimate setting, giving you and your guests the opportunity to shine.



CELEBRITIES

Matt Damon
 Hugh Jackman
 John Legend
 Gerard Butler
 Jeremy Renner
 Jeff Bridges
 Willem Dafoe
 Kevin Bacon
 David Gandy
 Sterling K. Brown
 Sam Rockwell
 Jeff Daniels
 James Marsden
 Ian Somerhalder
 Scott Eastwood
 Cary Elwes
 Troy Aikman
 Josh Lucas

Pierce Brosnan
 Patrick Dempsey
 Jon Hamm
 Robert De Niro
 Bryan Cranston
 Christian Slater
 Justin Hartley
 John Varvatos
 Zack Efron
 Nikolaj Coster-Waldau
 Sergio Garcia
 Rande Gerber
 Justin Theroux
 Jeffrey Dean Morgan
 Glen Powell
 Ryan Phillippe
 Brandon Sklenar
 Josh Duhamel





RATES

PRINT RATES

	1x	2x	3x	4x
BACK COVER	\$25,000	\$24,000	\$23,000	\$22,000
INSIDE FRONT COVER SPREAD	\$31,500	\$30,500	\$29,500	\$28,500
INSIDE BACK COVER	\$17,500	\$16,250	\$15,750	\$14,250
TWO-PAGE SPREAD	\$25,000	\$24,000	\$23,000	\$22,000
FULL PAGE	\$15,000	\$13,500	\$12,000	\$11,000

DIGITAL RATES

HOMEPAGE BANNER (TOP POSITION)	1X / MONTH	\$4,000 / MONTH
HOMEPAGE BANNER (SECOND POSITION)	1X / MONTH	\$3,150 / MONTH
VERTICAL RECTANGLE (ONE PER CATEGORY)	1X / MONTH	\$2,200 / MONTH
ONLINE CUSTOM CONTENT	3 MONTHS ONLINE	\$4,500
DEDICATED EMAIL	1X, 20K REACH	\$10,000
SPONSORED EMAIL	1X, 20K REACH	\$3,500
DEDICATED SOCIAL (NOBLEMAN)	1X, 120K REACH	\$3,000
DEDICATED SOCIAL (NOBLEMAN + FOUNDERS)	1X, 1.3M REACH	\$10,000

EVENT RATES

EVENT COVERAGE	PRINT + ONLINE + SOCIAL	\$8,000
COVER PARTY	TITLE SPONSOR	\$25,000

PUBLISHER

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DOUG@NOBLEMANMAGAZINE.COM
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LAGUNA NIGUEL, CA 92677
949-207-3445



CALENDAR & DESIGN SPECS

PRINT DEADLINES

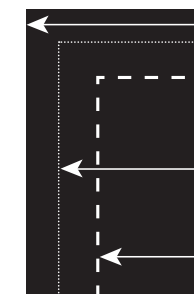
	DEADLINE	ON SALE
ISSUE NO 24 - WINTER / HOLIDAY	NOV 03	DEC 15
ISSUE NO 25 - SPRING	FEB 16	MAR 26
ISSUE NO 26 - SUMMER	JUNE 03	JULY 01
ISSUE NO 27 - FALL	AUG 28	SEPT 29
ISSUE NO 28 - WINTER / HOLIDAY	NOV 03	DEC 13



Bleed Size: 18.75" x 12"
Trim Size: 18.5" x 11.75"
Safe Size: 18.25" x 11.5"



Bleed Size: 9.5" x 12"
Trim Size: 9.25" x 11.75"
Safe Size: 9" x 11.5"



Bleed Size: 9.5" x 12"
This section of your graphic will be trimmed off after printing.

Trim Size: 9.25" x 11.75"
Actual edge of the final page.

Safe Size: 9" x 11.5"
Absolutely no text, logos, or important parts of the photos beyond this line.