

# **Beautiful Machine** magazine



In the last year at Beautiful Machine, we’ve grown from a one edition publication to three and counting. I have a gut feeling that the next decade will be the best yet as Beautiful Machine emerges to be a true media force. Sure, we are workaholics trying to stay true to a practice of being the future of the industry, rather than its quickly fading past. It turns out innovating is as much as sticking to core ideals: creativity, community and finding the fresh information for people going places.

The advertisers and sponsors like you, the insiders who read Beautiful Machine and follow Beautiful Machine, get to meet and interact with our editors all the time. Know that our staff scouts the planet to bring our readers what’s now and what’s next. It’s our passion. We tell stories, often in a humorous way while never ignoring the cultural and political importance of the issues we discuss. If you’re interested in being entertained as well as informed, Beautiful Machine has got you covered.

**Demetrius Carrington**  
*Publisher Founder*

# mission

Beautiful Machine magazine’s mission is to bring to life the world of Fashion, Entertainment, Tech, Ideas and Lifestyle for cultural influencers. As a web based magazine with local relevance, we strive to inspire, entertain and empower our readers with dynamic and relevant editorial, our robust digital platform and unparalleled events create memories that stand the test of time. Beautiful Machine is a portal to the world’s most influential and inspirational readers.

# about

Beautiful Machine magazine is a monthly publication recognized both locally and nationally and internationally as an insider’s guide to What’s Now and Next. The magazine informs challenges and entertains its readers each month while helping them make intelligent choices to complement their lifestyle. Beautiful Machine magazine is a leading online publisher of high-quality magazines serving 3 markets and counting. Our portfolio includes some of the liveliest entertainment and travel markets in the country: Atlanta, Detroit, and Los Angeles. Beautiful Machine boasts a powerful connection with the most affluent and influential consumers and offers multi-market buys with the capability of reaching a combined total of 2.5 million readers annually.

Beautiful Machine Magazine is published 12 times per year in each market and is located in 30 percent of the Top 10 DMA’s in the United States, meaning we reach readers who are considered to have the highest effective household income based on market size.



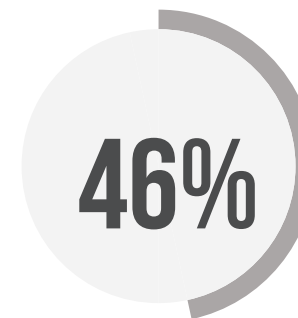




## Beautiful Machine Reader Profile

Annual readership: (estimated) 2.5 million Beautiful Machine readers are affluent, educated, influential consumers who appreciate the finer things in life.

- Male 46%
- Female 54%
- Single 54%
- Age 21-44
- Median Age 32



Male



Female



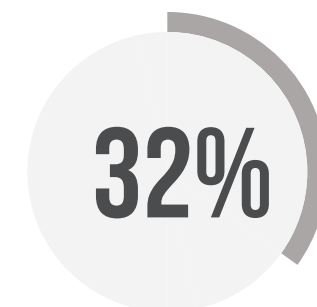
Single

## Affluent

- Individual Income \$72,000
- Average Household Income \$122,323 Educated
- Graduated College 68%
- Graduate Degree 32%



Graduated  
College



Graduate  
Degree



# Influential

- Traveled at least 3 times domestically in the past year 63%
- Traveled internationally in the past year 45%
- Own a luxury vehicle 68%
- Dine out at least 10 times per month 86%
- Individual Income \$72,000
- Average Household Income \$122,323
- Graduated College 68%
- Graduate Degree 32%
- Considered an opinion leader 60%

# Racial Composition



- African American 46%
- Caucasian 38%
- Latin 10%
- Other 6%

# Atlanta

## City Overview

Atlanta has become the southern Mecca of cool. Whether it’s the latest trends in music, food or design, the city has long left its Gone with the Wind tags in the dust. Atlanta has become a first-rate foodie town with top chefs and five-star ratings. The city limits are filled with awe-inspiring spaces, talented designers and renowned architects. With all of its major players, up-and-comers and what’s shaping the future of the city.

Beautiful Machine Atlanta is the blueprint to what’s happening in Atlanta





# Detroit

## City Overview

There's more to the Motor City than automobiles. Detroit is an entertainment hotbed with a legendary music scene, thriving art community, burgeoning fashion industry, incredible dining and nightlife, and one of the most creative groups of young professionals in the country.

Beautiful Machine Detroit is their resource for what's now and Next in the city and beyond.



# Los Angeles

## City Overview

Home to the world's glitterati, Los Angeles is the entertainment capital of the world. The place that dreams are made of, it attracts talented individuals from all walks of life. From independent fashion designers and up-and-coming rock stars, to starlets and forward-thinking entrepreneurs, Los Angeles truly sets the stage for what's now and next

Beautiful Machine Los Angeles is your insider's guild to Los Angeles.

