

PUISSANCE AMERICA

Power and strength are the source of human richness. At Puissance America we seek to represent them in all forms. Showcasing talent and beauty throughout the world, we choose to provide a transcendent experience in each issue from which the reader can learn and enjoy.

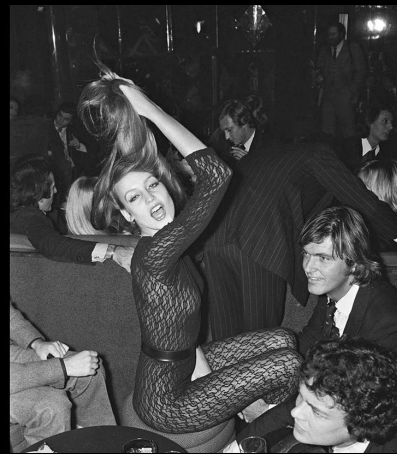
We have been inspired to publish a printed piece in a technological world to present the features, individuals and passion par excellence. Incomparable, the elegance on paper reflects the art, design, elegance and style of our subjects.

The horse symbolizes spirituality, strength, grace and power where nature and game come to one instilling a passion in millions. We know this feeling enriches our souls and we seek to unite and touch equestrians everywhere with it to enjoy the present while being conscious of the world we live in.

While keeping pace in an electronic universe influenced by social media more than ever we seek to bring the supreme from the incomparable.

I invite you to be a part of the Puissance America experience with us today.

Aurora Rangel de Alba



Puissance America is an elegant semi-annual coffee table magazine containing hundreds of pages of stories unique to the equestrian world, sophisticated travel opportunities, distinctive products, cutting edge technology, elegant art and design, and outstanding people representing an ideal way of life, while raising awareness of humanitarian and ecological causes.

Available in the universal language of English, distribution will extend throughout North America, in the United States, as well as in Canada and Mexico. Our databases are comprised of elite international equestrian athletes, luxury consumers, and subscribers. We will have a presence at equestrian, fashion, and art events; high-end shops; sophisticated hotels and restaurants; airports; and other points of interest. Puissance is already a successful publication in Europe and is expanding all over the world, including the Middle East. Being part of Puissance means belonging in a network of hundreds of thousands that have a thing in common: passion for life.

Reach a network of passionate equestrian households, stables, shows and establishments as we seek to make Puissance available throughout America in print and social media.

Advertisements and promotional articles will comprise no more than 33% of the magazine's content.



www.puissanceamerica.com
info@puissanceamerica.com





CORE TARGETED

Affluent socially active consumers targeted via high-profile events, philanthropic databases, premier in-car/in-flight placement, and subscribers. Professionals and audience in all equestrian disciplines.

ASPIRATIONAL

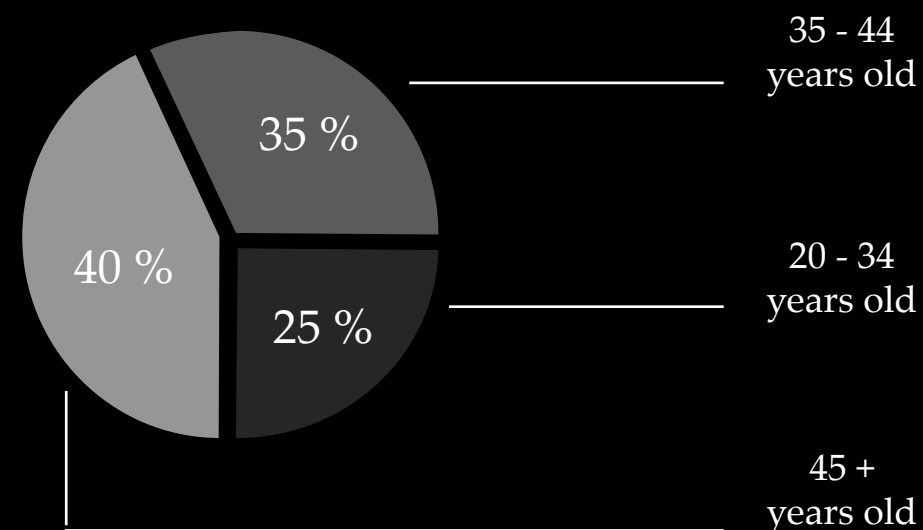
Aspiring consumers who enjoy an affluent lifestyle and engage the magazine in events, restaurants, spas, and luxury hotels. People who wish to be informed about new technologies, personalities.



GENDER



AGE



READER LIFESTYLE

Compared to the general population, Puissance readers:

- Are likely to drive a Luxury or Prestige vehicle.
- Are likely to belong to a private club.
- May regularly drink imported wine.
- Are very likely to say that they “really enjoy shopping”.
- Are likely to enjoy the gourmet experience.
- Are very likely to “pay anything when it comes to by health”.
- Are likely to have purchased high-end watches in the past year.
- May regularly drink champagne.
- Are very likely to regularly drink imported beer.
- Are extremely likely to say “home décor is of particular interest to me”.

CALENDAR

ISSUE	SPACE RESERVATION	MATERIALS	PRINTED BY
Fall/ Winter	July 6th, 2018	August 7th, 2018	September 15th, 2018
Spring/ Summer	January 31, 2019	February 15th, 2019	March 27th, 2019

MEDIA RATES

To discuss using the editorial style of pussance to produce a bespoke promotion contact our promotions team on: info@puissanceamerica.com

- Cancellations: two months prior to the on-sale date.
- All rates are net.
- Calendar, availability, and rates subject to change based on strategic oppertunities and reader and market needs.
- File must be in PDF
- CMYK - 330 dpi.
- No compressed files.

MECHANICAL DATA	BLEED (DxW)	TRIM (DxW)
Full Page	22.19 x 28.6 cm	21.59 x 28 cm

COST

Four Color	1x	2x	3x
Page	\$3,590	\$3,410	\$3,232
Spread	\$4,390	\$4,170	\$3,952
Cover 2/P1	\$3,990	\$3,790	\$3,592
Cover 3	\$3,790	\$3,600	\$3,412
Cover 4	\$4,390	\$4,170	\$3,952