



LUXURYREALESTATE.COM
ONLINE ADVERTISING



LUXURYREALESTATE.COM™
800.488.4066



ABOUT US

{ who we are }

- In 2009 LuxuryRealEstate.com was the only luxury real estate website to be named as a Webby Award Honoree.
- LuxuryRealEstate.com has been voted 'Best of the Web' and a 'Forbes Favorite' by Forbes magazine multiple times.
- Ranked 'Best Website' according to consumers (based on surveys by the Luxury Institute LLC).
- Since 1995, LuxuryRealEstate.com has remained the #1 portal for luxury properties on the internet, and consistently drives more traffic to member Web sites and generates more high quality inquiries than any other Web site.
- Praised by the International Herald Tribune, Town & Country, and the Wall Street Journal.
- No other website provides access to such detailed content in the luxury real estate niche.





ABOUT US

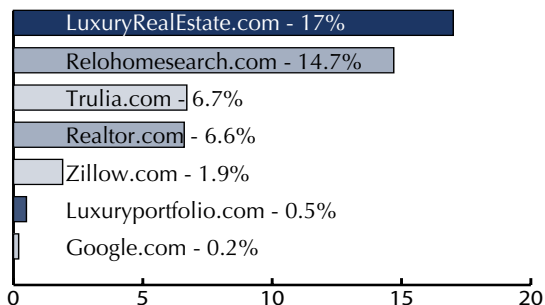
{ who we are }

THE MOST VIEWED LUXURY REAL ESTATE WEBSITE IN THE WORLD

LuxuryRealEstate.com provides access to the world's largest database of for-sale luxury properties from around the world. The website has been named "Best of the Web" and a "Forbes Favorite" by *Forbes* magazine since 2000. Additionally, LuxuryRealEstate.com is ranked #1 in searches for Luxury Real Estate on popular search engines such as Google, Yahoo and MSN!

LUXURYREALESTATE.COM Will Drive the Most Traffic To You

Members report that LuxuryRealEstate.com drives more traffic to their Web sites than any other listing syndication Web site! Here is a case study of ChaselInternational.com:



* Results based on Google Analytics

OTHER STATISTICS

Active Listings on LuxuryRealEstate.com	65,331
Average Residential Listing Price	\$2,236,595
Number of Countries with Active Listings	89
Total Dollars on LuxuryRealEstate.com	\$160,178,947,208

TRAFFIC

Daily Page Views	100,652
Monthly Page Views	3,019,561
Daily Visitor Sessions	6,394
Monthly Visitor Sessions	191,842

* Statistics current as of May 2009.



ADVERTISING

{ why you should advertise with us }

LUXURY USERS

- Represent an affluent, well-educated, professional demographic of upscale homebuyers and leading luxury real estate specialists
- Have the wealth and means not only to admire but to purchase the luxury properties and products that appear on the Web site
- Comfortable and familiar with using the Internet

UNIQUE OPPORTUNITY

- This is the first time non-real-estate-related advertisers are being accepted, and space is limited
- Limited ad units are utilized to maintain site integrity and improve performance





DEMOGRAPHICS

{ about our users }

ANNUAL HOUSE HOLD INCOME

\$500,000 or More	22.6%
Average HHI	\$368,571

AGE

18-24	6.9%
25-34	27.8%
35-44	35.9%
45-54	18.8%
55-64	6.8%

EDUCATION

College Grad	66.3%
Masters	19.1%
PhD	13.9%

PROFESSIONAL STATUS

Executive Businessman, CEO's, Professionals,
Luxury Real Estate Brokers and Agents

AVG. VALUE OF PRIMARY HOME

\$1,202,428

AVG. PERCENTAGE OF USERS OWNING 2ND, 3RD, 4TH HOME

57%

AVG. VALUE OF HOUSEHOLD ASSETS

\$1,771,428





DEMOGRAPHICS

{ about our users }

PLAN TO PURCHASE THE FOLLOWING IN THE NEXT 12 MONTHS

Yachts	33%
Luxury Automobile	73%
Home Furnishings or Interior Design Services	71%
Private Club Residence or Fractional Ownership	46%
Luxury Travel or Cruise Services	26%
Aircraft/Fractional Jet Ownership	31%

LIST PRICE OF AUTOMOBILE

\$50,000-\$75,000	25.1%
\$75,001-\$100,000	20.4%
\$100,001 or more	22.5%

MONEY SPENT ON DESIGNER APPAREL OVER THE LAST 12 MONTHS

Less than \$5,000	45.7%
\$5,000 - \$15,000	19.3%
\$15,000 - \$30,000	14.6%
\$30,000 - \$50,000	7.8%
\$50,000 - \$75,000	5.2%
More than \$75,000	7.3%





DEMOGRAPHICS

{ about our users }

TRAVELED IN THE LAST YEAR

Yes	91.0%
No	9.0%

PLAN TO TRAVEL IN THE NEXT 12 MONTHS

Yes	94.7%
No	5.3%

AIRFARE CLASS

Economy	35.4%
Business Class	29.2%
First Class	22.5%
Private Charter	7.5%
Other	5.4%

PLAN TO PURCHASE TRAVEL ONLINE IN THE NEXT 12 MONTHS

Yes	74.8%
No	25.2%





PRESS

{ what they say }

Forbes

Forbes.com says: "The results offer quantity and quality... breathtaking."

THE WALL STREET JOURNAL.

The Wall Street Journal Online says: "Really terrific!...listings are full of tantalizing details and pictures."

UNIQUE HOMES

Unique Homes magazine says: "As the saying goes, you are often judged by the company you keep. That is reason enough for the upper echelon of luxury real estate brokers to desire membership in the Luxury Real Estate network."



Realty Times says: "By far the best place to view luxury home listings is LuxuryRealEstate.com, which caters to independent brokerages specializing in high-end homes. You will find thousands of luxury home listings, real estate brokerages and agents who work in the high-end market."

The San Diego **Union-Tribune.**

The San Diego Union says: "If cyberspace seems like some sort of fantasyland, look at LuxuryRealEstate.com for property fantasies come true."

Town&Country

Town & Country says: "LuxuryRealEstate.com boasts some of the more eye-popping and vividly photographed properties online."





SAMPLE CLIENT LIST

{ unique clientele }

A BRIEF SAMPLING OF PRIVATE CLIENTS REPRESENTED BY ONLY ONE OF OUR 1,500+ COMPANY AFFILIATES

Paula Abdul	Elizabeth Hurley
Julie Andrews	Iman
Ashok Armitraj	Mrs. Maurice Jarre
Desi Arnaz, Jr.	Bruce Jenner
Patricia Barry	Howard Keck
Lauralee Bell	Christopher Lambert
Brad Bell	Sherry Lansing
Halle Berry	Matt LeBlanc
David Bowie	Madonna
Kelly Le Broc	The Mellon Family
James Caan	John Mills
Michael Caine	Juliet Mills
Dyan Cannon	Yvette Mimieux
Joanna Carson	Roger Moore
Kevin Cronin	Paul Newman
Cathy Lee Crosby	Mike Nichols
Eric Clapton	Norton Simon Foundation
Johnny Depp	Ozzy Osbourne
Janice Dickinson	Bob Petersen
Roy Disney, Jr.	Lionel Ritchie
Ted Field	Barbara Sinatra
Freddie Fields	Mira Sorvino
Larry Flax	Sharon Stone
Steve Garvey	Barbra Streisand
The Getty Family	Cheryl Tiegs
Sheldon Gordon	The W.R. Grace Family
Hugh Grant	Peter Weller
Merv Griffin	Bruce Willis
George Hamilton	James Woods
Estate of Mark Hughes	The Estate of Doris Duke



TRADITIONAL ADVERTISING UNITS

{ small square - skyscraper - superbanner }

small square
155 x 155

skyscraper
160 x 600

The screenshot shows the LuxuryRealEstate.com website interface. At the top, there's a navigation menu with links like 'SEARCH', 'MARKET', 'MEMBERS', 'SERVICES', 'ABOUT US', and 'NEED AN AGENT?'. Below this is a search bar and a 'GO' button. The main content area is divided into several sections: a search form with fields for 'Destination', 'Category', 'City', and 'Max Price'; a 'Featured Properties' section with a map and a property listing; and several promotional banners. A large vertical banner on the right side reads 'FREE SHIPPING SITEWIDE 1 WEEK ONLY CODE: SITEWIDE'. A horizontal banner at the bottom of the page also reads 'HORCHOW FREE SHIPPING SITEWIDE 1 WEEK ONLY CODE: SITEWIDE'. A small square ad is located in the top right, and a skyscraper ad is on the right side. A superbanner is at the bottom of the page.

superbanner
728 x 90

home-page feature
220 x 220 (max)



INTEGRATED OPTIONS

[custom micro site]

LUXURYREALESTATE.COM™
John Aiken Link Publisher

Home | Contact | Login

password

SEARCH MARKET MEMBERS SERVICES ABOUT US NEED AN AGENT? JAGUAR

ALL NEW 2007
JAGUAR
LEARN MORE »

LUXURY JET-SET LIVING GUIDE
TO REAL ESTATE

Visit the XKR microsite

Click to view video podcast

WHERE GORGEOUS LIVES
POWERED BY JAGUAR

ALL NEW 2007
JAGUAR
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2710 Western Avenue, Suite, Birmingham 35212. Call us at 1-800-495-4000 or e-mail info@luxuryrealestate.com

Customized micro site depicting your company's image within the frameset of LuxuryRealEstate.com.



AD UNITS AND RATE SCHEDULE

[2009]

UNITS	DIMENSION	PRICE
Skyscraper	160 X 600	\$45 CPM
Super Banner - Bottom of Page	728 X 90	\$45 CPM
Small Square	155 X 155	\$54 CPM

UNITS	DIMENSION	PRICE
Custom Micro Site	Image and Text	\$50,000/month
Home-Page Feature	220 X 220	\$5,000/week

