

## Indulgence: The Finest Food Fête Anywhere

Issue Date: November 2005 • Space Close: August 18 • On-Sale Date: October 25

### TIMING

Las Vegas is a destination like no other, offering a tantalizing glimpse of exquisite cuisine along with extraordinary hotels and world-class entertainment. In 2005, SAVEUR will introduce our readers to the culinary creations found in Las Vegas by creating a special report titled "Indulgence: The Finest Food Fête Anywhere."

We'll feature this special report in our November issue, to generate interest for Las Vegas' 100th Anniversary celebration. The introduction will provide readers with information about special travel packages.

- 75.0% of SAVEUR readers are influenced by food when choosing a travel destination.
- SAVEUR is the number one epicurean publication that reaches Las Vegas-bound travelers.
- When compared to other epicurean titles, SAVEUR delivers the most travel coverage.
- SAVEUR is the #1 ranked magazine for affluence, as compared with the other epicureans and travel books.

2004 January-December Media Analysts

SAVEUR delivers 1.8 million educated, affluent culinary enthusiasts who love to travel to pursue their passion.

### REACH & BENEFITS

To reach the widest possible audience of affluent travelers, we've created an integrated program that reaches our readership both in print and online:

- **In-book.** Advertisers will receive advertorial (copy/photos) equal to the amount of their display ad space.

- **Sweepstakes.** SAVEUR will create and administer a Web-based Las Vegas Sweepstakes program for consumers.
  - **Direct Mail Postcard.** In celebration of Las Vegas' 100th Anniversary, a postcard will be mailed to SAVEUR readers.
  - **Special distribution.** SAVEUR will reprint the special report and distribute it to 5,000 meeting planners and travel agents with a hotel listing and a letter from your tourism official promoting your destination as a location for meetings and conventions.
  - **Event tie-in.** If desired, SAVEUR will host a dinner during the 100th Anniversary festivities. This promotion also will include a listing in SAVEUR's Maitre D' editorial section that will promote Las Vegas' 100th Anniversary and the Sweepstakes.
  - **Online.** "Indulgence: The Finest Food Fête Anywhere" will be showcased on Saveur.com from October - December with direct links to participating advertisers' sites.
- SAVEUR With a circulation of 375,000, SAVEUR provides advertisers with unparalleled reach into a key market of affluent travelers:

"Indulgence: The Finest Food Fête Anywhere" is the perfect marketing vehicle for your Las Vegas destination.

• Male/Female	35/65%
• Median Age	52
• Median HHI	\$138,216
IN LAST 12 MONTHS	
• Average number of domestic trips	6
• Took a domestic trip	87.7%
• Average amount spent on domestic travel	\$4,000

Source: 2004 MRI Custom Subscriber Study

For more information, contact  
**Steve Thompson, Sales Manager, at 415-435-4678**  
 or **Margot Segal at 415-927-6198**

# Indulgence

THE FINEST FOOD FÊTE ANYWHERE

In ultra-luxurious LAS VEGAS, America's top chefs showcase their world-class fare nightly. Expect five-star dining in architecturally stunning surroundings.



# Indulgence

THE FINEST FOOD FÊTE ANYWHERE

LAS VEGAS offers one-stop shopping for epicureans. More than a dozen chef-celebrities—including superstars Guy Savoy, Emeril Lagasse, Nobu Matsuhisa and Wolfgang Puck—offer A-list dining here.

AT 100 YEARS AND VIBRANTLY YOUNG, glittering, glamorous Las Vegas stuns food-lovers with a show-stopping array of over-the-top restaurants. The nation's biggest-name chefs—those men and ladies in whites who lead culinary trends, star in TV shows and bedazzle with must-have cookbooks—run top-tier restaurants in The Entertainment Capital of the World. They give their fine-food emporiums unique Las Vegas spins in both menu and décor, and, all together, offer sensational.

### PHENOMENAL FLAVORS

Have you dreamed of feasting on Le Cirque's roasted duck breast with Tasmanian honey? Bobby Flay's roasted pumpkin soup? Charlie Palmer's wood-grilled rib-eye steak? Border Grill's smoked pork chop with cholita glaze? Simply hop from one pampering resort to the next.



### WINNING WINE LISTS

**Excellent menus demand serious wine, and Las Vegas wine cellars stock some of the very best variety in the country.**

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### EXTRAORDINARY ATMOSPHERES

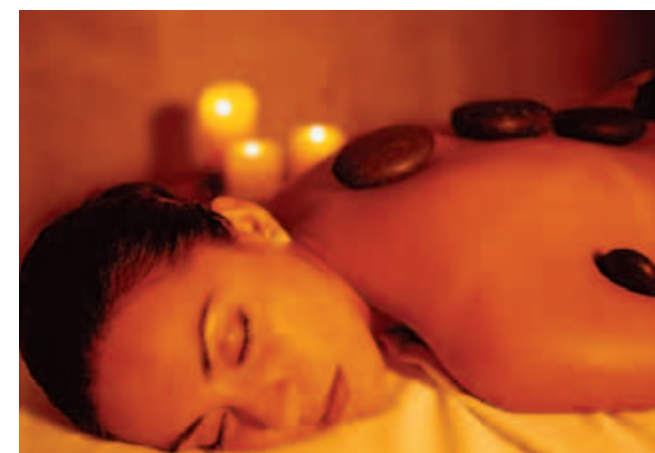
In Las Vegas, from flashy retro styles to ultra chic modern you'll be in awe of the stunning decor that distinguishes Caesar's Palace (opening Guy Savoy in October), Bellagio and MGM Lofts as well as Lake Las Vegas,

Wynn's and many other world-class resort destinations.

Dynamic design teams wove together dramatic colors, imported fabrics and outrageous accessories. The result: Dining rooms with theatrical flare. Mix at THEhotel, Alain Ducasse's contemporary French wonder in the Mandalay Bay, is white through and through, from tabletops to massive pillars.

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With elegant spas, rolling golf greens and indoor botanical gardens, LAS VEGAS caters to sophisticated travelers' every desire.



### A CENTURY OF TRIUMPHS

**BARELY A DESERT HAMLET 100 YEARS AGO, Las Vegas, the fastest-growing metro area in the nation, is celebrating its centennial. Having evolved from railroad town to gaming center to resort emporium, the city spent 2005 celebrating its anniversary with headline-grabbing events, from baking a record-setting birthday cake to have an asteroid named in its honor.**

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