

LUXURYREALESTATE.COM™

MAGAZINE

LUXURYREALESTATE.COM MAGAZINE IS NOT ONLY A BEAUTIFUL, HIGH-QUALITY PUBLICATION,
IT IS ALSO A POWERFUL MARKETING VENUE FOR ITS ADVERTISERS.
OUR READERS HAVE THE WEALTH AND MEANS NOT ONLY TO ADMIRE BUT TO PURCHASE
THE LUXURY PROPERTIES AND PRODUCTS THAT APPEAR ON OUR PAGES.



LUXURY
REAL ESTATE

LUXURY REAL ESTATE

AT ITS BEST

We invite you to be a part of an exciting way to reach the world's most desirable audience. *LuxuryRealEstate.com Magazine* is sent to many of the world's most affluent households and individuals. The magazine is published three times a year by Luxury Real Estate, an exclusive network of more than 700 top luxury real estate firms and brokers and creator of LuxuryRealEstate.com, the most-viewed luxury real estate Web site in the world.

Each coffee-table-quality issue showcases approximately 350 luxury homes from the finest national and international real estate specialists, including beachfront properties, urban condominiums, country homes, mountain retreats and golf resorts. Beautifully designed editorial features cover timely topics such as leading brokers, luxury trends, sought-after communities, industry news, estates of distinction and more.





DISTRIBUTION

Each issue of *LuxuryRealEstate.com Magazine* reaches more than 50,000 high-net-worth individuals in over 40 countries.

Following is a breakdown of our distribution:

- 20,000 copies are poly-bagged with *Unique Homes*, another leading luxury real estate magazine, and sent to *Unique Homes* subscribers.
- 8,000 copies are poly-bagged with *Unique Homes* and distributed to newsstands in 40 countries outside of North America.
- 6,000 copies are distributed to Delta and U.S. Air shuttle areas in New York City, Boston and Washington, D.C.
- 6,000 copies are sent to the high-net-worth individuals and real estate specialists in our database (including the entire Luxury Real Estate membership).
- 500 copies are sent to the top CEOs in the U.S.
- 75 copies are mailed to each advertiser to send to top and prospective clients (10,000+).

SPECIAL WEB BONUS

All of the properties and products featured in *LuxuryRealEstate.com Magazine* will appear on LuxuryRealEstate.com before publication and can remain on the Web site for an unlimited amount of time.

Properties will also appear on the following partner Web sites for the life of the magazine (4+ months) for no additional charge.

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|--------------------|-----------------|
| –UniqueHomes.com | –RealEstate.com |
| –Lycos.com | –BobVila.com |
| –LendingTree.com | –HomeGain.com |
| –Yahoo.com | –BellSouth.net |
| –LivingChoices.com | |



DEMOGRAPHICS

LuxuryRealEstate.com Magazine has a very affluent readership. Our average reader is between the ages of 40 and 65; has a primary residence valued at \$1.2 million; owns a second, third or fourth house (57%); has an annual household income of \$368,500; and has household assets totaling \$1.7 million (data collected from a 2004 reader survey).

Our pinpointed targeting of high-net-worth households and individuals means that your ad dollars are being used very efficiently in *LuxuryRealEstate.com Magazine*.

For advertising rates, publication dates, editorial calendar and other information, contact Luxury Real Estate at 800.488.4066 or jbl@luxuryrealestate.com.

LUXURYREALESTATE.COM DVD

A *LuxuryRealEstate.com* DVD is available following the publication of each magazine. The DVD features a rotating slideshow of all the properties in the magazine. It is played in member offices around the world.



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