PLAYHORSE MAGAZINE

LUXURY LIFESTYLE IN THE FAST LANE

GAMING | ENTERTAINMENT | TRAVEL | ADVENTURE







12 FOUNDING PARTNERS / 1 PRESENTING SPONSOR

Get in at the start.

A new magazine from Luxury Chamber Media Group, bringing together horse racing, yachts, exotic cars, cigars, gaming and luxury adventure.

FOUNDERS PREVIEW

November 1, 2026

OFFICIAL PREMIERE

January 1, 2027

Two launch editions. Introductory packages from $150.

LUXURY LIFESTYLE IN THE FAST LANE

A world beyond the winner's circle.

PLAYHORSE brings the excitement of the racetrack into a wider world of speed, style and adventure. The editorial mix pairs horse racing and gaming with yachts, high-performance boats, exotic cars, cigars and stories of life beyond the ordinary.



THE READERS WE ARE BUILDING FOR

Racing & equestrian circles
Racetrack owners, horse owners, trainers, bettors and enthusiasts drawn to the people and culture of the sport.

Business & society
Entrepreneurs, investors, luxury purveyors and socially connected professionals with an appetite for distinctive experiences.

Lifestyle & adventure
Exotic-car buyers, boating enthusiasts, cigar aficionados, gaming audiences and luxury adventure travelers.

These are intended audiences, not measured reader demographics.

A DIGITAL-FIRST PUBLICATION

Digital editions
The magazine is designed for online reading at playhorse.net, with clickable advertiser links and planned promotion through PLAYHORSE and the publisher's network.

Selective print
Printed presentation copies serve advertisers' coffee tables and displays. Larger print runs may be commissioned with substantial advertising orders; routine mass-market print distribution is not promised.

Launch-stage transparency
PLAYHORSE is building its readership. Packages are based on defined placements and deliverables, not promised impressions, leads or sales.

FOUNDERS PREVIEW

NOVEMBER 1, 2026

An early introduction to the magazine and its founding advertisers.

OFFICIAL PREMIERE

JANUARY 1, 2027

The first regular quarterly issue, carrying founding brands into the official launch.

Publication plan: Quarterly from January 2027. Each digital edition is planned to remain available for at least three months. The Preview is an additional launch edition; publication dates remain subject to final production confirmation.

Meet the Dirt-e Dozen.

Twelve founding partners. Four ways to be part of the launch.
One-time introductory rates in USD, covering both launch editions.

A PLACE AMONG THE FOUNDERS

Founding Supporter

$150

- Logo, short business description and clickable link in a shared sponsor section in both digital launch issues.
- 15% discount on future advertising for six months.
- No individual full-page ad, social posts or print copies included.

YOUR BRAND, A FULL PAGE

Founding Advertiser

$395

- One full-page ad in each launch issue, with clickable digital links; included in any print versions produced.
- 3 social media posts across the launch.
- 2 Premiere print copies for your coffee table.
- 15% discount on future advertising for one year.

PROPOSED BENEFITS

Gold Founder

$795

- All Founding Advertiser benefits, with the upgrades below.
- Preferred interior ad placement, subject to availability.
- Homepage sponsor block for three months.
- 4 social media posts total.
- 4 Premiere print copies total.

LIMITED TO ONE PRESENTING SPONSOR

Presenting Sponsor

$1,495

- All Gold Founder benefits, with the upgrades below.
- Prominent presenting launch sponsor recognition.
- Homepage sponsor block for six months.
- 6 social media posts and 6 Premiere print copies, total.
- Admission to 3 LUXURY CHAMBER of COMMERCE® events during 2027.

"E" denotes electronic / digital. Social posts and print copies are package totals, not per issue. Gold benefits, higher-tier inheritance and the delivery clarifications on page 4 are proposed for publisher approval.

PROPOSED OPERATING DETAILS

Two editions. One launch partnership.

The following clarifications are suggested for publisher approval. Final inclusions, timing and commercial terms should be recorded in a written advertising order before a reservation is confirmed.

Two-issue coverage

The listed fee covers the November 2026 Founders Preview and January 2027 Premiere. A full-page package provides one ad page in each edition, not a two-page spread.

Print copies & extra production

Included copies are Premiere presentation copies, in the totals shown. Preview print copies, bulk quantities and delivery arrangements are quoted or confirmed separately. Digital launch dates are not print-delivery promises.

Social & homepage placements

Post counts are totals across the launch, not per issue. Platforms, accounts and posting dates are agreed at booking. Homepage periods begin when the sponsor block goes live. Paid boosting is not included.

Future-advertising discounts

The proposed discount period begins January 1, 2027: six months for Supporters and one year for higher tiers. Apply 15% to the standard PLAYHORSE ad rate in effect at booking; do not combine it with launch rates, other offers or production charges.

Founding capacity & placement

The proposed 12-partner limit includes all four tiers; the presenting sponsor occupies one of those positions. Preferred interior placement is subject to availability. Category exclusivity and cover positions are not included unless agreed in writing.

Editorial & advertiser approval

Advertising does not guarantee editorial coverage or an endorsement. Paid brand content should be clearly identified. All advertisers and creative materials are subject to publisher approval.

Presenting-sponsor event benefit

The proposed allowance is one admission to each of three mutually agreed LUXURY CHAMBER of COMMERCE® events in 2027. Additional guests, special-ticket functions and advance reservations should be addressed in the order.

Reservations, deadlines & payment

Contact the publisher to select a package. Confirm available space, artwork deadlines, payment and cancellation terms, homepage start dates and print delivery in writing. Design services and extra revisions are quoted separately.

Confirm the package. Approve the artwork. Put your brand in the launch.

BEFORE YOU BUILD YOUR ADVERTISEMENT

Make your entrance.

Proposed full-page production format. Request final specifications from the publisher before designing artwork or releasing files for print.

FULL-PAGE ARTWORK

Finished page
8.5 × 11 inches, portrait

With bleed
8.75 × 11.25 inches

Bleed allowance
0.125 inch on every side

Text & logo safety
At least 0.25 inch inside trim

Print images
300 dpi at final placed size

Preferred file
High-resolution PDF; fonts embedded



Trim line in red
Dashed line = safe area
Not to scale

ADVERTISING FILE

Supply the finished ad plus the exact destination URL for each clickable area. Request any artwork changes before the agreed deadline.

LOGO & BUSINESS DETAILS

For a shared sponsor listing, supply a vector logo or high-resolution transparent PNG, business name and a short approved description.

PROOF & LINKS

Provide an approval contact and final link destinations. Proof the copy, contact information and links before publication.

Reserve your founding position.

Jay Shapiro | Publisher

Text: 561-376-0033

jshapiro@luxurychamber.com

playhorse.net