

FON

A FAMILY OFFICE NETWORKS PUBLICATION

MEDIA KIT 2020



PHOTO CREDIT: PHOTOGRAPHY BY SUNMAN

Unprecedented Luxury



Family Office Networks publishes three global editions of its luxury lifestyle magazine in addition to our flagship FON Magazine. New publications called FON Europe Magazine, FON Asia Magazine and FON MENA Magazine are set to launch in 2020 and our publication's website has been revamped to reflect the new global focus. Each of these four full-color glossy magazines will provide wealthy families with curated content on topics such as art, automobiles, yachts, jewelry, travel, family profiles, private aviation, philanthropy, family office trends and more.

Reinventing a Passion for Luxury

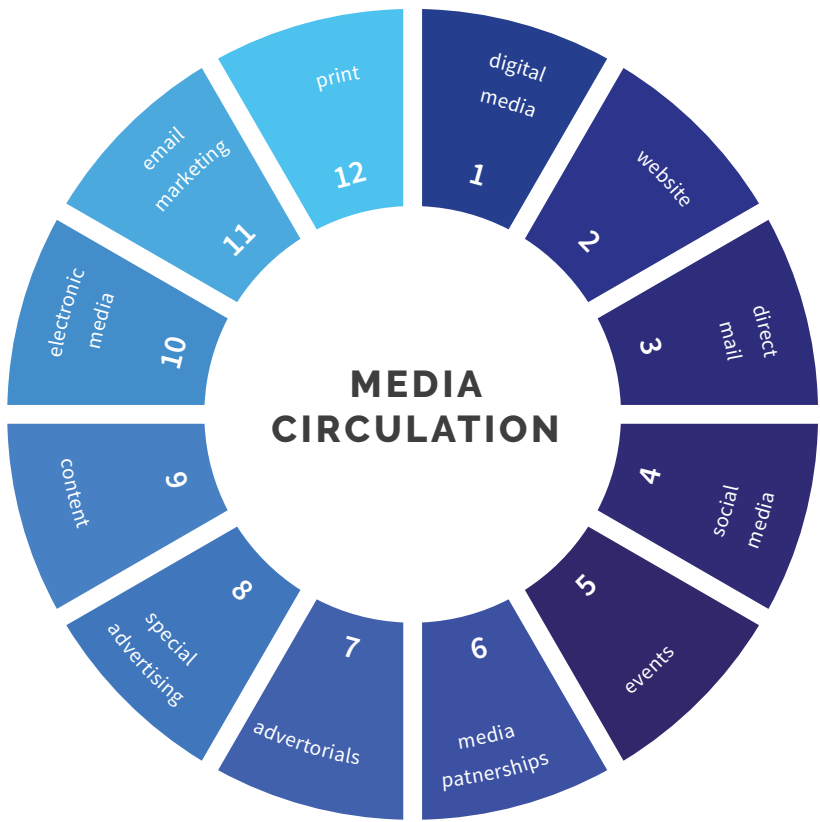
FON Magazine represents an important part of Family Office Networks continued commitment to expanding our global brand and passion about driving discovery of luxury opportunities. Our family office members appreciate custom content relevant to their local regions so we prioritize that effort in all of our activities. High-level partnerships with many leading global companies and brands result in an exceptional editorial and advertising platform.



Distribution Strategy

Family Office Networks distributes 10,000 full-color, glossy printed copies of the magazine nationwide at our 200+ Family Office events and industry partners’ events. In addition, we distribute a digital version to more than 150,000 single and multi-family family offices and the trusted advisers who serve them.

- DIGITAL MEDIA
- WEBSITE
- DIRECT MAIL
- SOCIAL MEDIA
- EVENTS
- MEDIA PARTNERSHIPS
- ADVERTORIALS
- SPECIAL ADVERTISING
- CONTENT
- ELECTRONIC MEDIA
- EMAIL MARKETING
- PRINT

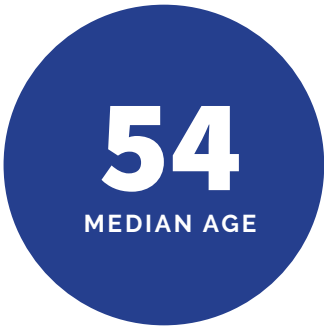


FON Audience

4x a year, 10,000 copies of FON magazine are printed and strategically distributed to over 200+ Family Office events nationwide. These targeted events range from iconic, industry leading conferences to intimate, invitation only custom networking and educational events.

DEMOGRAPHICS

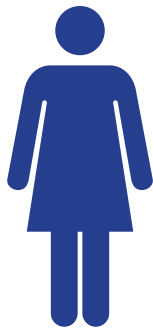
AVERAGE AGE: 54
MALE/ FEMALE: 72% / 28%
AVERAGE HNW: \$5MM



72%
MALE



GENDER
MAGAZINE READER



28%
FEMALES



The FON Portfolio

Family Office Networks’ portfolio of luxury content includes four glossy print magazines, an online magazine portal, weekly luxury newsletter, luxury updates for social media and an email marketing campaign geared around luxury content.



FON MAGAZINE



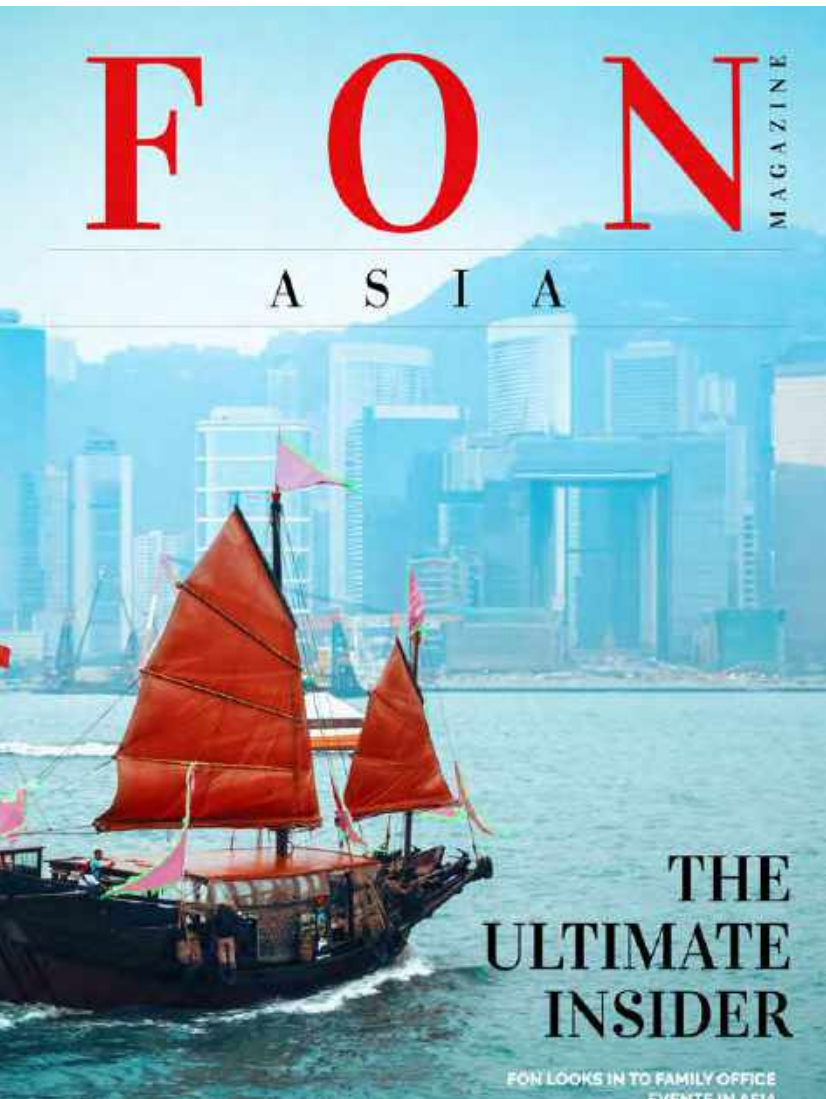
FONMAGAZINE.COM



NEWSLETTER



SOCIAL MEDIA



INTERNATIONAL



EMAIL MARKETING

Our Advertising Services

ADVERTISEMENT

We can design high quality advertisements for your company, product or service for inclusion in FON Magazine.

SUPPLEMENTS & MAGAZINES

The FON team can design and create a 10 - 25 page supplement or a complete magazine dedicated to your company or service and distribute it to our audience or at our partner events.

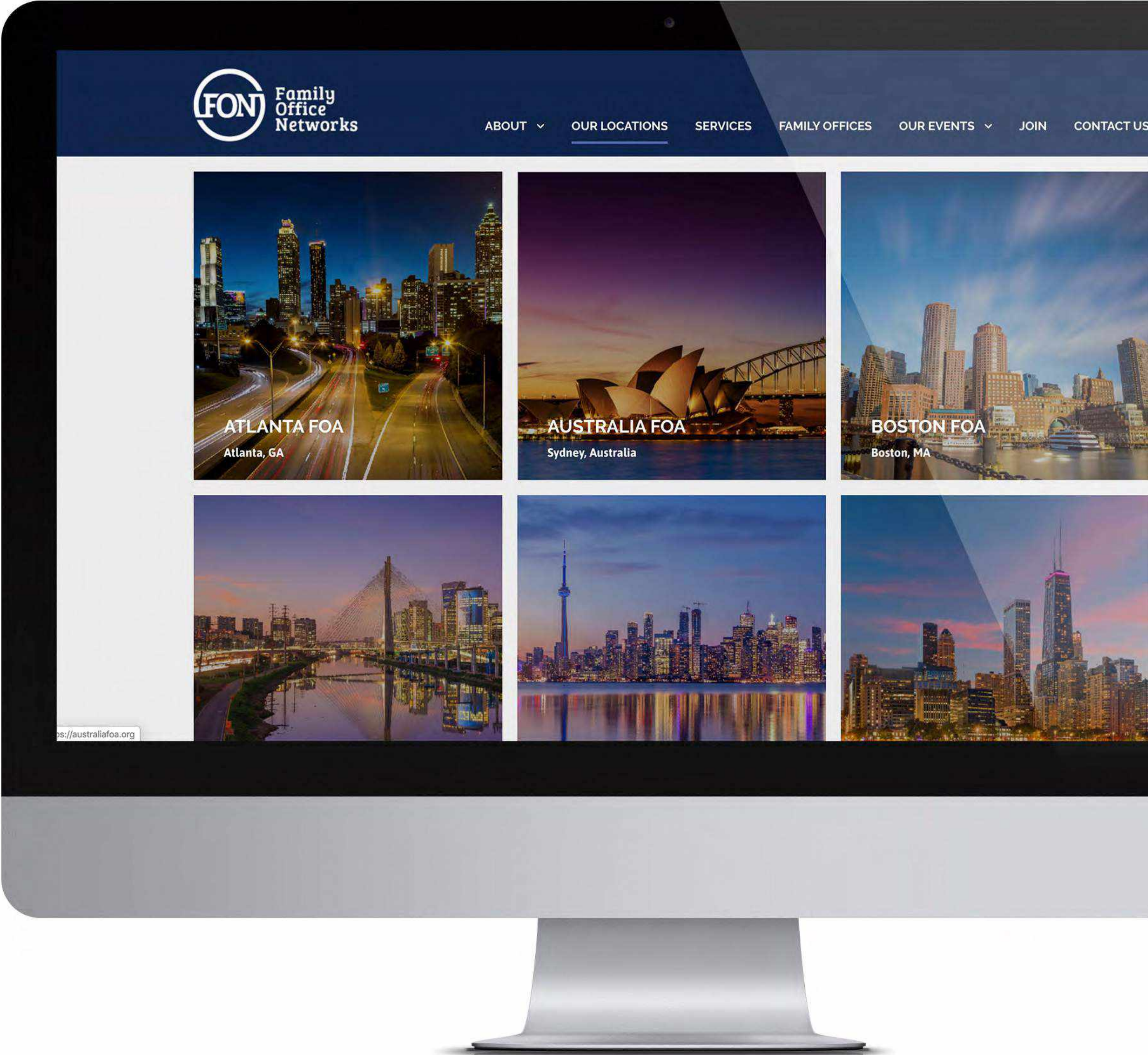


Our Associations

Family Office Networks built out its best in class distribution in the family office space through hosting tailored events in every significant pocket of wealth around the globe. FON currently has over 30+ local Family Office Associations and hosts over 200+ events each year.

FAMILY OFFICE ASSOCIATIONS

- ATLANTA FOA
- CONNECTICUT FOA
- LOS ANGELES FOA
- NEWPORT BEACH FOA
- PALM BEACH FOA
- SANTA BARBARA FOA
- TAMPA FOA
- CHICAGO FOA
- ORLANDO FOA
- ITALY FOA
- CHINA FOA
- JAPAN FOA
- BOSTON FOA
- BRAZIL FOA
- DALLAS FOA
- MIAMI FOA
- NEW YORK CITY FOA
- PHILADELPHIA FOA
- SARASOTA FOA
- WASHINGTON, D.C. FOA
- HOUSTON FOA
- SAN FRANCISCO FOA
- LONDON FOA
- HONG KONG FOA
- TEL AVIV FOA
- CANADA FOA
- DENVER FOA
- NAPLES FOA
- OHIO FOA
- SAN DIEGO FOA
- SEATTLE FOA
- WISCONSIN FOA
- NASHVILLE FOA
- SILICON VALLEY FOA
- RUSSIA FOA
- INDIA FOA
- AUSTRALIA FOA



Representative FON Events

Throughout the year, our Family Office Association host a variety of events for families and their single family office executives. From formal learning experiences to more casual networking events, we create an atmosphere for trust and connections.

SUMMITS & FORUMS

Family Office Networks often brings together leading single- and multi-family offices for one, two and three-day conferences focused on the most pertinent issues affecting family offices. Regarded as among the top family office events in the country, these agenda packed events provide you with all of the tools, information and technology you will need to successfully manage your single family office or multi-family office.

[VIEW MORE EVENT PHOTO GALLERY](#)



Representative FON Events

SOCIAL EVENTS

Family Office Networks hosts many events throughout the year, including mixers, symposiums, cocktail receptions, polo, golf outings, poker tournaments, conferences, luncheons, cigar parties, fashion shows, caviar tastings, yacht parties and more. In these intimate settings, families feel comfortable sharing ideas and expanding their network while giving back to the community.

[VIEW MORE EVENT PHOTO GALLERY](#)



Representative FON Events

LUNCHEONS & DISCUSSIONS

Family Office Networks partners with only best in class companies and fund managers and helps to introduce them to potential family office investors. Our track record is unsurpassed as our interests are aligned with the family offices who depend on us to help them identify the best possible opportunities in which to invest based on their individual needs.

[VIEW MORE EVENT PHOTO GALLERY](#)



File Ad specifications

AD MATERIAL REQUIREMENT

ADOBE PDF

MAGAZINE WILL ACCEPT ARTWORK IN PDF, BUT THE FOLLOWING SPECIFICATION MUST BE MET:

- IMAGES MUST BE HIGH RESOLUTION WHICH IS AT LEAST 300 DPI
- 3MM BLEED ALLOWANCE TO BE INCLUDED ON FULL PAGES
- ALL FONTS MUST BE EMBEDDED WITHIN THE DOCUMENT INCLUDE BLEED AND CUT LINES

HI RES JPG TIF FILES

MAGAZINE WILL ACCEPT ARTWORK AS A JPG AND TIFF FILES,SPECIFICATION BELOW:

- IMAGES MUST BE AT LEAST, 300 DPI HIGH RESOLUTION
- 3MM BLEED ALLOWANCE TO BE INCLUDED ON FULL PAGES

OTHER ACCEPTABLE FORMATS

MAGAZINE WILL ACCEPT ARTWORK AS A JPG AND TIFF FILES, SPECIFICATION BELOW:

- IMAGES MUST BE AT LEAST, 300 DPI HIGH RESOLUTION
- 3MM BLEED ALLOWANCE TO BE INCLUDED ON FULL PAGES

IMAGES

DIGITAL PHOTOGRAPHY AND SCANNED IMAGES MUST BE 300 DPI (AT SCALE). LINE ART MUST BE SCANNED AT 600 DPI OR HIGHER

FONTS

EMBED ALL FONTS WHEN SUBMITTING PDFS

- POSTSCRIPT FONTS ARE PREFERRED
- AVOID THE USE OF TRUE TYPE FONTS
- ARTWORK SUBMISSION, REMEMBER TO INCLUDE ALL SCREEN AND PRINTER FONTS



Ad Media Rates

COST PER ISSUE	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
DOUBLE PAGE SPREAD	\$17,000	\$16,000	\$16,200	\$15,800
FULL PAGE	\$9800	\$9400	\$9000	\$8600
HALF PAGE	\$6000	\$5600	\$5200	\$4800
QUARTER PAGE	\$3600	\$3200	\$2800	\$2400
OUTSIDE BACK COVER	\$15000	\$14800	\$14600	\$14000
INSIDE FRONT COVER	\$14000	\$13800	\$13600	\$12800

FOR ADVERTISING INQUIRIES CONTACT
561.906.1181 OR [INFO@FONMAGAZINE.COM](mailto:info@fonmagazine.com)



From the Publisher

These past months have been challenging for family offices around the globe as well as for our team members. I hope that all of our friends and members are staying safe and invite you to contact me personally if we can help you in any way at this difficult time.

While working remotely and eventually back in our offices, we have been fine-tuning a new platform that I am extremely excited about. FON Marketplace is a game-changing online technology platform designed for family offices to access private deals and connect with other family offices to co-invest; research luxury goods and services; share philanthropic ideas; and more. It was created to streamline the process of investing in a private placement which today is still an antiquated system. We're using a proprietary algorithm that enables family offices to easily identify the best opportunities. There is nothing like this available anywhere today.

During the 20 years I have been working with family offices, a common complaint is lack of access to good deal flow, alternative investments, and other services families traditionally seek. Many family offices have accounts at the biggest banks which may be too big to take advantage of the best private deals. This digital platform now provides family offices the ability to connect with other families through co-investments, educational events, philanthropy and luxury products and services.

FON Marketplace was initially designed for only family offices that had their own deals and were looking for a few family offices to co-invest; however, as demand for our distribution grew exponentially, we decided to open the platform and allow other qualified issuers to list their offering. FON Marketplace is the largest platform of private placements consisting of hedge funds, venture capital funds, private equity, direct deals, PIPES, and anything that falls under the definition of a private placement.

It is a pleasure to publish the summer issue of Family Office Networks Magazine, which is now published quarterly and which will soon become a monthly publication with new editions for Europe, Asia and the Middle East. The magazine focuses on our audience's interests in not just family office and investing news but also on the all too valuable luxury space, capitalizing on family offices' penchant for the Arts, Jewelry, Antiques, Travel, Philanthropy and the rest of the lifestyle. We hope you enjoy it and welcome your ideas and feedback.

ANDREW SCHNEIDER

FOUNDER/ PUBLISHER

ANDREW@FONMAGAZINE.COM

+1.561.906.1181

A portrait of Andrew Schneider, a man with short brown hair and a friendly smile, wearing a dark blue blazer over a light blue checkered shirt. He is standing outdoors with a blurred background of trees and a building. His signature, "Andrew Schneider", is written in white cursive across the bottom right of the image.

Andrew Schneider

From the Editor In Chief

It is a great pleasure to introduce the summer issue of Family Office Networks' luxury lifestyle magazine, which represents the fourth issue of our quarterly publication and hopefully one of the best yet. Despite today's challenging times, our team has worked hard to bring readers curated coverage of topics such as Rolls Royce Dawn: The Sexiest Rolls-Royce Ever, A Stunning Sea-Front Villa on the Amalfi Coast, Removing the Target: How to Avoid Real and Potential Personal Safety Threats for Your Family Office, and Family Office Profile – An Interview with Aradhna Gupta Dayal, CIO, Regal Ford Asia Family Office.

During the past few months, we have had an overwhelmingly positive response to FON Magazine from luxury brands that are now relying on upscale magazines to reach their target audience following the cancellation of events such as boat shows and art exhibitions. We're committed to working with these companies to introduce more world-class opportunities to our families via exceptional custom content. We're proud to reach the top 4 percent of the U.S. and global population with an average household income of \$5 million+ and average net worth of \$100 million+.

Family Office Networks is also preparing to launch FON Europe Magazine, FON Asia

Magazine and FON MENA Magazine to reflect our global focus. We will then have four full-color glossy magazines providing wealthy families around these regions with curated content on topics such as art, automobiles, yachts, jewelry, travel, family profiles, private aviation, philanthropy, family office trends and more. Content will be featured in both the print and online editions as well as on the magazine website where readers may also view past issues.

We hope you enjoy reading our summer issue as much as we enjoyed creating it. Please let us know if you have ideas or feedback for future editorial.

CHARLOTTE LUER

EDITOR-IN-CHIEF

CHARLOTTE@FONMAGAZINE.COM

+1.239.404.6785



Charlotte Luer

From the Art Director

Hello Readers! I hope you are all staying safe during these challenging times. It has been difficult for us to work remotely but we made it happen. We are pleased to introduce our Summer Issue of Family Office Networks luxury lifestyle magazine. We have covered all luxury related topics in spite of today's crazy times.

I'm thrilled that the spring issue has been so well received by our readers. Since we have not had any of our in-person events scheduled due to the pandemic, I was not able to choose any photos for the Out and About section of this edition. I miss our events and hope we will get to see each other soon. Despite all of this, we did manage to adapt with the times and FON Webinars have been a great success.

During these past few months, I have been involved in designing the UI/UX for Family Office Networks Marketplace, which was initially designed for only family offices that had their own deals and were looking for a few family offices to co-invest. FON Marketplace is the largest platform of private placements consisting of hedge funds, venture capital funds, private equity, direct deals, PIPES, and

anything that falls under the definition of a private placement. I am honored to say that FON Marketplace has launched and that it has been very well received by our members.

As promised, I am also very excited to share my surrealistic photo art series in this issue. The article entitled, "Surreal Photos: Look like They're Straight out of a Dream" showcases some of my surreal photos. I will really appreciate your thoughts and feedback.

I hope you enjoy our summer issue. Please do let us know if you have any suggestions to improve our upcoming issues.

SUREJ (SUNMAN) KALATHIL
ART DIRECTOR
SUREJ@FONMAGAZINE.COM
+1.561.827.9072

A portrait of Surej Kalathil, a man with dark hair, a beard, and glasses, wearing a dark blue button-down shirt. He is smiling and looking towards the camera. The background is a blurred outdoor setting with green foliage and a path.

Surej Kalathil

From the Copy Editor

I am so excited to be a part of the launch of this fourth official issue of Family Office Networks' luxury magazine. I feel grateful that our team continues to publish and introduce new investment, luxury, and networking opportunities to our special network of family offices amidst the COVID-19 chaos through this magazine platform. The FON team has worked hard on delivering quality material to our niche audience and we aim to provide positive, informative, and engaging content as an outlet during these challenging times. I hope we succeeded in doing so with this Summer 2020 issue.

Also serving as the Executive Assistant at FON headquarters in West Palm Beach, FL, I have had the privilege of watching our talented team make a massive transition from in-person networking events to conducting online webinars for our members, which has shown to be a great success. This year, FON also officially launched a long-awaited digital platform, Family Office Marketplace, which allows family offices, high net worth individuals, luxury brands, service

providers, charitable organizations, and other allocators to connect under one, sophisticated platform. This platform will change the way information and deals are made between companies and investors in the future under FON operation. Please enjoy this issue of our lifestyle magazine and let us know if you have any feedback for future issues.

Please also let us know if you are interested in learning more about our new digital platform as we would be happy to provide more information. Our main goal is to allow our members to stay connected during times such as these.

SARA O'BOYLE

EXECUTIVE ASSISTANT / COPY EDITOR

SARA@FONMAGAZINE.COM

+1.561.812.4000



FON Events & Conferences

Family Office Networks hosts many events throughout the year, including mixers, symposiums, cocktail receptions, polo, golf outings, poker tournaments, conferences, luncheons, cigar parties, fashion shows, caviar tastings, yacht parties, and more. In these intimate settings, families feel comfortable sharing ideas and expanding their network while giving back to the community.

Typically, 4 - 5 monthly events are held to provide family offices with high-level information on a variety of topics. Every one of these events draws sizable crowds of substantial families and ultra-high net worth individuals. Our network has allowed us to build relationships with family offices in every major pocket of wealth throughout the world.

Family Office Investment Club Events organized by Family Office Networks also offer families with a typical minimum net worth of \$50 million the opportunity to join clubs that reflect their areas of interest, including regional groups such as the Palm Beach Investment Club and newly

launched specialty clubs for Women, Art and more. As an example, the Palm Beach Investment Club enjoys a strong membership base of 20-25 family offices representing families from around the country whose wealth is derived from a variety of industries, businesses and legacies. The Club meets or speaks weekly or monthly.

[VIEW UPCOMING EVENTS](#)



2020
THEMES IN FINTECH


Please join **Anthemix Group**. Anthemix is a leading global venture firm and will review the fintech and insurance tech landscape and how it will transform the financial services industry. Their review will include best-in-class, high-growth, digitally native financial services companies based around the world.

JANUARY 29 **12:00 PM - 2:00 PM**

LOCATION
TBD
SAN FRANCISCO, CA

RSVP

© 2019 FAMILY OFFICE NETWORKS. ALL RIGHTS RESERVED.



Polo Tailgate Series:
LUXURY EDITION

Come join The Palm Beach Family Office Association for an afternoon of fun in the sun on the sidelines of International Polo Club's Championship Field. FON is inviting our family office members and luxury brands & professionals to watch the VINTAGER CUP with us over cocktails and hors d'oeuvres.

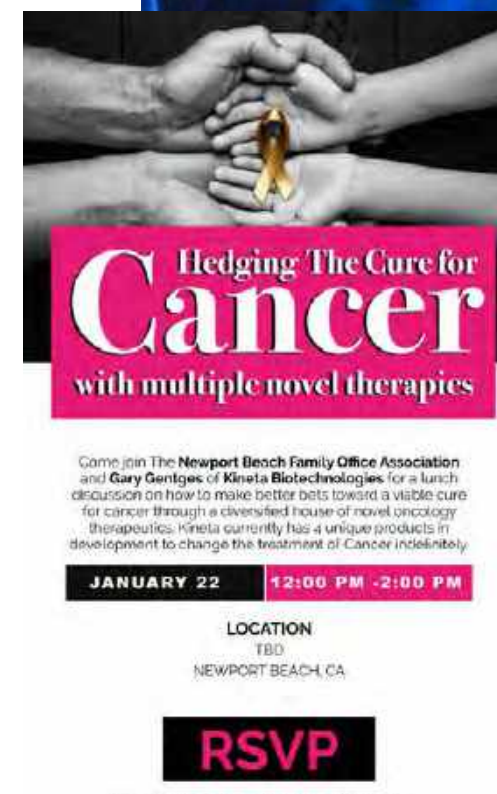
JANUARY 19, 2020

3:30 PM - 5:30 PM
INTERNATIONAL POLO CLUB
1407 LANTANA AVE S
WILMINGTON, FL 33414

Willpower Parking available

HUNT BL. ON THE GREEN LIST

RSVP



Hedging The Cure for Cancer
with multiple novel therapies

Come join The Newport Beach Family Office Association and Gary Gentges of Kineta Biotechnologies for a lunch discussion on how to make better bets toward a viable cure for cancer through a diversified house of novel oncology therapeutics. Kineta currently has a unique product in development to change the treatment of Cancer indefinitely.

JANUARY 22 **12:00 PM - 2:00 PM**

LOCATION
TBD
NEWPORT BEACH, CA

RSVP

© 2019 FAMILY OFFICE NETWORKS. ALL RIGHTS RESERVED.



Our Past Issues



FON MAGAZINE SPRING ISSUE 2020



FON MAGAZINE HOLIDAY ISSUE 2019



FON MAGAZINE SUMMER ISSUE 2019

F O N M A G A Z I N E



EUROPE



ASIA



MENA

WWW.FONMAGAZINE.COM

FOR ADVERTISING INQUIRIES CONTACT
561.906.1181 OR [INFO@FONMAGAZINE.COM](mailto:info@fonmagazine.com)