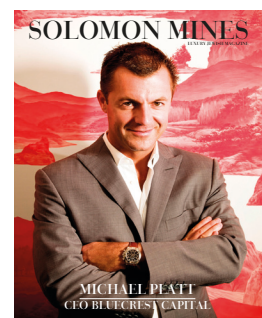
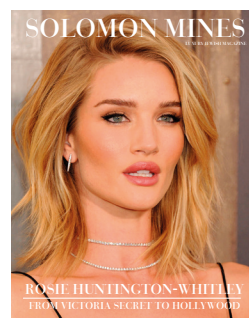
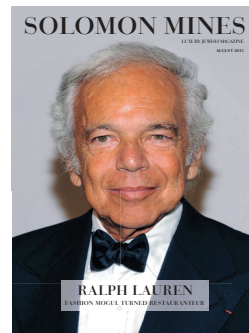


# 2019 MEDIA PACK

## SOLOMON MINES

LUXURY JEWISH MAGAZINE



## ABOUT US

Solomon Mines is an international luxury, Jewish magazine distributed in 17 countries on a quarterly basis.

A complimentary publication, it is the **only media outlet worldwide** to specifically target a high net worth Jewish readership.

Main coverage includes:

Philanthropy, Business News, Real Estate, Arts & Culture, Fashion and Beauty, Travel, Lifestyle, Technology and exclusive interviews with some of the world's leading figures (non-political).

# INTRODUCTION

## BACKGROUND

King Solomon, the son of King David, was one of the wisest and wealthiest kings in history. Reigning over a vast empire 970-931 BC, King Solomon wrote over two thousand five hundred poems and had seven hundred wives, including Pharaoh's daughter Naama and the Queen of Sheba (Ethiopia).

As the Kingdom fell, King Solomon ordered his subordinates to hide his extraordinary wealth deep inside underground mines. The mines reportedly contained over five hundred tons of pure gold, diamonds, silver artefacts and precious stones.

For centuries the legendary mines have fascinated generations of historians, archeologists, writers and filmmakers who have been continually searching for the buried treasure but, to date, the precise location of the excavations remain unknown.

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## CONTENT & CONCEPT

Our mission is to provide inspiring, entertaining and quality news items, specifically tailored for an affluent global Jewish readership.

Solomon Mines magazine acts as the 21st century reincarnation of the mines, as the exclusive information we provide is equal in value to the lost treasure. *Finally Solomon Mines have been found.*

## PRINT DISTRIBUTION

**35,000 hard copies are distributed in 17 countries:**

London, NY, Miami, LA, Hamptons, Geneva, Zurich, Monaco, Moscow, Paris, Frankfurt, Brussels, Milan, Sydney, Buenos Aires, Panama, South Africa, Singapore and Israel.

**650+ strategic distribution centres:**

- 157 Synagogues, 48 Community Centres  
44 Jewish Organisation Headquarters
- 5 Private Banks, 4 Family Offices  
3 Concierge Companies
- 250 Private Jets (Lux Aviation Global)  
21 River Cruise Ships (Uniworld)
- 46 Offices: VIP Service Providers  
(Investment Managers, Solicitors,  
Accountants, Doctors, Architects)
- 33 Kosher Restaurants, 31 Boutiques,  
17 Real Estate Agents, 14 Art Galleries,  
10 Car Dealerships, 6 Yacht Dealerships,  
5 Auction Houses
- 67 Private Jet Airport Lounges (Signature  
Aviation), 4 Business Airport Lounges
- 3,500 Hotel Suites in 55 Five Star Hotels  
140 Herzeliya Marina Apartments
- 2,800 Direct Post, 460 Subscribers

### EVENT DISTRIBUTION

Through our unique access to top Jewish community events, charity, business and private functions, we place further copies inside goody bags, registration desk displays and post-event outdoor distribution with promotional staff.

**Print Readership: 119,000**

## DIGITAL READERSHIP

**Online readership in 91 countries**

- Issuu.com digital editions readership:  
410,900 impressions, reads: 53,900  
(55% desktop, 17% tablet, 28% mobile)  
Average time spent per reader: 3:30 minutes
- Solomonmines.com readership: 56,600
- Email database: 23,200

### Social Media:

LinkedIn: 6,500 contacts  
Facebook: 7,500 followers  
Instagram: 12,100 followers  
Youtube: 10,500 views

**Digital Readership: 139,600**

## CONSUMER DEMOGRAPHICS

Target audience: 23-80 yrs  
Average age: 34-45 yrs  
Gender: M (55%), F (45%)  
Bases: 41% UK, 22% EU,  
16% USA, 15% ISR,  
6% Rest of world

**Annual Income:**  
£50k to £100k (21%)  
£100k to £250k (34%)  
£250k to £1m (24%)  
£1m to £10m (11%)  
£10m+ (10%)

## MARKET DIFFERENTIATION

1. The **only** media outlet **worldwide** to target an affluent Jewish readership
2. Published every four months, Solomon Mines provides a **long advertising lifespan** delivering continual engagement with clients whilst measuring results
3. **Penetrate** a niche marketplace, increase brand awareness via a new channel to generate **new sales**



# PRODUCTION SPECIFICATIONS

All Advertising, Advertorials and Expert Guest Columnist supplied with FREE professional services (if required), including:

- **Client Consultation:** One-on-one bespoke Q&A and company analysis aimed to identify: objectives, unique selling points, strategy and execution
- **Concept Development:** Development of content and visuals according to brand identity
- **Professional Photography:** Photo shoot in luxury hotel suite, boardroom or venue and studio product photography (if required)
- **Photoshop:** Pictures editorial to maximise visual impact
- **Content Writing:** Company, products and services review by award-winning Journalists
- **Proofreading:** Proofreading service accredited by the Society For Editors And Proofreaders (SfEP)
- **Graphic Design:** An innovative, elegant and sophisticated graphic design service
- **Client Approval:** Review of the advert/article by the client and amendments as required
- **Delivery:** Print & Digital versions

## EXPERT GUEST COLUMNIST

We are delighted to provide Specialist Guest Columnist opportunities. Our team works with clients to create authoritative, engaging and professional columns, track record and specialist tips for readers. This further enhances the clients position as an expert authority in their selected field.



**SOLIMON MINES | INVESTMENT & FINANCE**

**CAPITAL MADE EASY**

Crystal Capital Partners LLP is a FCA regulated corporate finance boutique based in London. The firm provides extensive sources of funding for start-ups, private and public companies globally. They raise finance preferentially from large range of investors, UK and international venture capitalists, private equity, and a range of other sources of capital that are difficult to access.

**THE SKY IS NOT THE LIMIT**

Founded in 1995, London-based **Aviation (L3)** is the UK's largest business aviation charter operator. The company provides a full range of business aviation services, including management, chartering, crewing, and sales. L3 operates a large and diverse fleet of light, midsize and large corporate aircraft based in the UK and across Europe. The company is led by its Chairman, Chief Executive, Richard Hargrave-Brown, Managing Director, and Managing Director, Finance and Operations.

**Bloomberg Tradebook**

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**NEW PROPERTY INVESTMENT MODEL LAUNCHED**

CORRIG, the specialist property investment company, has launched a new property investment model. The company is led by its Chairman, Chief Executive, Richard Hargrave-Brown, Managing Director, and Managing Director, Finance and Operations.

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**MASTER JEWELLER**

GLENN SPIND is a Master Jeweller specialising in some of the most exquisite gemstones in the world. He offers unique and personalised services to his clients, including design, sourcing, and setting. He is a member of the Gemmological Association of Great Britain (GA) and the International Gemmological Association (IGA).

# RATE CARD

Apr - July Edition or  
Aug - Nov Edition

Cost for two editions

## Advertising

Half Page:	£1,700	£3,000
Full Page:	£3,000	£5,000
Double Page Spread (DPS):	£5,000	£8,500

## Advertorial / Column

Half Page:	£3,000	£5,000
Full Page:	£5,000	£7,000
Double Page Spread:	£7,000	£12,500

## Special Positions

Inside Back Cover DPS:	£8,000	£13,000
Inside Cover DPS:	£10,000	£16,000
Back Cover:	£12,000	£20,000
Front Cover:	£20,000	£33,000

## EXCLUSIVE PACKAGES

### THE QUEEN OF SHEBA PACKAGE:

**Edition 1:** Front Cover + 2 DPS Advertorial + 500 Copies

**Edition 2:** 3 DPS Advertorial + Inside Back Cover DPS + 500 Copies £45,000

### THE KING SOLOMON PACKAGE:

**Edition 1:** Front Cover + 4 DPS Advertorial + Back Cover + 1,000 Copies

**Edition 2:** Inside Cover DPS + 4 DPS Advertorial + Back Cover + 1,000 Copies £75,000

All products includes complimentary photography, content writing, proofreading, graphic design and amendments.

# TEAM



**Tomer Ben**  
CEO & Founder



**Noam Esteban Delarosa**  
Editor



**Silja Litvin**  
Columnist



**Nathan Nathan**  
Advisor



**Viktoria Valerie Rader**  
Columnist



**Daisy Knatchbull**  
PR Consultant



**Jonathan Betesh**  
Business Columnist



**Rafael Rosenfeld**  
Philanthropy Columnist



**Anna Golus**  
Property Columnist



**Tali Zeloof**  
Arts Columnist



**Ondine Cowley**  
Lifestyle Columnist



**Ricardo Gay Luger**  
Photographer



**Mike Raven**  
Graphic Designer

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[www.SolomonMines.com](http://www.SolomonMines.com)