Westlake Magazine, Paragon Healthy Lifestyles Magazine and West Luxury Magazine are premier west coast luxury publications presented by Powerhouse Lux Media, a corporation that specializes in multi-platform publications and innovative software development. Westlake Magazine has served communities for over 25 years in a region that is often referred to as the Gold Coast, the nation's most exclusive addresses and a family portrait of suburban wealth. West Luxury Magazine, a spinoff publication, serves Beverly Hills, Bel Air, Malibu, Santa Barbara and West Coast communities that thrive on luxury lifestyles. Paragon Healthy Lifestyles Magazine is a quarterly publication designed to inspire, educate and inform the public on how to live longer, healthier and happier lives. Westlake Village is the home of the world renown California Longevity and Health Institute (located within the Four Seasons) and the O’Gara Coach Bentley, Rolls Royce and Maserati headquarters. Both are located near the Sherwood Country Club Estates & Jack Nicklaus championship golf course. The region includes several thousand acres that are sprinkled with sprawling ranches. Many of these ranch owners maintain second homes on the westside including in the Bel Air, Beverly Hills and Malibu areas. Both publications serve businesses and private guard gated estates, ranches and affluent beach communities, a sought after demographic to those who enjoy the opulent standard of living and stunning locations. A number of high-profile individuals, celebrities and corporate executives have made these bell-weather California regions their home primarily due to the exclusivity and lavish surroundings.

Westlake Magazine and West Luxury Magazine provide entertaining, educating and inspiring editorial including; lifestyle features, celebrity profiles, social scenes, fashion, home decor & architecture, culinary life, worldwide travel, art & philanthropy, health & beauty and event information provided to engage readers. Due to the larger size and luxury satin matte with spot-gloss print, all three of these publications remain a staple in homes and offices for many years after distribution. There is no other publication in the nation that rivals the overall luxurious presentation of these striking books.
PRESS RELEASE

O’Gara Coach Westlake and Rolls Royce Motorcars Westlake Incorporate New Ways To Connect Their Exclusive Clients Through The Luxury Lifestyle


Alison Eastwood marries Country Music TV’s Stacy Poitras

Clint Eastwood’s daughter gets hitched in intimate ceremony surrounded by family. “He looked at me for four or five seconds, which felt like 15 minutes, and then he said, ‘You’re going to have to take that up with her,’” Poitras said in the March/April issue of Westlake Magazine. “I said, ‘Is that a yes or a no?’ And he said, ‘That’s a yes,’ and he shook my hand.”

After serving for a dozen years on the advisory board of Westlake Magazine, Rebecca Grossman is taking a greater role in the publication’s creative side. As the new publisher of the magazine, Grossman is doing a makeover of sorts with the hiring of a new editor in chief, art director and the addition of correspondents covering medicine, entertainment and celebrities.

Advertisers who have been with the magazine over its 19-year history will now be found alongside new, upscale ones catering to the affluent reader.
Westlake and West Luxury Magazines reach approximately 75,000 readers each month.

Demographics*:
- Age 35-44: 13.2%
- Age 45-54: 19.25%
- Age 55-64: 14.53%
- Median Age: 44.7%
- Population Male: 48.70%
- Population Female: 51.30%
- Males Married: 32.42%
- Females Married: 30.76%
- Average Household Income: $169,301
- Household Income $200,000+: 23.8%
- Completed Bachelors Degree: 30.12%
- Completed Graduate Degree: 20.60%
- Home Value $1,000,000+: 33%

*Source: U.S. Census Bureau, 2007-2011 American Community Survey
Powerhouse Lux Media (PhLM) introduces innovative platforms allowing advertisers to connect with high-end consumers like never before.

In an era of "all things digital," PhLM is pioneering and implementing innovative and high-tech strategies to support a shared marketing and advertising marquee.

PhLM is setting a new standard by expanding advertising bandwidth, providing web and mobile diversification, social media outreach and opportunities for increased market penetration.

We capture the essence of brand awareness by creating a contemporary and innovative digital springboard. (see more information on Interactive iPad App).

Extraordinary and dynamic new website with "Behind The Scenes" video of celebrity cover and fashion shoots are now available online.

PhLM 9.65 x 10 extra-large luxury publication is now even more elegant in design and photography for our growing readership. Dual (front and back) exquisite celebrity matte and satin finished covers (with a spot-glossed Masthead) is the publication’s new signature.

Back cover features special WLMProperties.com luxury real estate department. Culinary Life Editor, Chef Eric Kopelow, is Vice President and Executive Chef at NBC Universal Studios. Due to its upscale design and "elegant book" features, the publication remains on coffee tables and in offices indefinitely.

Neiman Marcus hosted the champagne celebration and relaunch party in November 2010. Hundreds of guest attended and the "Social Network" continues to expand on social media venues.

PhLM maintains an East Coast Creative Team and premier photographers for expanded bandwidth.
Local Search and Advertising Promotion - An add-on service providing local search optimization that helps your business to be found online, engage with local customers and bring new customers to your door. Information available upon request.

Advertising is directed and adheres to premium design standards with in-house designers for additional support structure and guidance.

PhLM now incorporates cutting-edge reader "Tags" (QR barcodes) on advertising and editorial for instant access on all mobile devices.

iPad compatible, "Flip" version and portal is now available through our website. Advertising messages can be fully integrated into this medium.

Advertisers will have their ads displayed on our newly remodeled websites at www.WestlakeMagazine.com and WestLuxuryMagazine.com. The magazines will be available cover-to-cover online and linked to our strategic luxury magazine alliance websites and on iPad.
NOW AVAILABLE ON iTUNES!

The new cutting edge Westlake Magazine iPad App by MyPubXtreme provides readers with a fascinating experience that not only complements the print version but augments content with added features, such as, HD streaming video tours, audio reviews, additional 360 degree rotating images and photos, interactive ads, buying links, promotions, virtual shopping, ticket purchases, mobile coupons and much more ... with a simple tap of the finger.

Furthermore, each advertiser will have their own custom QR Code "Tag" (barcode) featured on their page for Smart Phone users to scan and connect to your business instantly. This feature will also allow mobile users to immediately drop your contact information into their address book. There is no App on the market as comprehensive and sophisticated as what the MyPubXtreme Platform will provide in this new cutting edge mobile App!

Day In The Life "DITL" CO-OP Departments offer special rates that allow businesses to be featured for one year at a rate that is cost beneficial. Please inquire about these rates with your sales representative or email Info@Westlakemagazine.com.

Please visit the iTunes Store and download a complimentary version of Westlake Magazine for the iPad.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Theme</th>
<th>Materials Deadline</th>
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<tbody>
<tr>
<td>January / February</td>
<td>New Year / Health &amp; Beauty</td>
<td>December 5th</td>
</tr>
<tr>
<td>March / April</td>
<td>Spring / Bridal Issue</td>
<td>February 5th</td>
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<tr>
<td>May / June</td>
<td>Home Design &amp; Architecture</td>
<td>April 5th</td>
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<tr>
<td>July / August</td>
<td>Food &amp; Wine</td>
<td>June 5th</td>
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<td>September / October</td>
<td>Anniversary - Entertainment</td>
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<td>November / December</td>
<td>Holiday / Art &amp; Philanthropy</td>
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### Ad Rates

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<tr>
<td>INSIDE COVER 2</td>
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<td>$2,700.00</td>
<td>$2,400.00</td>
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<tr>
<td>BACK COVER 4</td>
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### Best Value

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<td>$2,700.00</td>
<td>$2,400.00</td>
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<td>$2,200.00</td>
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<tr>
<td>BACK COVER 4</td>
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<td>BOOK MARK PAGES Frontside</td>
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<td></td>
</tr>
<tr>
<td>BOOK MARK PAGES Backside</td>
<td>$2,200.00</td>
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</tr>
</tbody>
</table>

** These are pages that are created in our print version with a thicker cardstock and a slightly different size, in turn, the magazine opens to these pages inadvertently giving your advertisement a way to "pop out" at the reader.

### Additional Values

- **PAID ADVERTORIALS** - Run one time only
  - One-page advertorial $1,295.00
  - Two-page advertorial $1,995.00

Additional custom sizes to fit your budget are available as well as packaged media opportunities. Call for a one-on-one consultation today and let us help you make your presence known!

**Rates are Net**  **Ads are Four Color**  **Insert Rates Available**  **Guaranteed Position - Additional 15%**
Proper distribution is our priority. Copies of current issues are found throughout the Conejo Valley and surrounding cities, including Westlake Village, Agoura Hills, Hidden Hills, West Hills, Thousand Oaks, Lake Sherwood, Hidden Valley and North Ranch Estates. And West Luxury Publication, serves Bel Air, Beverly Hills, Malibu, Calabasas, Santa Barbara and affluent West Coast communities. The magazine can now be read in its entirety online.

On the racks locations:
Area businesses, grocery and drug stores, restaurants and car washes, medical offices and high traffic areas (location list available upon request)

Direct Mail / Subscriptions: Mailed to medical offices / affluent West Coast homes and gated communities.

Hotel locations:
The Hyatt Westlake Village, Westlake Village Inn, The Four Seasons Hotel Westlake Village, Sheraton in Agoura Hills and Marriott in Woodland Hills, Hotel Californian in Santa Barbara, The Dream Hotel in West Hollywood and Pelican Hill Resort and Spa in Newport Beach.

Advertiser and focal points for distribution:
Decorators, Physician Offices and Medical Buildings, Country Clubs, Realtors and Restaurants, Full Service Salons, Day Spas, Upscale Car Wash and Detail locations, Coffee Houses, Theatres, etc.. Locations are provided copies for distribution to their clients and replenished weekly. Store front posters are distributed throughout the community featuring our "online" presence and new Ipad version. Our publications acknowledges the importance of Social Networking in the day and age with which we live. We encourage readers and advertisers to join our blog or catch up with us on Facebook and Twitter and Instagram. We maintain ten active and dynamic social media platforms.

Quality Design & Printing
PhLM has maintained its reputation for over 25 years by utilizing high quality vendors.

Our in-house design team enables consistent creative execution. Expert print production with matte UV Satin finish and spotglossed text is the hallmark of Westlake Magazine's unique and innovative dual cover designs. Additionally, our award winning photographers maintain the integrity of the publication.

Affordable Rates
We serve a community that responds to our commitment to quality. Our relationship with our advertisers is paramount and we continuously strive to provide new and innovative services that will support advertisers both locally and nationwide.

To advertise in the Conejo Valley's longest established publication and premier resource for dynamic and informative editorial, entertainment and social lifestyle features, please contact us:
Powerhouse Lux Media, Inc.  3835 R East Thousand Oaks Blvd. #376  Westlake Village, CA 91362
E-mail:  Info@WestlakeMagazine.com  Phone: 866-754-0672
Acceptable File Formats: All ad materials, both digital files and proofs, must conform to SWOP standards. (Information on SWOP standards can be found at www.swop.org)

The following two file formats are accepted: · HI-REZ PDF or PDF/X-A: for both fractional page and full page ads. PDF or PDF/X-I Files must be CMYK composite, professionally created with Acrobat Distiller or Indesign (as a PDF v1.3 or higher), with all high resolution graphics and fonts embedded. Please do not use RGB, JPEG, nested EPS files or calibrated color.

Unacceptable file Formats
Other file types, such as PDF created on desktop with PDF Writer, Postscript or native applications such as Quark, InDesign, Pagemaker, Illustrator, Freehand, Photoshop, etc., are not acceptable. Their unlocked format introduces countless opportunities for error.

File Preparation
All files should be set up as single pages, not spreads. · For bleed ads, file sizes must be .125“ larger than final trim on all four sides. · Keep live elements NOT intended to bleed .375“ in from trim on all four sides. · Crop marks should not encroach into the bleed area. Right reading, portrait mode, 100%, no rotations. · All images MUST be CMYK mode. Proofs: Contract Direct Digital Color Proofs with color bars, calibrated to SWOP specifications output from final digital file at 100% are required to verify content and integrity of supplied ad files. Acceptable contract proofs are: Kodak Approval, Digital Matchprint, Polaroid Polaproof, Fuji.

Final Proof, or halftone equivalent. 
Acceptable Media/Delivery: Email materials to info@westlakemagazine.com
Shipping Instructions: All materials (and production questions) should be addressed to:

Powerhouse Lux Media, Inc.
3835 R East Thousand Oaks Blvd. #376
Westlake Village, CA 91362
Phone: 866-754-0672

Please scan here or visit www.westlakemagazine.com to view the entire magazine online

Questions regarding insert pricing, specifications and due dates should also be directed to our Director of Operations. Disposition of Materials Advertising materials will be retained for six months and then discarded. CD ROM’s will not be returned.

Liability
Advertiser assumes all liability with respect to the integrity and compatibility of supplied digital files and publisher will not be held responsible for any ad materials submitted not meeting specifications. Charges will be billed to the advertiser/agency at prevailing commercial rates for any digital files that require prepress alterations in order to meet WESTLAKE’S digital ad materials guidelines and SWOP requirements. The minimal charge so incurred would be $175 for a proof and an additional $175 for any file manipulation.
<table>
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<th>TRIM</th>
<th>BLEED</th>
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<th>NON-BLEED AD</th>
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<td>8.9” x 11.25”</td>
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<td>19.8” x 12.5”</td>
<td>18.55” x 11.25”</td>
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</tbody>
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*Two - Page spread materials should be supplied as single pages. Due to the nature of perfect binding, .25” of the spreads is lost on both sides of the gutter because the pages kiss each other. Therefore, please keep the elements at least .5” from the gutter on both sides to ensure it won’t be lost.

Printing Method: CTP Sheet fed.
Binding Method: Perfect bound.
Line Screen: 150 lpi.
Image Resolution: 300 dpi.
Colors: 4/C Process: CMYK: 5th color availability on inside covers 2, 3, & 4 only.
Maximum Ink Density: 280% Recommended.
Not to exceed SWOP 300% TAC.
Dot Gain: Quarto (25%) 14-16% average dot gain:
Midtone (50%) 20-22% average dot gain: Shadows (75%) 14-16% average dot gain.
Trim Safety: 3/8” (0.375”) in from trim on all four sides: top, bottom, face and gutter.
Bleed: ¼” (0.25”) extra outside trim on all four sides.
With over 25 years serving one of the most affluent demographics in the country, there is no question that we were the first and "original" luxury lifestyle publications in the region, maintaining a proven record of excellence for over two decades. We are proud to have also been the first in the area to provide an "App" to readers nationwide, in turn, reaching over 40,000 readers monthly.

Visit our website at: www.westlakemagazine.com and download our media kit for more trend-setting information.

Advertise In The Premier West Coast Luxury Publications!

Powerhouse Lux Media, Inc. 3835 R East Thousand Oaks Blvd. #376 Westlake Village, CA 91362
Info@WestlakeMagazine.com Phone: 866-754-0672
DITL APPS (Day In The Life Applications) in partnership with Powerhouse Lux Media, Inc / Westlake Magazine, now develops, implements and markets cutting-edge mobile applications ("Apps") for smartphones and iPad.

**The DITL difference:**

Research-driven concept development—DITL APPS works with clients to determine an app’s proper scope, unique selling proposition (USP), and target demographic to maximize usability and brand enhancement.

Detailed feasibility analysis- DITL APPS conducts an in-depth study of each mobile app’s economic, technical, and time-to-market factors to ensure a successful and effective rollout.

DITL Apps creates mobile applications “Apps” and Industry Directed Platforms (IDP’s). The IDP’s allow for a client to build a custom-app and are the framework upon which to build fully functional content rich “App’s” that can be accessed and modified at anytime.

Each assembly-line style platform is dynamic and unique in that they can sustain multiple custom features that are industry specific for a large clientele base.

Our sophisticated platforms can create top-notch Apps in a fraction of the time in a cost effective manner.

We’re with you all the way, from inception to completion and available for IT support throughout the life of the App.

Through our sophisticated software development team we produce high-end, yet, user friendly platforms supporting the development of innovative Apps while remaining competitive and offering cost effective services and products.

Additionally, we manage software that allow individuals to publish a book for iPad viewing.

In today's world, if you don't have an "App", it is like not having a website ... don't get left behind!

Call or email today.

**DITL Apps Sales - 866-754-0672 or email Info@WestlakeMagazine.com to schedule a complimentary consultation.**
Make Your Presence Known Through PhLM’s Packaged Media Marketing And Advertising Opportunities!

"Packaged Media Opportunities" For Your Business Include:

* Advertisements

* Quoted as expert source in related editorial

* Front or Back Cover lines

* Product placement in Fashion spread or various departments

* Exposure in targeted issues that have themes related to your business

* Advertising banners on our website, online edition or mobile "App"

* Booths at community mixers

* Be included in Directory's or Calendar of Events

* E-Blast to our data base promoting company, special offers, event invitations

- PhLM Magazines strongly supports and is a member of the Chamber of Commerce and The Better Business Bureau.
- Westlake Magazines holds the prestigious position at the Civic Arts Plaza as 98th among the first 100 members.
- PhLM Magazines has a long standing reputation promoting local charities and their funding efforts.
- PhLM Magazines is a preeminent source of advertising knowledge for our advertisers, sharing our expertise.
- PhLM Magazines will represent our advertisers in grand style with our positive community image and commitment to customer service.
Celebrity Editorial Contributors

Marla Maples
Leeza Gibbons
Ellen Leyva
McKenzie Westmore
Suzanne Somers
Katherine Schwarzenegger
Cristina Ferrare
Kevin Cronin