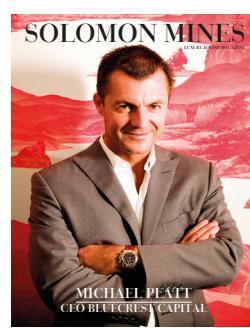
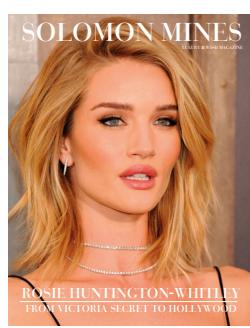
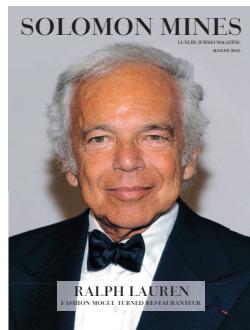


2020 MEDIA PACK

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.

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.*

GLOBAL READERSHIP: 258,600

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

EXPERT GUEST COLUMNIST

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

- **Content Writing:**

Company, products and services review by award-winning Journalists

- Proofreading

Proofreading service accredited by the Society
For Editors And Proofreaders (SfEP)

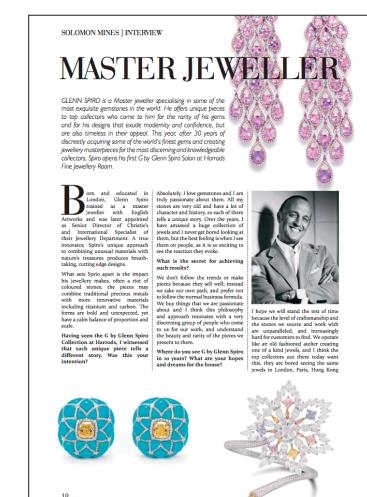
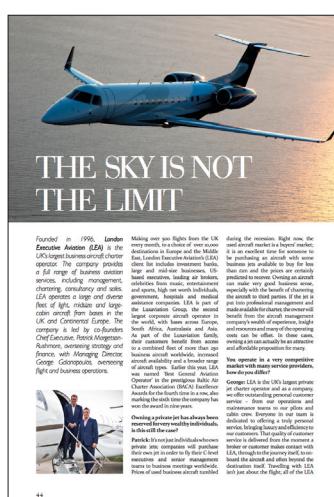
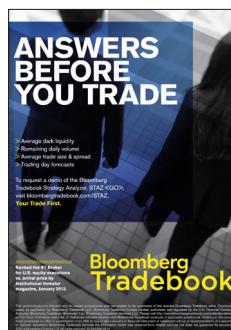
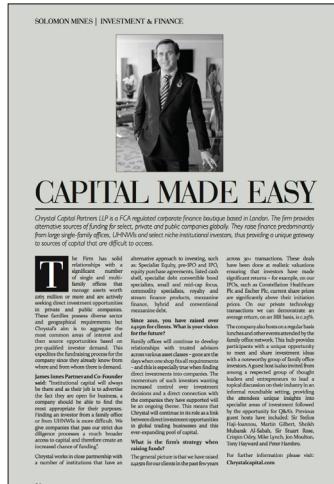
- **Graphic Design:**

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



RATE CARD

	Apr - July Edition or Aug - Nov Edition	Cost for two editions
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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 Zelof
Arts Columnist



Ondine Cowley
Lifestyle Columnist



Ricardo Gay Luger
Photographer



Mike Raven
Graphic Designer

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