



LUXURY LIVING

from the
INSIDE



QUEST

"Your Pal Next Door"



Welcome to QUEST, the neighborhood journal that rigorously chronicles the world's social swirl, while still providing a very private "snoop" inside the lives and lifestyles of the most intriguing (and wealthy!) people on earth. QUEST is that close friend who reminds each of us why we still celebrate all that is good about luxury. In publication for over 35 years, we've been adopted by the "next generation" – covering their causes, careers, and choices, just as we did for their parents. QUEST has become their societal bond—a common link shared by both generations. Say what you will about their luxurious indulgences and sometimes scandalous behavior (and QUEST says a lot!), QUEST will always be their pal.

QUEST and its unique audience share an inseparable connection ... a passion for taste, style, and luxury.

QUEST readers are educated, affluent, and transaction-oriented. They live in the best neighborhoods; they shop spend and consume in all the right stores; and they can mean BIG business for you!

QUEST audience includes three generations of readers -- Millennials, Gen Xers and Baby Boomers, those who helped launch the magazine and those who grew up with it.

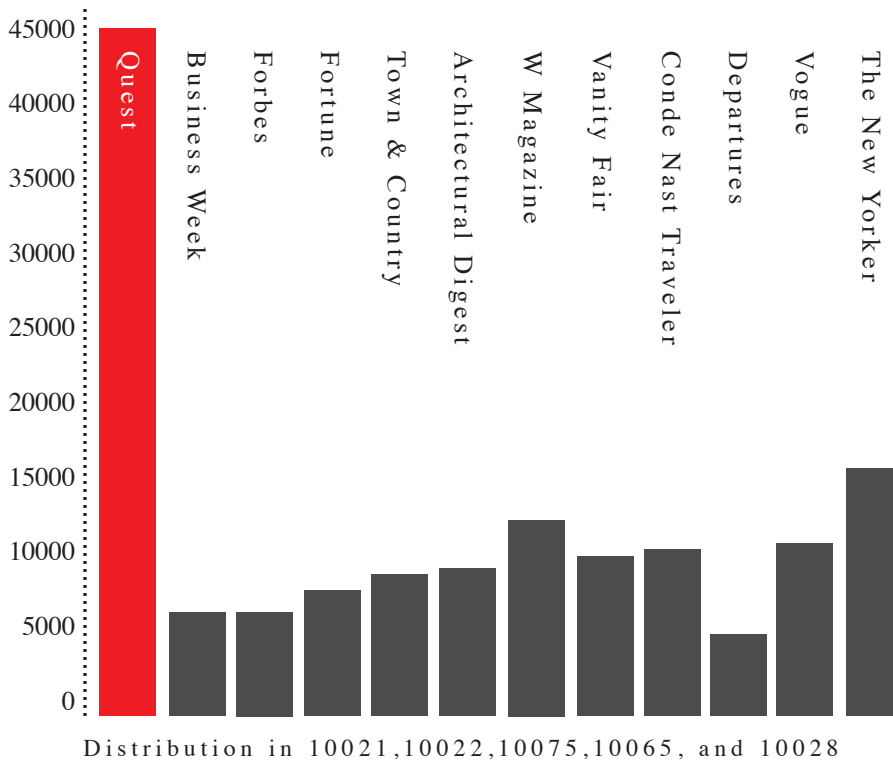
QUEST provides the most appropriate advertising vehicle for luxury goods, services and consumables.

QUEST uncovers the latest trends in real estate, entertainment, art, antiques, fashion, luxury goods, travel, music, and philanthropy in every issue.

QUEST is a neighborhood friend to the smart set, those well-educated and affluent tastemakers who influence the "talk-about-town".

Premium Circulation

QUEST REACHES FAR MORE HOUSEHOLDS IN HIGH-END ZIP CODES THAN ANY OTHER MAGAZINE.



61,000 paid copies are mailed to subscribers in leadership positions in finance, fashion, retail and the media.

8,000 copies are distributed to prestigious buildings in Manhattan's wealthiest neighborhoods and to select doctors' offices, fitness centers, spas, and health clubs

12,000 copies to appropriate newsstands in transport terminals and affluent neighborhoods throughout New York, Greenwich, Palm Beach, Miami, Charleston SC and Nashville TN.

2,500 in-room copies to prominent luxury hotels including The Carlyle, The Regency, The Pierre and The Sherry Netherland, The Breakers and The Biltmore

1,500 copies to private clubs, including Yale Club, Harvard Club, Surf Club (Miami) River Club, Racquet and Tennis Club, Brook, Evergaldes (Palm Beach) and New York Yacht Club

PLUS.....

QUEST delivers:

24,000+ copies in Palm Beach and Miami (in Season)

7,800+ copies in Greenwich

18,000+ copies in the Hamptons (in Season)

Premium Demographics

QUEST readers combine robust financial achievement with active, acquisitive lifestyles:

- Average household income **\$1,437,000**
- Average household net worth **\$13,900,000**
- Average investment portfolio **\$8.76 million**
- Value of primary home **\$4.6 million** median
- **3.6 out of 5** own a secondary home
- **22.6%** hold "C"-title positions
- **78.7%** professional/managerial
- **68%** use private banking services
- **93%** graduated college
- **52%** post-graduate study or degree
- **44%** male/**56%** female
- Median time spent reading issue: **52** minutes
- Median age **43.4** years
- Total Audience **631,750** readers
- Average Issue/reach (www.questmag.com) **1.16 million unique visitors**

"It's a Quest for excellence, a demand for certain standards... below which one must not stoop... not everyone reads it – just the ones who count, the movers and shakers who can't afford to not be well-informed."

Source: Ipsos / MMR Custom Research; 2021



QUEST 2022 Editorial Calendar



MUSEUM OF THE CITY OF NEW YORK

THE MUSEUM OF THE CITY OF NEW YORK celebrates and interprets the city, showcasing the public about its distinctive character, supporting its history of diversity, innovation and progress, and preserving its past. The Museum connects the past, present and future of New York City, and serves the people of the city as well as visitors from around the world through exhibits, programs, and public programs, publications and publications.

In November 2017, the Museum opened its newly anticipated permanent exhibition, *New York of Its Core*. This piece is the making of *New York of Its Core* is the first-ever museum show to comprehensively interpret and present the compelling story of New York's rise from a remote Dutch colony to today's "City of the World," a phenomenon that is still causing the dramatic, changing world. *New York of Its Core* presents the city's dramatic historical context in new galleries covering the years from 1609, when Henry Hudson took his voyage up the river that would soon bear his name, through 17th-century slavery in 1812, and culminating with the Peter City, La. a historical landmark that inspired the city's future. The city will face in the years to come and design for the city of the future.

One of the Museum's most anticipated events each year is the *Blurred Past*, a black and white photo exhibit that supports the Museum's educational and public programs, exhibitions, and other initiatives. The *Blurred Past* is hosted by the Museum's Director's Council, a group of individuals who have established an ongoing commitment to the Museum and its mission and to raising support for its many activities. In 2018,

Month	Edit	Journal
January	Palm Beach	Palm Beach Art & Antiques Fair
February	Weddings&Destinations	Museum of the City of New York
March	Spring Fashion	Society of the Four Arts
April	Philanthropy	The New York Botanical Garden Antique Garden Furniture Show
May	Jewelry & Watches	Memorial Sloan Kettering
June	Greenwich	The National Audubon Society
July	Summer/Hamptons	The Hampton Designer Showhouse
August	QUEST 400	(no journal)
September	Fall Fashion	The New York Botanical Garden Rose Garden Dinner Dance
October	Field & Country Issue	American Ballet Theatre
November	Miami / Palm Beach Real Estate	Castle Connolly Top Doctors
December	Holiday	International Red Cross

NYBG

ROSE GARDEN DINNER
WEDNESDAY, SEPTEMBER 26, 2018

Purchase tickets now at nybg.org or call 212-264-1234 or contact Theo Phan at 212-264-1234 or theophan@nybg.org

5:30 pm. Cocktails in the Peggy Rockefeller Rose Garden • 7 pm. Dinner in the Garden Terrace Room

NEW YORK BOTANICAL GARDEN





Presented By
TRADITIONAL HOME
Beverly Hills
SOUTHAMPTON
HOSPITAL

Showhouse Dates
SUNDAY, JULY 22 - MONDAY, SEPTEMBER 3

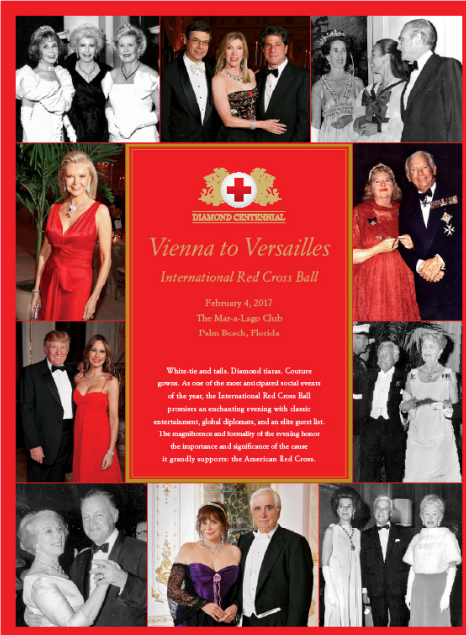
LOCATION: 1048 SCOTTLE ROAD IN BRIDGEMANPTON
PHONE NUMBER: 433-394-897
HOURS: 10 AM - 10 PM Monday - Sunday

ADMISSION: Sat. Admission fee includes a Journal
HOUSE PROVIDED BY: BARBARA BULLING & DESIGN
INTERIOR DESIGN: BARBARA BULLING & DESIGN

Children 6 and under, infants, strollers, and pets are not allowed in the Showhouse.

DESIGNERS: 10-2188 SCOTTLE ROAD IN BRIDGEMANPTON, MD

Photo credit: Tom Brown © 2018 Hampton Designer Showhouse. All rights reserved. Photo credit: Tom Brown © 2018 Hampton Designer Showhouse. All rights reserved. Photo credit: Tom Brown © 2018 Hampton Designer Showhouse. All rights reserved.




DIAMOND CENTENNIAL

Vienna to Versailles

International Red Cross Ball


February 4, 2017
The Mar-a-Lago Club
Palm Beach, Florida

White tie and tulle. Diamond tiaras. Couture gowns. As one of the most anticipated social events of the year, the International Red Cross Ball promises an enchanting evening with dante entertainment, global diplomats, and an elite guest list. The importance and beauty of the evening honor the importance and significance of the cause. It greatly supports the American Red Cross.



TOP DOCTORS

Along with its favorable tax policies, year-round quality of life, and booming economy, Palm Beach County has health facilities with care and quality that rival its metropolitan counterparts, but how to choose? Look no further.



QUEST

QUEST Advertising Rates 2022 - National

Four Color	1x	3x	6x	12x
Full Page	\$14,850	\$13,600	\$12,600	\$12,300
1/3 Page	\$7,700	\$7,400	\$7,100	\$6,500
Covers 2/3	\$19,100	\$17,800	\$16,700	\$15,700
Cover 4	\$23,100	\$21,900	\$20,100	\$18,500

RATES EFFECTIVE 01/01/22, ALL RATES GROSS

QUEST Advertising Rates 2022 - Retail

	1x	3x	6x	12x
Full Page	\$12,500	\$11,900	\$11,300	\$10,000
1/3 Page	\$6,700	\$6,400	\$6,200	\$5,900
Covers 2/3	\$19,100	\$17,800	\$16,700	\$15,700
Cover 4	\$23,100	\$22,000	\$20,100	\$18,500

RATES EFFECTIVE 01/01/22, ALL RATES GROSS

QUEST Advertising Rates 2022 - Real Estate

	1x	3x	6x	12x
Full Page	\$10,000	\$9,700	\$9,400	\$8,500
1/3 Page	\$5,700	\$5,500	\$5,300	\$4,800
Covers 2/3	\$13,200	\$12,500	\$12,000	\$11,000
Cover 4	\$16,100	\$15,500	\$14,700	\$13,700

RATES EFFECTIVE 01/01/22, ALL RATES GROSS

QUEST 2022 Advertising Deadlines and Mechanical Requirements

Issue Date	Space Closing	Digital or Film Deadlines	Digital File Mechanical Requirements
JANUARY	Dec 10th	Dec 17th	Printing Process: Web offset Magazine trim size: 8 1/8" X 10 7/8" Publication date: 1st of the month Ad Materials Closing Date: 5th of month prior to issue date Safety margin: 1/4" from margin of live matter to trim
FEBRUARY	Jan 14th	Jan 21st	
MARCH	Feb 11th	Feb 18th	
APRIL	Mar 11th	Mar 18th	DIGITAL FILES
MAY	Apr 14th	Apr 20th	PREFERRED FILE FORMAT
JUNE	May 12th	May 18th	Hi Resolution PDF and TIFF/IT files.. High resolution PDFs or TIFF files are preferred. Acceptable file formats: InDesign files with fonts and hi-res images collected. Trapping is the responsibility of the file provider.
JULY	June 13th	June 20th	
AUGUST	July 12th	July 19th	
SEPTEMBER	Aug 12th	Aug 19th	ELECTRONIC SHIPPING Email: tjacobs@questmag.com. FTP info: Please call 646-840-3404 ext. 116 for FTP posting instructions.
OCTOBER	Sept 12th	Sept 19th	
NOVEMBER	Oct 13th	Oct 20th	MESSENGER OR OVERNIGHT PACKAGES Quest Media 420 Madison Avenue Suite 801 New York, NY 10017
DECEMBER	Nov 10th	Nov 18th	

For an extension request, please contact the production director at 646.840.3404, ext. 116

Note: All electronic data will be held for 6 months from date of insertion

IMPORTANT: A contract color proof must be supplied and calibrated for S.W.O.P. standards for all ads. Proof specifications: Kodak Approval; Imation Matchprint Digital Halftone. All contract proofs must be made according to SWOP standards including color bars. Proofs that do not meet SWOP criteria will be used for color break only. Information on SWOP standards can be found at www.swop.org.

Separation Charges Per Photo

1	\$250	7	\$450
2	\$290	8	\$490
3	\$330	9	\$510
4	\$350	10	\$560
5	\$385	11	\$645
6	\$420	12	\$690

Out-of-specification material could negatively impact the quality of reproduction, all advertising material furnished out-of-specifications will result in an additional charge

Also accepted, Mac formatted Illustrator or Quark EPS files with all fonts and images. All images must be high-resolution (300+ dpi) and in CMYK format. Color or black/white laser proofs must be included. Color proofs will be supplied to the client for final approval. Separation and/or design charges may also apply.

Final Film: A \$270 charge will apply to convert film based ads to digital files.

Call Production Dept. for film specifications.

Ad Design Services & Charges

For ads prepared by Quest, the following services are available: design and production of advertisement. The advertiser must supply logo and typed description: art, photos, etc.

Ad Sizes & Costs for Design

1/3 page: \$125, 1/2 page: \$175,
2/3 page: \$250, 1 page: \$350
*Refer to separation costs for additional charges.

Page Specifications

Full Page Bleed 8 3/8" x 11 1/8"

Trim Size 8 1/8" x 10 7/8"

Full Page Safety 7 5/8" x 10 3/8"

Spread Full Bleed 16 1/2" x 11 1/8"

Spread Trim 16 1/4" x 10 7/8"

Spread Non-Bleed 15 3/4" x 10 3/8"

2/3 Page V 4 5/8" x 9 3/4"

1/2 Page H 7" x 4 3/4"

1/2 Page V 3 3/8" x 9 3/4"

1/3 Page Square 4 5/8" x 4 3/4"

1/3 Page V 2 1/4" x 9 3/4"