noun | ob·serv·er
a person who pays close attention to something and is considered an expert.
Creating premium content that informs, inspires and challenges our readers.
Observer engages an affluent, educated, urban audience of politically, socially, and culturally curious global thinkers, business leaders and luxury consumers.
## AUDIENCE

### FREQUENT LUXURY TRAVELERS
- 20+ personal international trips (last three years)............ **1619**
- 16-20 personal domestic trips (last year)............................ **307**
- Luxury traveler........................................................................... **186**
- Stays at upscale hotels............................................................... **145**
- Considers self a frequent traveler.................................................. **135**

### CULTURALLY ENGAGED
- Bought tickets in the past 6 months to: Live theater...... **230**
  - Museum or art gallery........................................................... **238**
  - Classical music, ballet or opera........................................... **346**
- Attended an auction in the past 6 months....................... **188**
- Attended 10+ movies in the past 30 days............................... **210**

### FINANCIALLY INVESTED
- 75-99 Online brokerage transactions................................... **184**
- Heavy stock trading in past 6 months................................... **259**
- Owns international investments............................................. **505**
- Owns money market funds..................................................... **200**
- Owns corporate bonds............................................................ **263**

Sources: Google Analytics, comScore, and Quantcast
92% of Observer’s audience is unduplicated within the competitive set.

<table>
<thead>
<tr>
<th>Publication</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Wall Street Journal</td>
<td>4.2%</td>
</tr>
<tr>
<td>The Huffington Post</td>
<td>5.0%</td>
</tr>
<tr>
<td>NYMag</td>
<td>5.9%</td>
</tr>
<tr>
<td>The New Yorker</td>
<td>6.1%</td>
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<tr>
<td>Slate</td>
<td>6.1%</td>
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<tr>
<td>Quartz</td>
<td>6.6%</td>
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<tr>
<td>The Atlantic</td>
<td>6.7%</td>
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<tr>
<td>Business Insider</td>
<td>7.6%</td>
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<tr>
<td>Mashable</td>
<td>7.6%</td>
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</tbody>
</table>

Source: comScore
The Observer Content Studio is an extension of your marketing and communications teams, working directly with your firm to develop meaningful, high-impact materials for your campaign needs. Observer partners with the industry’s leading designers, photographers, videographers and editors to provide a comprehensive suite of creative services, including:

**CUSTOM CONTENT**
- Compelling content that engages our premium audience
- Access to editorial teams and thought leaders in our network

**EMAIL MARKETING**
- Reach our highly engaged subscriber base
- Dedicated emails
- Newsletter sponsorship

**SOCIAL AMPLIFICATION**
- Targeted social media campaigns on Facebook, Twitter & Instagram drive awareness and traffic

**VIDEO SOLUTIONS**
- Original editorial video
- Custom video opportunities
- 360° video
- Pre-roll

**EVENT EXECUTION**
- Dedicated in-house events team
- White-glove service from event conception to execution
- 4000+ industry leading attendees
- 15-20 conference-style events per year (NY, DC & LA)
- Reach targeted affluent audience
WHAT WE DO

HOW WE DO IT

WHERE WE GO
UN, White House, Supreme Court, City Hall, International Summits, Rallies, Protests, Behind Enemy Lines Kremlin, Russia, Eastern Europe, Western Europe, Middle East, Mexico, South America, Africa, China, North Korea, G20, CPAC, DNC, SOTU, NY, NJ, DC, Hotbeds of Change, Wherever News Takes Us
ENTERTAINMENT

WHAT WE DO
TV, Movies, Music, Books, Actors, Directors, Writers, Producers, Big Shot Execs Calling Even Bigger Shots, The Business Behind Show Business

HOW WE DO IT
Awards Shows, Movie Reviews, Film Festivals, Box Office Record-Breakers, Who Signed Where + Why, Ratings Reports, Critical Commentary, Industry Insight, TV Analysis, Interviews With People Who Matter, Latest Breaking Show Biz News

WHERE WE GO
Golden Globes, Sundance, SAG Awards, Grammys, Oscars, Tribeca Film Festival, Cannes Film Festival, Tony’s, Comic Con, MTV Video Music Awards, Venice International Film Festival, Toronto Film Festival, SXSW, LA, Hollywood, Broadway, New York, Behind the Scenes, On Set, On the Red Carpet
WHAT WE DO
Artists, Dealers, Dancers, Critics, Tenor, Soprano, Baritone, Bass, Collectors, Curators, Museums, Galleries, Investors, Auctions, Biennials, Triennials, Art Fairs, Emerging Scenes, People Making the World Beautiful

HOW WE DO IT

WHERE WE GO
Basel, Broadway, Lincoln Center, Frieze, The Armory, FIAC, TEFAF, Venice Biennale, Documenta, Art Brussels, Sharjah Biennial, Vienna Contemporary, ArteBA, Art Cologne, Art Dubai, Art Santa Fe, Seattle Art Fair, Dallas Art Fair, Anywhere Art Is Happening
WHAT WE DO
Emerging Tech, Finance, FAANGS, Startups, Unicorn Watch, Fortune 500, VCs, M&As, IPOs, Internet Culture, Investment Banks, Hedge Funds, Private Equity, Global Capitalism, Big Deals, Activism, PR, Media, NASA, SpaceX, Disruptors + New Stars

HOW WE DO IT
Financial Statements, Investment Themes, Big Deal Announcements, Interviews with CEOs, Chairmen, Major Execs and Deal Makers, Economic Trends, Banking Reports, Scientific Studies, Emerging Tech Scoops, Online Communities, Data Digests, Industry Exposés, Market Watch, Ted Talks, Following The Humans Behind The Machines

WHERE WE GO
Davos, World Investment Forum, CES, TechCrunch Disrupt, Federal Reserve, Silicon Valley, Silicon Alley Wall Street, Big Banks, Boutique Firms, Incubators + Labs, Virtual Reality, Outer Space
WHAT WE DO
Luxury Travel, Real Estate, Fashion, Beauty, Food + Drink,
Home Design, Yachting, Philanthropy, Celebrities/Royal/Socialites

HOW WE DO IT
Gift Guides, Travel Guides, Features (People, Places, Things), Reviews of Restaurants,
Brands + Destinations, Interviews With People

WHERE WE GO
Fashion Week, Sundance, Palm Springs, SXSW, Monte Carlo, Coachella, Met Gala,
Kentucky Derby, Cannes, Monaco Grand Prix, Hamptons, CFDA Awards, Art Basel,
US Open, Aspen Food + Wine Fest, America’s Cup, Wimbledon, London, LA,
Miami, New York
HEALTH

WHAT WE DO
Sex, Psychology, Adaptogens, Dating, Fitness,
Nutrition, Skincare, The Gut Microbiome,
Fasting, Supplements, Caffeine, Marijuana,
Sobriety, Addiction
+ Recovery, Meditation, Mindfulness, Sleep, Keto,
Paleo, Plant-Based, Brain Fog, Heart Disease, Non-
Diary, Inflammation, Please Don’t Call That A
Superfood

HOW WE DO IT
Op-Eds, Research, Science + Studies, With Due
Respect To All Things Goop, Debunking The
Claims Other Media Twisted, An Unwavering
Belief That The Standard American Diet Is
Flawed

WHERE WE GO
Documentaries, Podcasts, Books, CDC, AMA, FDA,
Expo West, Boutique Fitness Studios, Direct To The
Sources Who Walk The Walk
More than 425 hand-picked contributors with expertise across 50+ industries.
## EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>MONTH</th>
<th>FEATURES &amp; GENERAL COVERAGE</th>
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</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Golden Globes, CES, Sundance, Davos, Grammy Awards, State of the Union, Lunar Eclipse</td>
</tr>
<tr>
<td>MARCH</td>
<td>Spring Arts Preview, Independent Spirit Awards, Oscars, Forbes’ Billionaires List, International Women’s Day, Armory Show, SXSW, Gal de la Rose Monte Carlo, EU Summit</td>
</tr>
<tr>
<td>APRIL</td>
<td>Philanthropy Power Lists, NY Socialite Roundup, Tokyo Cherry Blossom Festival, Kate Middleton due date, Olivier Awards, Tribeca Film Fest, Women in the World Summit, Coachella, International Conference on AI, Boston Marathon, Earth Day, Met Gala</td>
</tr>
<tr>
<td>MAY</td>
<td>Arts Power List, Mothers Day + Graduation Gift Guides, New York City Ballet Spring Gala, Cinco de Mayo, Kentucky Derby, Frieze New York, Cannes Film Fest, Royal Wedding, Monaco Grand Prix, Venice Biennale, Couture Jewelry Show, Creamer Foskett Music Fest</td>
</tr>
<tr>
<td>JUNE</td>
<td>Real Estate Power List, Hamptons Summer Guide, Father’s Day Gift Guide, CFDA Fashion Awards, G7 Leader’s Summit, Tony’s, FIFA, US Open, Art Basel, Pride Week, Aspen Food + Wine Fest, Royal Ascot, Cannes Lion, America’s Cup</td>
</tr>
<tr>
<td>JULY</td>
<td>Mid-Summer Travel Guide, Paris Haute Couture Shows, Wimbledon, Tour de France, Men’s Fashion Week, Comic Con, Edinburgh Art Fest</td>
</tr>
<tr>
<td>AUGUST</td>
<td>The Pitch Series, US Open, Maine Lobster Fest, Seattle Art Fair, National Prosecco Day, Hamptons Classic, Burning Man, MTV VMAs</td>
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<tr>
<td>SEPTEMBER</td>
<td>Nightlife + Dining Power List, Fall Arts Preview, Venice International Film Fest, TechCrunch Disrupt, Fashion Week, 9/11 Anniversary, Global Climate Action Summit, Emmy Awards, Oktoberfest, UN General Assembly, Monaco Yacht Show, Toronto Film Fest</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Ni Politics Power List, Holiday Gift Guides, NYC Marathon, US Midterm Elections, Black Friday, Cyber Monday, G20 Leader’s Summit, San Diego Food + Wine Fest</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>PR Power List, Winter Travel Guide, Art Basel Miami, COP24 Environmental Summit, Nobel Prize, Neckar Cup, BFC Fashion Awards</td>
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</tbody>
</table>
Observer explores how power affects the way we live.

Consider Observer Power Lists your cheat sheet to who and what truly matters—or will matter next.

OBSERVER POWER LISTS
- Fine Art
- Real Estate
- The Pitch Series
- Nightlife & Dining
- Philanthropy
- The Business of Entertainment
- Public Relations
MAIN LIST

Real Estate Power List. The 50 most influential developers, brokers and lenders across major residential real estate markets in US: New York, Los Angeles, Miami, Chicago and Dallas.

SIDE BARS

Hamptons Playground. A total review of one of the country’s strongest summer real estate markets.

State of the Market. LA is burning, Miami is flooding. What happens to the most expensive real estate in cities facing the growing threat of natural disaster?

In-Demand Design. A definitive list of the most sought-after residential architects, interior designers and design firms nationwide.

Tech Estate. Technology is changing the way we buy homes; multi-million dollar estates can now be purchased with bitcoin. What’s next? An ‘Ask an Expert’ video interview.

Green Living. Who is behind the greenest developments in America? The people and companies innovating solar tech and recycled luxury finishes.

TIMING: SEPTEMBER 2018
MAIN LIST

50 Most Powerful People in Nightlife + Dining

SIDE BARS

*Rising Stars.* The young names to know in nightlife and dining.

*Food-Tech.* How is technology changing the way that we eat? The players and platforms making cooking, reservations, ordering food and finding booze more efficient than ever before.

*Clean Eats.* We've come so far from the early days of green juice. Today's top innovators are changing the way we eat on a widespread, environmentally-conscious scale. A comprehensive list of the most influential emerging health food companies.

*Put Your Money Where Your Mouth Is.* The biggest investors behind dining and nightlife makings bets on our experiences.

*Food City.* The one restaurant you need to try in every city, as told by top chefs. An ‘Ask an Expert’ video interview.

TIMING: OCTOBER
MAIN LIST

PR Power List. The 50 most powerful PR firms creating client stories—not just telling them. The leaders breaking down boundaries across the marketing spectrum, muscling in on territory once dominated by ad agencies, digital firms and content producers. Because influence never goes out of style.

SIDE BARS

Specialty. The five best agencies in 10 major categories: travel, food, real estate, tech, fashion, beauty, finance, arts, nonprofit and generalists.

Where to Power Lunch. PR insiders dish on their favorite New York City restaurants for impressing clients and/or kicking back with friends.

Rising Stars. Young up-and-comers whose careers are off to a promising start with big client wins and successful campaigns.

TIMING: DECEMBER 2018
MAIN LIST
Most Influential Young Philanthropists. Top 50 Corporate Philanthropy Initiatives.

SIDE BARS
Travel With a Purpose. The world’s most luxurious destinations with a philanthropic twist.

Philanthro-tech. The most innovative people and platforms making fundraising easier.

Where are we now? A who’s who of disaster relief in Texas, Puerto Rico and the British Virgin Islands. Follow up interviews with figures inspiring impact in areas of need.

How to Give. As told by a private wealth advisor. An ‘Ask the Expert’ video interview.

TIMING: FEBRUARY 2019
MAIN LIST
*The Arts Power List.* The 51 most important artists, dealers, directors and curators with power over their industry.

SIDE BARS
*Top 5 Emerging Cities for Art.* Who is opening there and why? Who to know, where to stay, and what to see when you go.

*Whose Opinion Can You Trust?* The 10 most influential critics writing about art today.

*The State of the Modern Portrait.* A Saudi prince bought the record-breaking Da Vinci last year. What artists are today’s royals gravitating toward, who is behind the modern portrait and how have royal portraits changed?

*How to Buy Art You’ll Love Forever.* As told by an art advisor. An ‘Ask the Expert’ video interview.

TIMING: APRIL 2019
THANK YOU.

Please contact us directly with any questions or additional needs.
sales@observer.com