



FOUR SEASONS

FOUR SEASONS MEDIA KIT 2026



Four Seasons Today

Four Seasons media is distributed in room to hotel guests, directly to private residential property owners worldwide and online everywhere.

Armed with the knowledge, insights, and practical service information throughout the magazine, Four Seasons' UHNW readers are perfectly positioned to take action on the content they consume.



An Editorial Concierge

The redesigned and reimagined Four Seasons media brand offers inspiration and connection by reflecting the brand's values of "kindness" and "genuine heart". Through immersive, exceptional features on travel, culture, lifestyle, wellness, and cuisine, the magazine extends the brand's presence beyond its beloved properties.

At a Glance

190
Properties in
48 Countries

2.5
average
nights stayed

\$2.3M
guest profile
net worth

\$1.5K
Average room
rate per night

Connecting Through Content



Four Seasons is an elegant, high-touch in-room amenity designed to elicit a lasting connection with guests through its elevated editorial, design, and production value.

9.875" X 13"
OVERSIZED TRIM

SUPERIOR PAPER
STOCK TREATMENTS

WORLD-CLASS EDITORIAL
AND CREATIVE TEAM

REDESIGNED WEBSITE

ORIGINAL DIGITAL CONTENT
& PHOTOGRAPHY



Bruce Wallin
EXECUTIVE VP OF CONTENT, N&W

With over two decades of experience in travel and lifestyle media, Bruce Wallin is an award-winning editor, writer, and producer, and a leading voice in luxury travel and media.



Rina Stone
CREATIVE DIRECTOR

Rina Stone is an award-winning creative executive with over 20 years of experience creating luxury fashion, beauty, and lifestyle content and commerce.



Degen Pener
EXECUTIVE EDITOR

Degen Pener is an acclaimed writer and editor based in West Hollywood who covers environment, design and culture stories that have appeared in *The Hollywood Reporter*, *The New Nork Times*, *Elle*, *New York Magazine*, and more.



The Global Luxury Lifestyle

Four Seasons showcases top writers and photographers on inspiring journeys, from visiting a budding designer in Bogotá to exploring the wilderness and culinary delights of the Venice Lagoon. Its contemporary design and elevated format bring these stories to life, embodying the excitement and sophistication of the Four Seasons lifestyle.

Four Seasons explores fascinating places, people, and passions worldwide, blending local expertise with a global perspective to highlight emerging trends and exceptional experiences for ultra-high-net-worth readers.

Captive Audience



The Four Seasons print edition is distributed directly to hotel guests and private residential property owners as a personalized guide to trends and exceptional experiences within the affluent world of its readers. Armed with the knowledge and curated itinerary found in-book and online, Four Seasons readers are perfectly positioned to take action on the content they consume.

45
Average
Age

\$450k
Median
Income

60%
From
USA

17%
C-Suite
Executives



Redefined Media Landscape

Our media footprint spans the most beautiful corners of the globe, immersing affluent guests and residents across print, web, and exclusive experiences.

PRINT EDITION

Quarterly editions received by resort guests and residents across the globe

WEBSITE

Redesigned website with all new digital content delivered to guests upon arrival to property

GUEST ENGAGEMENT

The ability to engage guests and residents through custom, curated activations

BESPOKE

Custom design and content capabilities



Partnership Offerings

Print

FALL

The season's most alluring statements feel right at home in New York's coolest new suites.

Photograph by
MATTHEW SPROUT
Styling by
JULIANNA ALABADO

FOUR SEASONS



Photographed at the newly renovated two-bedroom Trinity Suite at Four Seasons Hotel New York Downtown.

DIOR coat and shorts, SAINT LAURENT shoes, ANNE BING sunglasses.



The newly renamed Renaissance Suite, designed by Peter Vree Ince, at Four Seasons Hotel Milan.

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€200,000 on all foreign-sourced income is a huge draw. Money is flooding in. Last year, Milan's Via Monte Napoleone became the priciest shopping street in the world, overtaking New York City's Fifth Avenue and boasting a new Tiffany & Co., the brand's largest European flagship.

For many creatives, the attraction lies in the city and culture itself. While celebrated as Italy's fashion and design capital, Milan has long carried a reputation as the country's grittier, more industrial city—not as ornate as Florence or as historically cinematic as Rome. Indeed, Milan's architecture showcases a striking duality—case in point, the Duomo, with its intricate marble façade, and the Galleria Vittorio Emanuele II arcade, with its glass-and-steel canopy, located not far from converted factories and warehouses. Yet its beauty lies precisely in its subtlety. At David Raffoul, the Paris-born, Beirut-raised co-founder of design studio David/Nicolas, puts it, "The beauty of Milan is that it's not an obvious city."

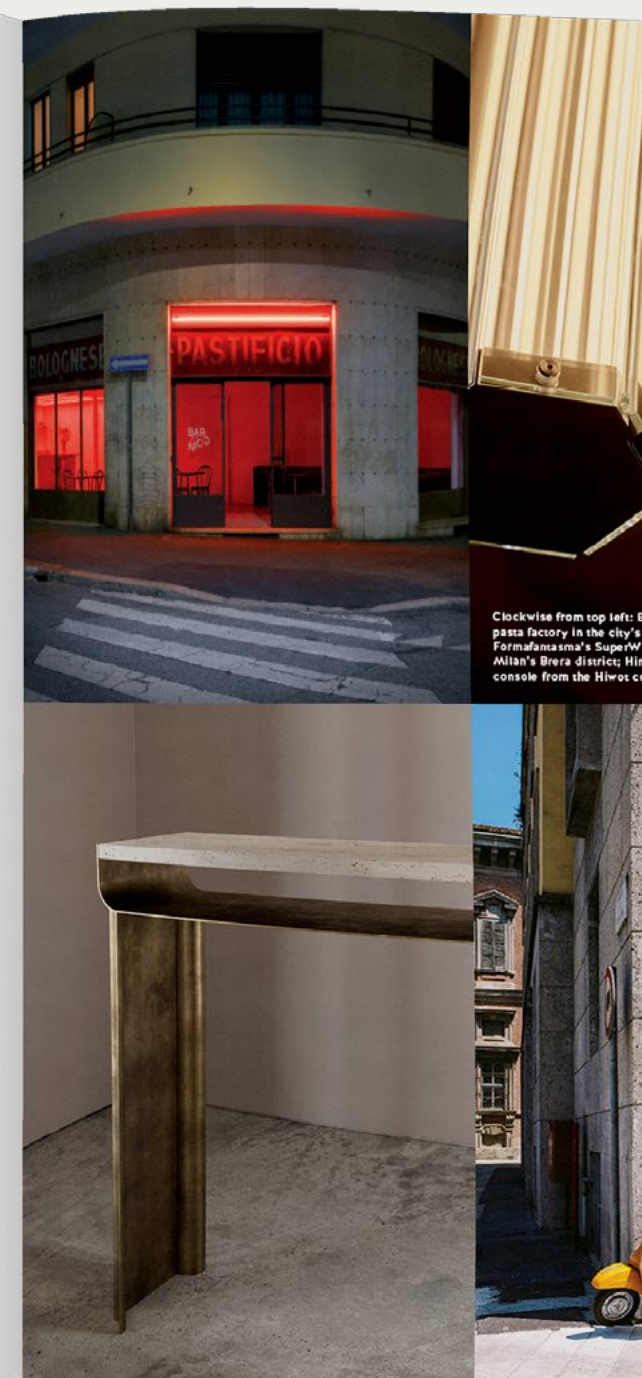
In Milan, heritage isn't just preserved; it's celebrated. "Out of all the European countries, Italy is the one that stays quite [connected] to its heritage," says the Norwegian art advisor and curator Truls Blaaen, who moved to Milan four years ago and whose clients include Google. "The Italians are so true to their history." For him, Italy's legacy of tradition and design made the move irresistible. "What's key in the history and heritage of the city is manufacturing, whether it's cars or furniture." For many designers and artists, proximity to top-tier artisans—both in Milan and close by elsewhere in Italy—is extremely appealing. "In terms of production and artisans, they are the best," says Raffoul, who made Milan his permanent base in 2020. "You can go to Veneto, anywhere, and you will find great artisans."

Some 20 percent of Milanese residents today are foreign-born, making the city one of the most diverse hubs in the country. For furniture designers Francis Radman and Azamat, the married co-founders of Huma Radman, relocating from Montreal to Milan offered an opportunity to start something new. After visiting the city over the years to attend the design fair Salone del Mobile, they finally made the leap two years ago and launched their furniture brand, which uses bronze, brass, and wood to create heritage-inspired contemporary benches and tables. "It just clicked," says Azamat. "All the ateliers and manufacturers are so close." The duo is preparing to debut a collection inspired by their move to Italy.

Similarly, the U.S.-born clothing designer Brett Johnson, who shows during Milan Fashion Week, has found the city alluring for its artisanal access. "The best trade fairs for fabrics and leathers are in Milan," says Johnson, who is known for his sharp tailoring. "I discover all the latest offerings there." Although he splits his time between Milan and Virginia, Johnson maintains a strong presence in the Italian metropolis. He has a showroom in Brera, a central, upscale neighborhood, home to the Brera Academy of Fine Arts and such chic boutiques as the Venetian shoe brand Villi Veneta and the perfume bar Offfatto. Other designers who now call Milan their creative base include Japanese-born Satoshi Kawano, founder of the label Gekko, and Israeli-born Umit Benan, who recently opened his first store on Via Righi.

For many moving to Milan also means embracing their quality of life. Ambra Medda, co-founder of Design Miami and the design consultancy AMO, made the move from London to Milan with her husband, designer Edward Barber (of Barber Osgerby), in part to give their children "a slice of Italian culture."

FOUR SEASONS



Clockwise from top left: Brera district in the city's A. Manzoni district; Milan's Brera district; Milan's Brera district; Milan's Brera district.

Best-in-class Four Seasons print editions allow brands to make a statement in premium spaces, reaching a captive, hyper-affluent audience.

SUPPLIED ASSETS

Single or spread ads integrated throughout our print edition. Press-quality PDF/X-1A PDF fully supplied by the partner.

CUSTOM ASSETS

Single or spread ads integrated throughout our print edition. Creative assets will be supplied by the partner and designed by the N&W Creative Studio.



Editorial Calendar

VOLUME 1
THE WELLNESS ISSUE

Exploring innovations and offerings across the world designed to bring guests health, wellness, and an inner sense of calm.

IN ROOM: March 17, 2026

VOLUME 2
THE TASTE ISSUE

This issue explores the culture of food and drink—from farm-to-table experiences to extraordinary dining.

IN ROOM: June 16, 2026

VOLUME 3
THE STYLE ISSUE

This issue focuses on fashion, artisanship, and design—from global runways to unique ateliers.

IN ROOM: September 15, 2026

VOLUME 4
THE EDGE ISSUE

Spotlighting people, places, and ideas on the verge of something big, this issue features emerging creatives and trends.

IN ROOM: December 15, 2026



Readership

1,328,788

AVERAGE READERSHIP PER ISSUE

$$\left(\begin{array}{c} 30,759 \\ \text{Total} \\ \text{Rooms} \end{array} \times \begin{array}{c} 75\% \\ \text{Avg.} \\ \text{Occupancy} \end{array} \times \begin{array}{c} 90 \\ \text{Days} \\ \text{Per Issue} \end{array} \times \begin{array}{c} 1.6 \\ \text{Avg. Guests} \\ \text{Per Room} \end{array} / \begin{array}{c} 2.5 \\ \text{Avg. Nights} \\ \text{Stayed} \end{array} = \right)$$

ELITE GUEST DISTRIBUTION

Mailed directly to 3,500 homes of the most loyal Four Seasons Hotels & Resorts guests across North America.



Reader Engagement

9 out of 10

guests looked for
Four Seasons during
their last stay at a
Four Seasons property

90%

of guests have
read/looked
through the
magazine

88%

of readers spend
20-30 minutes
with the
magazine

12%

of readers spend 30-
60 minutes or more
with the magazine

Source: Four Seasons reader survey

Reimagined Website

The Four Seasons digital experience engages readers further with original content that enriches and informs. Upon arrival to any Four Seasons hotel & resort, guests are redirected to our site after a successful WiFi login, offering your brand instant visibility. Our custom campaigns align your brand’s messaging with relevant content to offer memorable personal impressions and actionable inspiration.

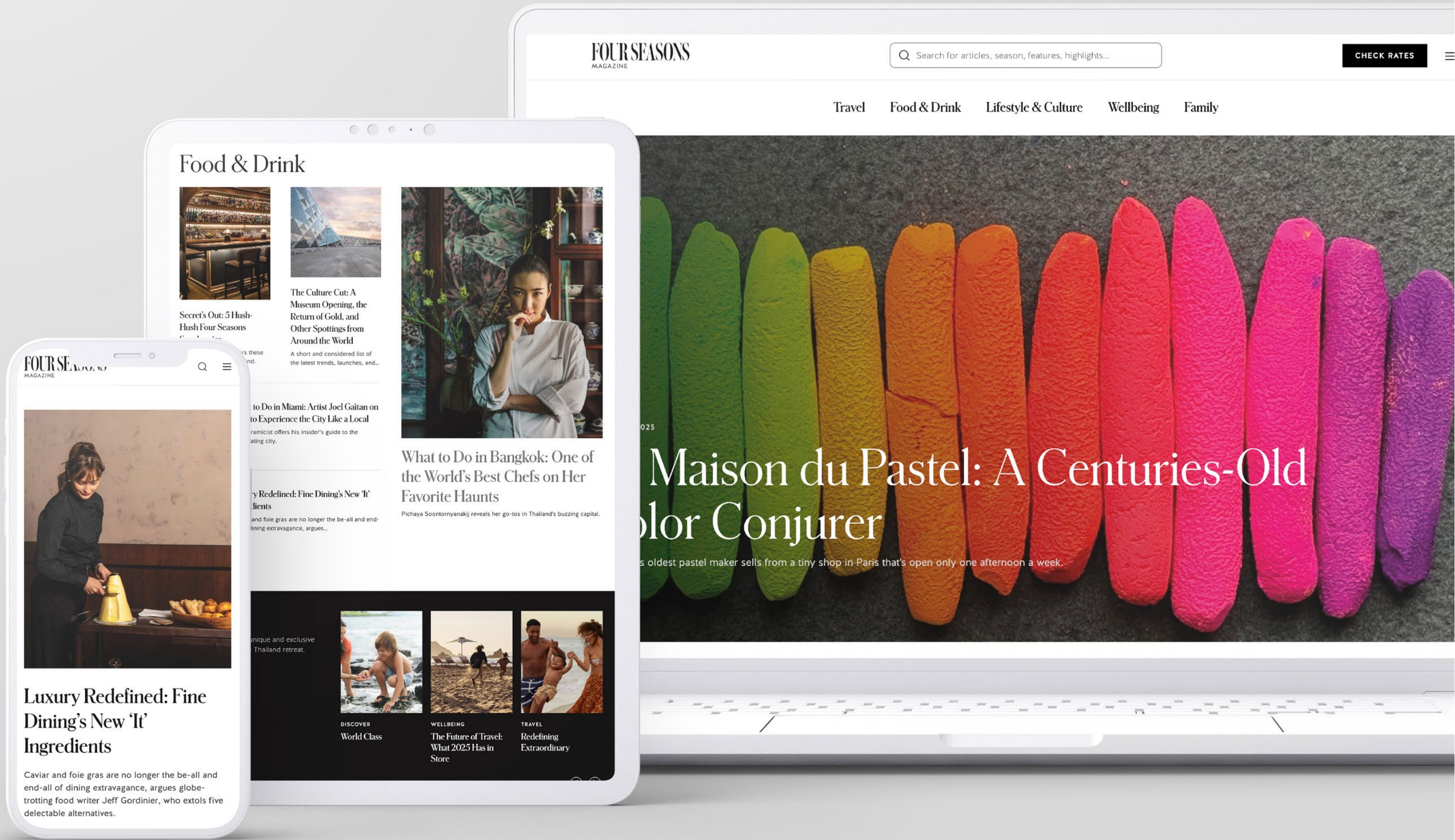
CUSTOM DIGITAL ACTIVATION
Custom campaigns include native articles and proprietary ad units integrated within the Four Seasons Magazine design

AUDIENCE OVERVIEW
Reach a highly qualified audience of Four Seasons guests, residents, and readers organically searching for relevant content

AUDIENCE REACH
Your brand has the opportunity to expand reach to the North & Warren audience network with our precise data and targeting solutions

240K	1:22	250K
Monthly	Avg Time	Monthly
WiFi	Spent per	Uniques
Log Ins	Article	

Native Article Packages starting at \$12.5K. \$25K minimum total media investment



Guest Engagement

Enhance your campaign and leave a lasting impression with property guests and residents through targeted, thoughtful activation programs.

EXCLUSIVE EVENTS

Our team will work with you to create a custom, intimate event on-site at an appropriate Four Seasons property.

ACTIVATIONS

Within Four Seasons Hotels, Resorts & Private Residences, leverage exclusive spaces, brand integration, and more to ultimately elevate the guest & owner experience.

CUSTOM CONTENT

Four Seasons will work with your brand to develop bespoke programs that encompass native articles, print advertorials, digital content hubs, direct mail pieces, and more.



We look forward to working together.

SPARK CURIOSITY. IGNITE PASSIONS. INSPIRE ACTION.

NORTH & WARREN

FOUR SEASONS



Print Ad Rate Card

GLOBAL

# OF ISSUES	FULL PAGE	SPREAD
1x	\$34,000	\$61,200
2x	\$32,000	\$60,000
3x	\$31,000	\$57,000
4x	\$29,000	\$54,000

Global rates include all U.S. and international editions. All figures USD.

PAYMENT TERMS
Net 30 days from date of publication with approved credit. Billing date is the first day of the month of cover issue. First-time advertisers must submit credit application or provide payment in full with insertion order.



Print Ad Specifications

SUPPLIED CREATIVE

FILE FORMAT
Press quality, PDF/X-4 built to
US Web Coated SWOP color profiles.

CONTRACT PROOF
An industry standard SWOP certified
proof is recommended for best quality.
Accurate color reproduction cannot be
assured without supplied proof.

FILE DELIVERY
Submit artwork to:
production@northandwarren.com

DEADLINES

VOLUME 1
Space Close: 1/23/2026
Materials Due: 1/30/2026

VOLUME 2
Space Close: 5/1/2026
Materials Due: 5/8/2026

VOLUME 3
Space Close: 7/31/2026
Materials Due: 8/7/2026

VOLUME 4
Space Close: 10/30/2026
Materials Due: 11/6/2026

SINGLE PAGE

FULL BLEED
Trim: 9.875" x 13"
Bleed: 10.125" x 13.25"
(provide .125" bleed)
Type Safety: 9.375" x 12.5"
(allow .25" margin all sides)

NON-BLEED
Final Art: 9.375" x 12.5"

DOUBLE PAGE SPREAD

FULL BLEED
Trim: 19.75" x 13"
Bleed: 20" x 13.25"
(provide .125" bleed)
Type Safety: 19.25" x 12.5"
*(allow .25" margin all sides.
For critical crossover allow .1875"
on either side of the gutter.)*

NON-BLEED
Final Art: 19.25" x 12.5"