

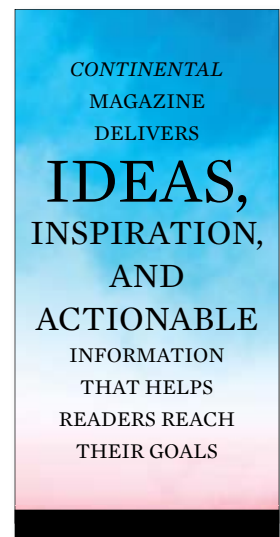
MISSION

Continental readers are in the enviable position of being able to enjoy the pursuit of their passions — and *Continental's* mission is to help them achieve that end with relevant and engaging editorial that helps readers advance, indulge and explore.

Advance: *Continental* readers have a restless desire to advance themselves. They want to improve their minds, bodies, and souls. They want to improve their homes, families, businesses, careers, and even their world.

Indulge: Our readers have the means to enjoy life — to buy not only the things they need, but the things they want. From luxury homes and cars to the best golf clubs. From gourmet meals and drinks to the best seats at their favorite events.

Explore: *Continental* readers have an innate curiosity to experience new locations and live life from a global perspective. The entire world is open to them and they have both the affluence and the desire to explore it.



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