



GLOBAL
LUXURY®

GLOBAL MARKETING PROGRAM

2018 MID-ATLANTIC REGION

Coldwell Banker Global Luxury® is one of the most respected names in luxury because we provide our Luxury Property Specialists with a competitive advantage for marketing and selling the world's finest homes.

One distinct advantage is the comprehensive advertising program we offer to Luxury Property Specialists. From new partnerships to an enhanced digital package, the 2018 program is designed to give you elite access to a robust portfolio of partner print and digital media opportunities — so you can present your most prestigious listings on the world stage in the most targeted way possible. Your elite status as a Luxury Property Specialist also opens the door to a range of exclusive offerings, including pre-negotiated rates for top-tier print and digital publications that cater to an affluent audience.

I invite you to unlock the power of the **Coldwell Banker Global Luxury** program for your luxury marketing, and all our special connections and partnerships stationed around the globe. When expertise and powerful relationships combine, the extraordinary is possible.

Sincerely,

Craig Hogan
Vice President of Luxury
Coldwell Banker Real Estate LLC



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HOMES & ESTATES

The Worldwide & Digest (WSJ Supplement) Editions

Coldwell Banker® is committed to elevating luxury real estate marketing and advancing the affluent lifestyle through the Coldwell Banker Global Luxury® program. Through its proprietary publication — *Homes & Estates* — the Coldwell Banker Global Luxury program strives to deliver an insider's perspective on luxury real estate, design and lifestyle while reaching the most influential players in the high-end marketplace today.



COLDWELL BANKER

GLOBAL LUXURY®

HOMES & ESTATES | WORLDWIDE

Two Publications, One Price

EDITORIAL PROFILE

Published by Coldwell Banker Real Estate LLC through the Coldwell Banker Global Luxury® program, *Homes & Estates* offers stories of lifestyle inspiration in a visually stunning printed format—fabulous art, amazing architecture, extraordinary homes, elegant furnishings and must-see destinations for travel and living. Interviews range from acclaimed interior designers to world-renowned architects and insiders of the art and fashion worlds.

AUDIENCE

Homes & Estates magazine is targeted to the most successful people in the world. They are high achievers, driven and financially successful; and they prefer to work with an established, globally recognized brand and seasoned network of independent sales associates who are among the top in their field. Our readers have a passionate interest in—and a high level of influence on—the trends, styles and attitudes that shape the modern luxury lifestyle.

DISTRIBUTION¹

PRINT

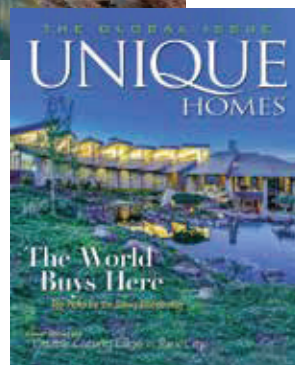
60,000 standalone copies of *Homes & Estates* are distributed through multiple channels to provide targeted reach to an affluent international audience.

- Placement on select newsstands in the U.S., Canada, Mexico, Europe, Asia, the Middle East, Australia and South America
- Direct mail to ultra high net worth (UHNW) individuals, including the Wealth Engine Demi-Billionaire list and top clients of Coldwell Banker sales associates
- Distribution to Coldwell Banker offices worldwide
- Placement in first-class/member airport lounges serving nearly 30 international airlines including British Airways, Virgin Atlantic, Air France, Swiss Air, SAS, Lufthansa, Emirates, El Al, Cathay Pacific, Air China, Air India, and Japan Airlines

In addition, the entire *Homes & Estates* magazine is inserted into the subsequent issue of *Unique Homes* magazine, which has a readership of 100,000+ representing more than 80 countries worldwide.

¹Distribution subject to change at publisher's discretion.

²Data provided by WealthEngine.



ADVERTISING RATES

Full-page - \$1,995

Half-page - \$999

Quarter-page - \$549

DIGITAL

50,000+ digital editions sent to subscribers of the Coldwell Banker Global Luxury blog. The digital *Homes & Estates* also appears in the digital edition of *Unique Homes*, which can be found at UniqueHomes.com.

READER DEMOGRAPHICS

- UHNW individuals with a minimum property value of \$2 million and \$25 million net worth²
- Unique Homes readership (average reader has net worth of \$4.5 million)
- Coldwell Banker® independent sales associates and their clients
- Subscribers to the Coldwell Banker Global Luxury blog

2018 PUBLICATION DATES

ISSUE	ORDERING BEGINS	MATERIALS DUE	PUBLISHING DATE
Spring 2108	February 1	February 20	April 10
Fall 2018	July 16	August 14	October 2

ADVERTISING INQUIRIES:

Bruce Griset, Director of Sales | 888.928.9020 or 919.928.9020 | bgriset@uniquehomes.com

To place and order: go to AdvertisingCB on your intranet

HOMES & ESTATES | DIGEST (WSJ SUPPLEMENT)

Partnering with *The Wall Street Journal* & WealthEngine to Target Highly Affluent

EDITORIAL PROFILE

Published by Coldwell Banker Real Estate LLC through the Coldwell Banker Global Luxury® program, the *Homes & Estates | Digest*, also known as *The Wall Street Journal Supplement*, includes feature stories on luxury lifestyle attributes as well as magnificent properties offered by Coldwell Banker sales associates as part of the Coldwell Banker Global Luxury marketing program.

AUDIENCE

Like the *Homes & Estates | Worldwide Edition*, the *Homes & Estates | Digest* is targeted to a readership that is highly motivated and truly affluent. Through partnerships with *The Wall Street Journal* and Wealth Engine, the *Homes & Estates | Digest* is able to be placed in the hands of those with the means to purchase the properties featured in the magazine.

DISTRIBUTION¹

PRINT

80,000 copies of the *Homes & Estates* supplement are distributed through multiple channels to provide targeted reach to an affluent audience.

- Insertion into the Friday edition of the *Wall Street Journal*, which features the popular
- “Mansion” section, in the following metro areas: Boston, New York, Chicago, Miami, Los Angeles, Santa Barbara, Orange County, San Diego, and San Francisco.
- Direct mail to Wealth Engine’s Demi-Billionaire List. It represents those with at least \$500 million in net worth who own, on average, 19 homes!
- Additional direct mail to ultra high net worth (UHNW) individuals, including top clients of Coldwell Banker sales associates.
- Distribution to Coldwell Banker offices throughout the United States.

DIGITAL

50,000+ digital editions of the Supplement are sent to subscribers of the Coldwell Banker Global Luxury blog. It also appears on UniqueHomes.com.

¹Distribution subject to change at publisher’s discretion.

²Data provided by WealthEngine.

READER DEMOGRAPHICS

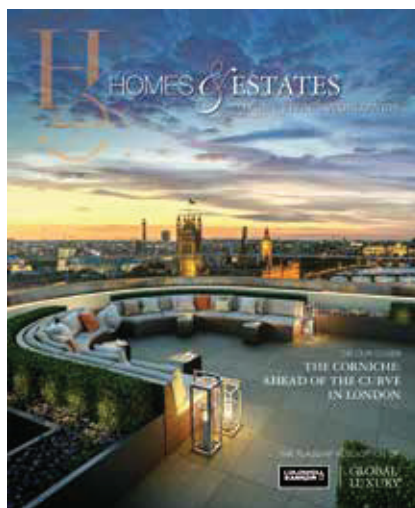
- UHNW individuals with a minimum property value of \$2 million and \$25 million net worth²
- *Wall Street Journal* readership (average reader has net worth of \$1.957 million; average household income of \$288,346)
- Coldwell Banker independent sales associates and their clients
- Subscribers to the Coldwell Banker Global Luxury blog

ADVERTISING RATES

Full-page - \$1,595

Half-page - \$799

Quarter-page - \$450



2018 PUBLICATION DATES

ISSUE	WSJ INSERTION	MATERIALS DUE	PUBLISHING DATE
Summer 2018	July 27	June 8	July 13
Winter 2019	January 26 2019	December 10	January 14, 2019

ADVERTISING INQUIRIES:

Bruce Griset, Director of Sales | 888.928.9020 or 919.928.9020 | bgriset@uniquehomes.com

To place and order: go to AdvertisingCB on your intranet

HOMES & ESTATES COVER PACKAGE 2018

WORLD-CLASS EXPOSURE FOR A WORLD-CLASS PROPERTY

Having your exceptional listing featured on the cover of *Homes & Estates* will not only impress your seller, it will provide an unparalleled level of exposure for you and your listing in print, online and through social media.

The cover package includes:

- Your listing's image on the cover of one issue
- A 2-page editorial on the property far-forward in the magazine
- Mention in the Table of Contents
- 200 copies mailed to your supplied list
- 25 copies sent directly to you
- A feature story on the Coldwell Banker Global Luxury® blog
- Promotion of your property via Coldwell Banker's extensive social media channels
- A press release sent to the media



INVESTMENT

Homes & Estates | Worldwide Edition

\$7,500

Homes & Estates | Digest (WSJ Supplement)

\$4,500

If you would like your cover property editorial to be longer than 2 pages, additional pages are available at \$1,000 each.



ADVERTISING INQUIRIES:

Bruce Griset, Director of Sales | 888.928.9020 or 919.928.9020 | bgriset@uniquehomes.com

HOMES & ESTATES | MID-ATLANTIC COLLECTION



Home & Estates | Mid-Atlantic Collection is a Coldwell Banker proprietary luxury magazine that has both a personalized version and corporate version.

The personalized version includes an agent's head shot and contact information on the cover, a personal introduction/biography page with multiple contact methods on the inside cover and return mailing address on the back cover. This publication is designed to help agents easily enhance their marketing efforts with cost-effective, cutting-edge advertising. It is perfect for direct mailing, farming and open houses.

The corporate version is distributed to all Coldwell Banker Residential Brokerage offices throughout the Mid-Atlantic region, and a digital version is posted to ColdwellBankerHomes.com, which reaches buyers nationwide, and is promoted through social media.

HOW TO PARTICIPATE:

1. Anyone can order personalized copies whether or not you have Coldwell Banker Global Luxury® listings.
2. The minimum order is 100 personalized copies, and additional copies can be purchased in increments of 100.
3. If you have a Coldwell Banker Global Luxury listing, you can submit as many of these listing as you like for the publication when you order, based on space availability.
4. If you do not have a Coldwell Banker Global Luxury listing, you are still welcome to participate without submitting any properties.

2018 PUBLICATION DATES

ISSUE	ORDERING BEGINS	ORDERING CLOSES	DISTRIBUTION DATE
Volume 1, 2018	January 2	February 2	April 2018

2018 RATES

Minimum quantity of 100 - Approximately \$330 per 100 (\$240 per 100 + \$60 customization setup fee and sales tax).
Personalized versions include direct mail to agents' farming lists at no additional cost.

ORDERING INSTRUCTIONS

To place an order, visit your intranet through NRTGateway.com and click on the AdvertisingCB portal.

NOTE: High-resolution photography of at least 1.5 MB must be provided for each property, and headshots must be 300dpi.

ADVERTISING INQUIRIES:

Regional Coldwell Banker Global Luxury Department | Luxury@CBmove.com

To place an order: go to AdvertisingCB on your intranet

ANNAPOLIS HOME



Annapolis Home showcases the latest designs in landscaping, architecture, remodeling and interior design with a readership of more than 100,000, including direct mail to affluent homeowners and distribution to doctors' offices, hospitals, salons, spas, boutiques and real estate offices throughout Anne Arundel, Queen Anne's, Kent and Talbot counties.

2018 PUBLICATION DATES

PUBLICATION DATE	ORDERING BEGINS	ORDERING CLOSES
May 15	February 26	April 11
July 15	April 27	June 11
September 15	June 29	August 10
November 15	August 27	October 10

2018 RATES

Full-color, 1/9th-page property ad is \$400

ORDERING INSTRUCTIONS

To place an order for *Annapolis Home*, visit your intranet through NRTGateway.com and click on the AdvertisingCB portal.

NOTE: High-resolution photography of at least 1.5 MB must be provided for each property.

ADVERTISING INQUIRIES:

Regional Coldwell Banker Global Luxury Department | Luxury@CBmove.com

BALTIMORE MAGAZINE



Baltimore Magazine is an award-winning lifestyle publication providing the best of Baltimore since 1907. The longest-standing city publication in America, the monthly magazine is the undisputed authority on living and enjoying Baltimore and the surrounding region.

2018 PUBLICATION DATES

PUBLICATION DATE	ORDERING BEGINS	ORDERING CLOSES
May 1	February 5	March 21
June 1	March 9	April 23
July 1	April 10	May 23
August 1	May 3	June 14
September 1	June 11	July 24

2018 RATES

\$400

ORDERING INSTRUCTIONS

To place an order for *Baltimore Magazine*, visit your intranet through NRTGateway.com and click on the AdvertisingCB portal.

NOTE: High-resolution photography of at least 1.5 MB must be provided for each property.

ADVERTISING INQUIRIES:

Regional Coldwell Banker Global Luxury Department | Luxury@CBmove.com

CAPITOL FILE



CAPITOL FILE magazine shines a light on the complexities of our nation's capital by delivering compelling, topical features and insightful columns from nationally recognized contributors, as well as smart events coverage and world-class photography. *CAPITOL FILE* provides the city's most curious thinkers with an inside look at the spheres of influence—politics, philanthropy, fashion, food—that power the world's most influential metropolis. Published six times per year, *CAPITOL FILE* decodes and defines Greater Washington's multifaceted, multicultural and always intelligent personality.

2018 PUBLICATION DATES

PUBLICATION DATE	ORDERING BEGINS	ORDERING CLOSES
July 1	April 12	May 24
September 1	June 8	July 25
October 1	July 12	August 24
November 1	August 13	September 26

2018 RATES

\$500

ORDERING INSTRUCTIONS

To place an order for *Capitol File*, visit your intranet through NRTGateway.com and click on the AdvertisingCB portal.

NOTE: High-resolution photography of at least 1.5 MB must be provided for each property.

ADVERTISING INQUIRIES:

Regional Coldwell Banker Global Luxury Department | Luxury@CBmove.com

DC MODERN LUXURY



DC Modern Luxury magazine is the preeminent luxury lifestyle publication in the greater Washington, D.C. area, acting as the local authority on topics such as high-end retail, dining hot spots, design trends, and D.C.'s top tastemakers and personalities. Direct-mailed to luxury homes, hotels, high-end spas/salons and golf clubs in and around Washington, D.C., with a readership of more than 210,000.

2018 PUBLICATION DATES

PUBLICATION DATE	ORDERING BEGINS	ORDERING CLOSSES
April 1	January 31	February 21
May 1	February 11	March 27
September 1	June 11	July 25
October 1	June 29	August 9
November 1	August 10	September 25
December 1	September 10	October 24

2018 RATES

Full-color, 1/9th-page property ad is \$550

ORDERING INSTRUCTIONS

To place an order for *DC Modern Luxury*, visit your intranet through NRTGateway.com and click on the AdvertisingCB portal.

NOTE: High-resolution photography of at least 1.5 MB must be provided for each property.

ADVERTISING INQUIRIES:

Regional Coldwell Banker Global Luxury Department | Luxury@CBmove.com

THE WALL STREET JOURNAL | MANSION



2018 PUBLICATION DATES

PUBLICATION DATE	ORDERING BEGINS	ORDERING CLOSSES
April 6	February 16	March 23
May 18	March 23	May 4
June 8	April 13	May 24
September 14	July 20	August 30
October 12	August 17	September 28

2018 RATES

Full-color property ad is \$400

ORDERING INSTRUCTIONS

To place an order for *The Wall Street Journal | Mansion*, visit your intranet through NRTGateway.com and click on the AdvertisingCB portal.

NOTE: High-resolution photography of at least 1.5 MB must be provided for each property.

Published weekly on Fridays, *Mansion* is *The Wall Street Journal's* residential real estate section offering coverage of industry stats, iconic properties and big-time listings. *Mansion* reaches more than 100,000 affluent household subscribers in the Baltimore metro area, Washington, D.C. and Philadelphia.

ADVERTISING INQUIRIES:

Regional Coldwell Banker Global Luxury Department | Luxury@CBmove.com

WASHINGTON LIFE



Washington Life magazine has been the premier luxury lifestyle magazine of the Washington, D.C. metropolitan area since 1991. *Washington Life* maintains the largest-controlled circulation in the greater metropolitan area, including 50,000 copies distributed to affluent Washington, D.C. area households, high-end retailers, newsstands, embassies and congressional offices.

2018 PUBLICATION DATES

PUBLICATION DATE	ORDERING BEGINS	ORDERING CLOSSES
April 1	January 31	March 5
May 1	February 19	April 4
September 1	June 22	August 3
October 1	July 20	August 31

2018 RATES

Full-color, 1/9th-page property ad is \$550

ORDERING INSTRUCTIONS

To place an order for *Washington Life*, visit your intranet through NRTGateway.com and click on the AdvertisingCB portal.

NOTE: High-resolution photography of at least 1.5 MB must be provided for each property.

ADVERTISING INQUIRIES:

Regional Coldwell Banker Global Luxury Department | Luxury@CBmove.com

THE WASHINGTON POST



The Washington Post is the indispensable guide to Washington. In the capital and beyond, *The Washington Post* delivers news and understanding about the politics, policies, regulations, agencies and leaders that make Washington the world's seat of power.

The Coldwell Banker Global Luxury® ad in *The Washington Post* reaches more than 1.3 million daily readers in Washington, D.C., Maryland, Virginia, Pennsylvania and West Virginia. An estimated 36% of households that read the daily edition of *The Washington Post* earn more than \$150,000 a year.

2018 PUBLICATION DATES

PUBLICATION DATE	ORDERING BEGINS	ORDERING CLOSES
April 21	February 26	April 9
May 19	March 26	May 7
June 10	May 12	May 26
August 12	July 14	July 28
September 15	July 23	September 4
October 13	August 20	October 1
November 10	September 17	October 29

2018 RATES

Full-color property ad is \$400

ORDERING INSTRUCTIONS

To place an order for *The Washington Post*, visit your intranet through NRTGateway.com and click on the AdvertisingCB portal.

NOTE: High-resolution photography of at least 1.5 MB must be provided for each property.

ADVERTISING INQUIRIES:

Regional Coldwell Banker Global Luxury Department | Luxury@CBmove.com

WASHINGTONIAN



Known as “the magazine Washington lives by,” *Washingtonian* is the region’s top source on information for dining, shopping, entertainment and personalities. It has been Washington, D.C.’s trusted guide for living, working and playing for more than four decades. Distribution includes more than 600,000 in total readership with 125,000 paid subscribers with a mean household net worth of \$1.7 million.

2018 PUBLICATION DATES

PUBLICATION DATE	ORDERING BEGINS	ORDERING CLOSES
April 1	January 31	February 26
June 1	March 13	April 25
September 1	June 12	July 25
October 1	July 13	August 24

2018 RATES

Full-color, 1/9th-page property ad is \$550

ORDERING INSTRUCTIONS

To place an order for *Washingtonian*, visit your intranet through NRTGateway.com and click on the AdvertisingCB portal.

NOTE: High-resolution photography of at least 1.5 MB must be provided for each property.

ADVERTISING INQUIRIES:

Regional Coldwell Banker Global Luxury Department | Luxury@CBmove.com

AFFLUENT DIRECT MAIL LISTS



Qualified purchasers of the most exquisite estates are among an elite group of high-net-worth individuals, so the marketing of Coldwell Banker Global Luxury properties focuses on capturing the attention of that very exclusive buyer pool. To reach upscale buyers, Luxury Property Specialists benefit not only from Coldwell Banker's® global network and unmatched internet presence, but also a coveted database with the highest quality wealth and lifestyle intelligence in the marketplace today. The data comes from over 60 sources, providing insight on everything from a individual's net worth and real estate portfolio value to their hobbies and lifestyle in order to create highly customized and targeted e-campaigns or direct mail.

CUSTOM MAILING LISTS

The following lists are currently available on your intranet for use, free of charge, to Luxury Property Specialists.

U.S. Business Executives and Decision Makers with \$50M+ yearly company revenue

U.S. Aircraft Owners

U.S. Yacht and Boat Owners

U.S. Equestrian/Horse Owners

U.S. Real Estate Investors

U.S. Fortune 500 Business Executives

Custom mailing lists are available for purchase through the Coldwell Banker Global Luxury® partnership with WealthEngine. Our partnership with WealthEngine gives you access to the largest database of high-net worth individuals and allows you the ability to target affluent buyers. To purchase a custom mailing list, please log onto CB Exchange and search (WealthEngine) to receive more detailed information on purchasing a custom mailing list.



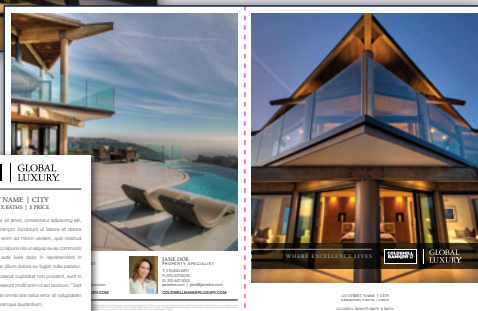
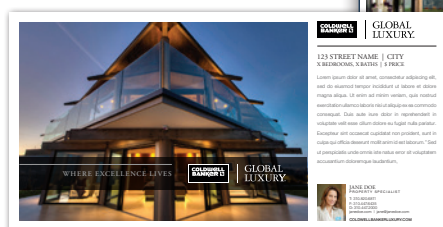
ADVERTISING INQUIRIES:

Kandie Strickland
410.480.1207 | Kandie.Strickland@cbmove.com

Liz Lovern
202.471.5220 | liz.lovern@cbmove.com

DIRECT MARKETING TOOLS

XPRESSDOCS



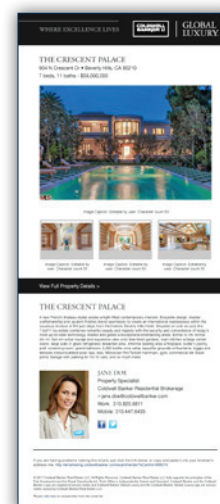
Customizable materials are available for your property marketing and direct mailing campaigns. Choose from a wide variety of postcards, flyers and brochures to give your luxury listing the Coldwell Banker Global Luxury impact.

To access Xpressdocs, log into your intranet on the NRTGateway and select My Tools >>Associate Tools>>Xpressdocs.

INTOUCH ECARDS

Reach out to your sphere of influence with a selection of impressive Coldwell Banker Global Luxury® eCards that emphasize the strength of its global reach, experience and leadership in the luxury market, or use the Coldwell Banker Global Luxury listing eCard to promote your luxury listings.

Property and message eCards can be found on InTouch powered by Market Leader.



THE HIGH END



The High End is thoughtfully developed with compelling feature stories about luxury living in a sophisticated manner. Send this impressive 32-page publication to your sphere of influence, complete with your branding message and customized cover, for as little as \$450 per quarterly issue. The cost includes direct mail to your provided client list. Easy-to-use templates are available on your local intranet/Global Luxury under Advertising Resources/*The High End*.

RATE PER COPY

# OF COPIES	1X RATE	4X RATE
100-249	\$5.25	\$4.50
250-499	\$4.80	\$4.25
500-749	\$4.50	\$4.00
750-999	\$4.15	\$3.65
1,000+	\$3.70	\$3.25

2018 CLOSING DATES

EDITION	SALES CLOSE	MATERIALS DUE
Spring (March 2018)	January 26	January 31
Summer (June 2018)	April 27	May 2
Fall (September 2018)	July 20	July 25
Winter (December 2018)	October 19	October 24

ADVERTISING INQUIRIES:

Bruce Griset, Director of Sales
888.928.9020 or 919.928.9020 | bgriset@uniquehomes.com

FEATURED PROPERTY PLACEMENT ON COLDWELLBANKERLUXURY.COM

As a global leader in luxury real estate marketing, Coldwell Banker Global Luxury® offers an unsurpassed suite of tools and options to promote your property.

You can increase the exposure of your property with marketing opportunities on the Coldwell Banker Global Luxury website, including homepage property photography, homepage property video tour and notable home sales.

For one of your properties to be considered, please log onto CBExchange. Search Coldwell Banker Luxury Website FAQ and complete the online submission form.

FEATURED HOMEPAGE PROPERTY LISTING

Securing a spot as one of the featured properties on the coldwellbankerluxury.com homepage provides maximum exposure. As a featured listing, your property will enjoy representation among an elite group of five featured properties in rotation to greet all visitors to the site. Prominent links and a call to action will be displayed for potential buyers to get more information about your listing.

FEATURED HOMEPAGE VIDEO

As technology revolutionizes the real estate business, video has become the number-one tool when selling luxury homes. Now you can showcase all of the unique qualities and amenities your property has to offer through a featured homepage video.

Selection of your video for promotion on the coldwellbankerluxury.com homepage ensures that your property will be viewed by thousands of the world's most qualified luxury home buyers.

NOTABLE HOME SALES

The ability to showcase your skills has never been more important and now more attainable. If your sale is selected for inclusion, buyers and sellers will see the results of your hard work through promotion of sold properties within the notable home sales section.



COLDWELLBANKERLUXURY.COM

HOME OF THE WEEK

Your property can be exposed to a worldwide audience on the Coldwell Banker Global Luxury blog. If your property is featured as the Home of the Week, it will receive extremely favorable exposure across several platforms, including:

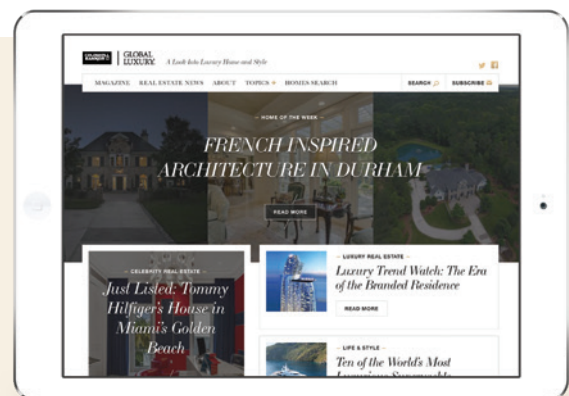
Coldwell Banker Global Luxury blog

Official Coldwell Banker Global Luxury Facebook page

Official Coldwell Banker Global Luxury Twitter account

Video on Coldwell Banker YouTube channel

For one of your listings to be considered, please complete the "Home Of The Week Form" available on CBExchange..



COLDWELLBANKERLUXURY.COM/BLOG

USLUXURYESTATES.COM – MULTI-LINGUAL LUXURY MICROSITE

Coldwell Banker Global Luxury® expands its international marketing reach with a multi-lingual microsite – **USLuxuryEstates.com** – designed to direct potential buyers in Brazil, China, Russia and the United Arab Emirates to **coldwellbankerluxury.com**. Coldwell Banker® invests in a search engine advertising campaign that drives potential buyers to USLuxuryEstates.com, which they can view in Portuguese, Chinese, Russian, Arabic or English. The microsite showcases a rotating selection of Coldwell Banker Global Luxury properties to encourage viewers to click on the link, which will take them to the magnificent portfolio of luxury homes available on coldwellbankerluxury.com.

INVESTMENT IN DOMESTIC AND FOREIGN SEARCH ENGINES

- Google.com – North America
- Google.com – United Arab Emirates
- Google.com – Brazil
- Yandex.com – Russia
- Baidu.com – China

SUPPORTED LANGUAGES INCLUDE

- Arabic
- Chinese
- Portuguese
- Russian

For one of your listings to be considered for feature placement on this site, please send your property information and a high-resolution photo to Luxury@NRTSoutheast.com.



1 MILLION IMPRESSIONS

The Digital Cooperative Advertising Program allows brokers and agents to place advertisements on top websites at discounted rates. Gain exposure for your luxury listings through a network of prominent real estate websites with guaranteed click-through response.

This program connects your advertisements with the right audience by using Google keywords, Google analytics, or Facebook targeting. The banners are displayed on some of the following relevant websites to the targeted customers. The Digital Cooperative Advertising Program provides you with the ability to geo-target your advertisements down to the ZIP code which ensures that your advertisements get seen by the right people.

Brokers and agents can also utilize professional banner ad design through Sky Advertising.

Please review the exceptional publications below and call Sky to create your own marketing plan to fit your budget.

— PRIME WEBSITES

— GUARANTEED CLICK-THROUGHS

— VERY LOW CPM

DISTRIBUTION

1,000,000 IMPRESSIONS: **\$1,999** PER MONTH

500,000 IMPRESSIONS: **\$1,250** PER MONTH

250,000 IMPRESSIONS: **\$875** PER MONTH

THREE-MONTH MINIMUM PURCHASE

ONE-TIME BANNER GENERATION FEE:
\$300

(21 BANNERS ARE NEEDED FOR THIS PROGRAM)

ALL BANNERS CLICK THROUGH TO THE WEBSITE OF YOUR CHOICE:

NEWS MEDIA



Bloomberg

Forbes



REAL ESTATE PORTAL



LIFESTYLE MEDIA

Town&Country

FOOD & WINE
inspiration served daily

HouseBeautiful

VERANDA
AT HOME WITH THE BEST

Condé Nast
Traveller

AD
ARCHITECTURAL DIGEST

TRADITIONAL
HOME

TRAVEL+
LEISURE

ADVERTISING INQUIRIES:

Phil Kaminowitz
212.677.2713 | phil@skyad.com

Paula Davidson
212.677.2671 | paula@skyad.com

FACEBOOK

facebook

Sponsored


Stunning Home in Spicewood... with Arnold Palmer designed golf course!



Stunning Luxury Home in Spicewood, TX

Plenty of privacy found in this single story, waterfront home with amazing Texas sunsets overlooking manicured golf course & the hills beyond. Courtyard pool/spa, outdoor kitchen, gorgeous patio fireplace. Fabulous finishes such as native stone...

You won't see this home on Zillow! Gorgeous remodeled home on 1/2 acre lot. See the inside!



38 W Louis Way, Tempe

Gorgeous, remodeled home on 1/2 acre lot with no HOA in Tempe! Home boasts a remodeled kitchen with granite counters, stainless steel appliances, cabinets & kitchen island. See the inside now!

With built-in access to consumer spending information and extensive demographic, psychographic and platform centric behavioral data, Facebook provides more options for precise targeting than any other advertising platform

It is the only advertising platform in the world that allows targeting of people's income and net worth of \$2,000,000+. Audiences can be targeted based on luxury lifestyle, wine and golf or other lifestyle amenities specific to your listing.

Facebook also allows for precise geographic segments to allow for very precise targeting down to ZIP code/postal code levels.

We provide detailed reporting on activity on a monthly basis. Within each report, we will highlight key segments that are under-performing with options to replace them with either segments that are performing well or new options to test.

1,000,000 Impressions | \$1,999 per month
1,000 Guaranteed Click-Throughs

500,000 Impressions | \$1,250 per month
500 Guaranteed Click-Throughs

250,000 Impressions | \$875 per month
250 Guaranteed Click-Throughs

3-month minimum purchase.

One-time banner generation fee (21 banners are needed for this program) \$300

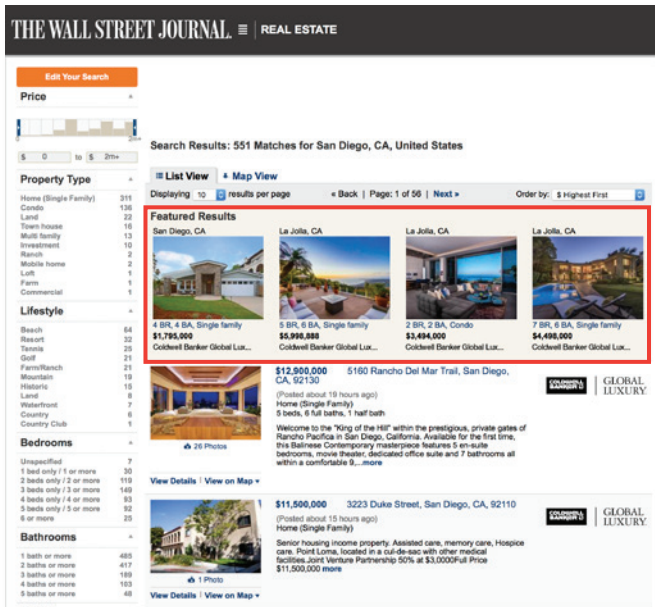
All banners click-through to the website of your choice.

These social advertising services are provided by Sky Advertising, a partner of Coldwell Banker® Sky Advertising is not exclusively affiliated with the brand.

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com



WSJ.COM

WSJ.com Featured Property Upgrades are an inexpensive tool to get your properties placed at the top of WSJ.com search results pages in up to three cities or towns of your choice.

Each property upgrade appears for one month. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and WSJ.com will rotate featured properties to appear equally. The window to redeem property upgrades is valid for one year after purchase.

2018 RATES

PROPERTIES	RATES
10	\$1,110
25	\$1,950
100	\$5,265

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

ROBBREPORT.COM

Robb Report recognizes that their affluent audience uses multiple channels to communicate. Today, *Robb Report's* content, influence, and reach can be found across platforms: print, digital, tablet and events.

Real Estate Media Bar

Drive click-through rates and receive qualified response with effective digital advertising on the Real Estate channel of *RobbReport.com*. Placement on the Real Estate Media bar provides outstanding visibility and click-through for high-impact awareness.

- Limited space available: only 10 properties per month are permitted
- Above average CTR
- Can click directly to provided URL or Landing Page (built by *RobbReport.com*)
- Property is live within 24-48 hours of receiving materials.

\$950 PER 30 DAYS (\$1,725 OPEN RATE)





China Pro 5+ Agent Page

EXCLUSIVE OFFERING

A web page devoted to your office/agents to entice Chinese consumers to inquire for assistance in buying their next property. Active for 12 months.

Includes five 30-day property listings to use within a year.

\$600

(each additional listing \$400)

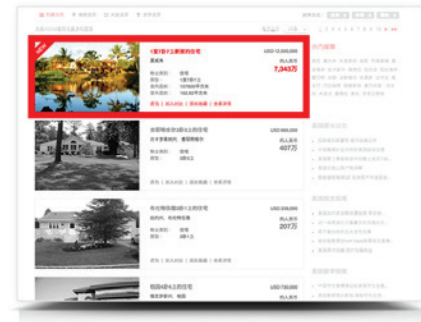
China Professional 50+ Agent Page

Includes an annual Agent Page and 50 listings to use within a year.

Plus one free Featured Property listing that puts your listing on the top of the search results for one month.

\$1650

Juwai.com is where Chinese buyers find international property. Juwai, which means "home overseas," is visited each day by buyers from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global property in Chinese, with over 2.5 million property listings spanning 89 countries.



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Paula Davidson at
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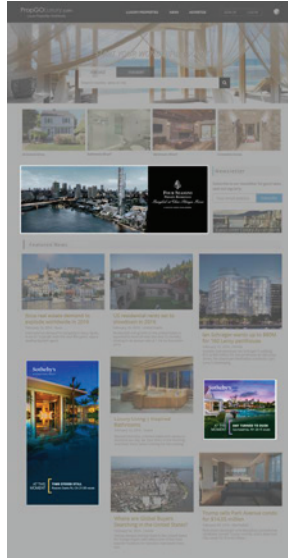


PROPGOLUXURY.COM

SPECIALIZES IN CHINESE, HONG KONG, & SOUTHEAST ASIAN MARKETS

WHY ADVERTISE WITH PROPGOLUXURY.COM?

PropGoLuxury.com is the leading global luxury real estate site serving both affluent English and Chinese consumers. They offer advertisers the most effective way to reach luxury property consumers and China's large and rapidly growing international property buyer demographic.

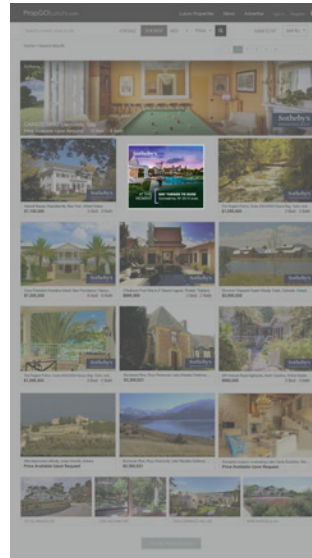


Skyscraper Banner

Location: Homepage

Size: 300x 600px

Impressions: 25,000



Large Square Banner

Location: Run onsite

Size: 300x250px

Impressions: 100,000

\$575 USD / MONTH

Display Ads on the Real Estate Property section of
PropGoLuxury. Impression based selections.

DISTRIBUTION NETWORK

Access a monthly audience of 20 million buyers. With the most powerful distribution network clients listing with *PropGoLuxury.com* get maximum exposure. Many clients choose to have their advertisements distributed on *PropGoLuxury.com* and the sites they power with technology and content. This means clients can reach an aggregate audience of over 20 million monthly luxury property consumers each month.

PropGO | PropGO Luxury | Shangliu Tatler | Singapore Press Holdings
Luxury Insider | Hong Kong Tatler | Financial Times | Financial Times - China | The New York Times

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

UNIQUE HOMES



Unique Homes, which celebrated its 45th anniversary in 2016, has been helping top agents promote their luxury listings to an international audience longer than any other real estate magazine in the world. Combining high-quality presentation with award-winning editorial focused on luxury, the magazine creates an ideal advertising environment for those agents looking to set their listings and themselves apart from the rest.

READERSHIP: 100,000+

AVERAGE NET WORTH: \$4,525,000

GENDER SKEW: 55% MALE, 45% FEMALE

40% OF READERS OWN 2 PROPERTIES

30% OF READERS OWN 3 PROPERTIES OR MORE

LET US HELP PUT YOU FRONT AND CENTER IN THE LUXURY MARKETPLACE

In 2016, *Homes & Estates* magazine was once again inserted into the complete run of *Unique Homes*, providing Coldwell Banker Global Luxury® Specialists with the opportunity to get two international magazines for the price of one at two points during the course of the year. When you choose to advertise directly in *Unique Homes*, you will receive the following benefits:

1. Your ad in the globally distributed print version of *Unique Homes*.
2. Copies mailed to your supplied list with information on the mailing label that indicates the magazine is being sent "compliments of" you. For each full-page ad, we will mail 100 copies; for each half-page ad we will mail 50; for each quarter-page ad we will mail 25.
3. Your ad in the digital version of *Unique Homes*.
4. Exposure for your listings on UniqueHomes.com

DISTRIBUTION

CIRCULATION: 100,000+

Paid distribution via newsstands and subscribers in more than 80 countries, bonus distribution to international airline members and first-class lounges, bonus mailings to Fortune 1000 and high-net-worth households, and a digital version emailed to a worldwide list of affluent consumers.

2018 CLOSING DATES

ISSUE	AD CLOSE DATE	MATERIALS DUE
Spring (Mar/Apr)	2/9/18	2/12/18
Ultimate (May/June)	4/13/18	4/16/18
Summer (July/Aug)	6/8/18	6/11/18
Fall (Sept/Oct)	8/10/18	8/13/18
Global issue (May/June)	10/12/18	10/15/18
Winter (Jan/Feb)	12/8/19	12/11/18

2018 RATES – 1 ISSUE

PAGE SIZE	COLOR	PROPERTIES	COST
Full Page	Full Color	1-6	\$1,995
1/2 Page	Full Color	1-2	\$1,195
1/4 Page	Full Color	1	\$695

2018 RATES – 3 ISSUES

PAGE SIZE	COLOR	PROPERTIES	COST
Full Page	Full Color	1-6	\$1,795
1/2 Page	Full Color	1-2	\$1,095
1/4 Page	Full Color	1	\$650

2018 RATES – 6 ISSUES

PAGE SIZE	COLOR	PROPERTIES	COST
Full Page	Full Color	1-6	\$1,595
1/2 Page	Full Color	1-2	\$995
1/4 Page	Full Color	1	\$595

ADVERTISING INQUIRIES:

Bruce Griset, Director of Sales at

888.928.9020 or 919.928.9020 | bgriset@uniquehomes.com

OCEAN HOME



CIRCULATION/DEMOGRAPHICS

AVERAGE AGE: 51

GENDER SKEW: 49% MALE, 51% FEMALE

AVERAGE HH: \$2,900,000

AVERAGE NET WORTH: \$9,600,000

AVERAGE PRIMARY RESIDENCE VALUE: \$4,900,000



DISTRIBUTION: 80,000

READERSHIP: 216,000

GEOGRAPHIC BREAKDOWN:

United States coastal areas, Canada, Caribbean

2018 CLOSING DATES

ISSUE	DISTRIBUTION DATE	MATERIALS DUE
April/May	Mar 15, 2018	Jan 12, 2018
June/July	July 15, 2018	Mar 14, 2018
August/September	Sept 15, 2018	May 9, 2018
October/November	Nov 15, 2018	July 11, 2018
December/January 2018	Dec 15, 2018	Sep 19, 2018
Feb 2019/Mar 2019	Jan 15, 2019	Nov 20, 2018

Founded by RMS Media Group in 2006, *Ocean Home* is the leading luxury coastal lifestyle magazine. Published bi-monthly, the magazine captures the essence of *Ocean Home* living, featuring the best architects, interior designers, landscape architects, real estate experts and luxury travel destinations in the United States and around the world.

From high-end developments in the Caribbean to private beachfront estates in California, *Ocean Home* not only unveils dream homes of the top coastal communities but also reveals the best vacation escapes, trending designs for ocean homes, and the key players in the next generation of luxury oceanfront living. *Ocean Home* magazine is available in print and digital editions.

2018 RATES*

PAGE SIZE	COLOR	COST
Spread	Full Color	\$4,150
Full Page	Full Color	\$2,750

Rates for 1x

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

THE WALL STREET JOURNAL



The Wall Street Journal represents credibility and is the leading environment for luxury real estate clients to connect with the world's most affluent home-buying audience. Its 'Mansion' section provides you with an unprecedented ability

to strengthen your brand, expand visibility and deliver your message.

DISTRIBUTION

CIRCULATION: 1,100,000

READERSHIP: 4.5 MILLION

MALE/FEMALE SKEW: 66% / 34%

MEDIAN AGE: 50

AVERAGE HHI – US: 347,000

Listings displayed on coldwellbankerluxury.com are automatically distributed to WSJ.com independent from agent advertising.

2018 RATES — COLOR RESIDENTIAL ADS

ZONE	COLOR RATE/INCH	3 INCH	4INCH	6INCH	1/8 INCH	1/4PAGE	1/2 PAGE	FULL PAGE
National	\$630.36	\$1,891.08	\$2,521.44	\$3,782.16	\$9,455.40	\$18,280.44	\$33,409.08	\$62,216.53
Eastern	\$517.19	\$1,551.57	\$2,068.76	\$3,103.14	\$7,760.88	\$15,004.37	\$27,421.78	\$51,066.59
Northeast	\$254.78	\$764.34	\$1,019.12	\$1,528.68	\$3,821.76	\$7,388.74	\$13,503.55	\$25,147.18
New York	\$240.05	\$720.15	\$960.20	\$1,440.30	\$3,600.72	\$6,961.39	\$12,722.54	\$23,692.74
New England	\$140.29	\$420.87	\$561.16	\$841.74	\$2,104.38	\$4,068.47	\$7,435.48	\$13,846.82
Wash/Balt	\$88.13	\$264.39	\$352.52	\$528.78	\$1,321.92	\$2,555.71	\$4,670.78	\$8,698.23
Southern	\$181.03	\$543.09	\$724.12	\$1,086.18	\$2,715.48	\$5,249.93	\$9,594.70	\$17,867.86
S. Atlantic	\$105.70	\$317.10	\$422.80	\$634.20	\$1,585.44	\$3,065.18	\$5,601.89	\$10,432.20
Florida	\$107.23	\$321.69	\$428.92	\$643.38	\$1,608.48	\$3,109.73	\$5,683.30	\$10,583.80
Midwest	\$401.68	\$1,205.04	\$1,606.72	\$2,410.08	\$6,025.14	\$11,648.60	\$21,288.83	\$39,645.42
Chicago	\$106.10	\$318.30	\$424.40	\$636.60	\$1,591.56	\$3,077.02	\$5,623.51	\$10,472.46
Detroit	\$69.22	\$207.66	\$276.88	\$415.32	\$1,038.24	\$2,007.26	\$3,668.45	\$6,831.62
St. Louis	\$71.60	\$214.80	\$286.40	\$429.60	\$1,074.06	\$2,076.52	\$3,795.01	\$7,067.31
Ohio	\$87.29	\$261.87	\$349.16	\$523.74	\$1,309.32	\$2,531.35	\$4,626.26	\$8,615.33
Western	\$292.80	\$878.40	\$1,171.20	\$1,756.80	\$4,392.00	\$8,491.20	\$15,518.40	\$28,899.36
So. Calif.	\$164.92	\$494.76	\$659.68	\$989.52	\$2,473.74	\$4,782.56	\$8,740.55	\$16,277.21
No. Calif.	\$122.10	\$366.30	\$488.40	\$732.36	\$1,831.50	\$3,540.90	\$6,471.30	\$12,051.27
Pacific NW	\$86.24	\$258.72	\$344.96	\$517.44	\$1,293.66	\$2,501.08	\$4,570.93	\$8,512.28
Rocky Mtns	\$76.16	\$228.48	\$304.64	\$456.96	\$1,142.46	\$2,208.76	\$4,036.69	\$7,517.39
Arizona	\$68.38	\$205.14	\$273.52	\$410.28	\$1,025.64	\$1,982.90	\$3,623.93	\$6,748.71
Southwest	\$136.12	\$408.36	\$544.48	\$816.72	\$2,041.74	\$3,947.36	\$7,214.15	\$13,434.65
Texas	\$92.89	\$278.67	\$371.56	\$557.34	\$1,393.38	\$2,693.87	\$4,923.28	\$9,168.44

Black and white ads 20% less

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

THE NEW YORK TIMES



FRIDAY MAIN NEWS

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. The main news section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. Daily, the Main News section is the most well-read section and it sets the agenda for the most important news of the day.

DISTRIBUTION

CIRCULATION: 533,147
 READERSHIP: 2,081,000
 GENDER SKEW: 61.5% MALE, 38.5% FEMALE
 MEDIAN AGE: 44+

FRIDAY MAIN NEWS 2018 RATES

SIZE	COST
1 Column (1.8" W x 3" H)	\$465
Deadline: 4 days before publication date.	

Other sizes available. Please email phil@skyad.com for a quote.



THE NEW YORK TIMES MAGAZINE

Published weekly, the New York Times Magazine features in-depth narratives, trendy stories and opinionated essays by some of today's most influential and entertaining writers.

DISTRIBUTION

SUNDAY CIRCULATION: 1,082,993
 READERSHIP: 4,300,000
 GENDER SKEW: 60% MALE, 40% FEMALE
 AVERAGE INCOME: \$171,000
 MEDIAN AGE: 55

SUNDAY MAGAZINE 2018 RATES

SIZE	COLOR	COST
Full Page	Full Color	\$37,650

ADVERTISING INQUIRIES:

Phil Kaminowitz at
 212.677.2713 | phil@skyad.com

Paula Davidson at
 212.677.2671 | paula@skyad.com

FINANCIAL TIMES



CIRCULATION/DEMOGRAPHICS

CIRCULATION: 274,131

DISTRIBUTION: GLOBAL

READERSHIP: 1,993,418

GENDER SKEW: 86% MALE, 14% FEMALE

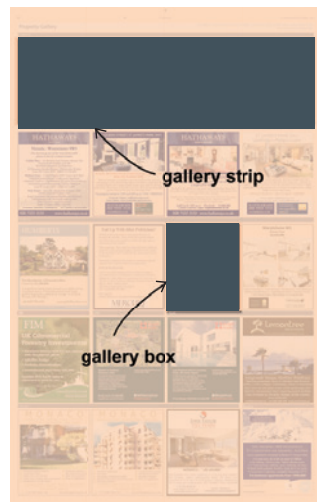
AVERAGE HHI: \$338,000

MEDIAN AGE: 51

The *Financial Times* showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its standalone “House & Home” section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world’s only weekly property and lifestyle section, which is internationally focused and globally distributed every weekend.



Front Page Strip:
80mm high x 345mm wide



Gallery Box:
100mm high x 83mm wide
Gallery Strip:
100mm high x 345mm wide

2018 RATES

SIZE	COST
Front Page Strip, Color	\$14,725
Gallery Strip, Color	\$6,510
Galley Box, Color	\$1,240

Saturday “House & Home” section color proprietary gallery box

Ad space based on availability.

2018 RATES

SIZE	COST
Full Page, Color	\$36,456
Half Page, Color	\$18,228
Quarter Page, Color	\$9,114

2018 CLOSING DATES

ISSUE	PUBLICATION DATE	MATERIALS DUE
Weekly	Saturday	Monday (week of)

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

THE NEW YORK TIMES INTERNATIONAL EDITION



CIRCULATION/DEMOGRAPHICS

CIRCULATION: 220,472

AVERAGE HHI: \$367,700

MEDIAN AGE: 55

DISTRIBUTION: EUROPE, ASIA, PACIFIC

2018 RATES

SIZE	COLOR	COST
Minimum ad size 2 1/16" W x 3" H	Black & White	\$938
Minimum ad size 2 1/16" W x 3" H	Full Color	\$1,250

Many other ad sizes are available. Please email or call for a price quote. NYTIE Real Estate ads run every Friday.

2018 CLOSING DATES

ISSUE	PUBLICATION DATE	MATERIALS DUE
Weekly	Friday	Monday (week of)

FULL-COLOR EVENT WRAPS

In addition to cooperative advertising opportunities within the *New York Times International Edition*, our program includes full-color wraps that are distributed at some of the world's most prestigious events, including the Cannes Film Festival, Frieze Art Fair, Wimbledon Tennis, the Monaco Yacht Show and many others. These event wraps are placed around thousands of copies of the *New York Times International Edition*, which are then distributed in hotel rooms and onsite at the events.

INDIVIDUAL 4-PAGE WRAP: \$10.35 each

MINIMUM ORDER: 3,000 wraps

The *New York Times International Edition* is a leading international source for opinion leaders and decision-makers around the globe. With dedicated newsrooms in Paris, London, Hong Kong and New York, and journalists reporting from all corners of the globe, its informative, inspiring and intelligent coverage of the world makes it required reading in 130 countries around the world.

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

FORBES REAL ESTATE MARKETPLACE



CIRCULATION/DEMOGRAPHICS

READERSHIP: 6,706,000

GENDER SKEW: 58% MALE, 42% FEMALE

MEDIAN AGE: 42.4

MEDIAN HHI: 280,074

Forbes is a global media, branding and technology company, with a focus on news and information about business, investing, technology, entrepreneurship, leadership and affluent lifestyles. *Forbes'* mission is to deliver information on the people, ideas and technologies changing the world to our community of affluent business decision makers. What distinguishes *Forbes* from other media brands is their exceptional access to the world's most powerful people—the game changers and disruptors who are advancing industries across the globe. Through their unique platform of print, digital, mobile, conference and products, *Forbes* is changing the way content is created, distributed, consumed and shared.

2018 RATES

SIZE	
Full Page	\$14,500
Half Page	\$7,500
Quarter Page	\$4,000

2018 CLOSING DATES

ISSUE DATE	ISSUE THEME	MATERIALS DUE
2/28/18	FinTech 50	1/15/18
3/31/18	Billionaires	2/12/18
4/30/18	Innovation Factories/Midas List	3/12/18
5/31/18	Small Giants: Best Small Companies	4/9/18
6/30/18	Most Innovative Companies	5/7/18
8/31/18	Self-Made Women	6/18/18
9/30/18	The Cloud 100	8/13/18
10/31/18	Forbes 400	9/10/18
11/30/18	The Just 100	10/15/18
12/31/18	30 Under 30 2019	11/19/18

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

CHIEF EXECUTIVE



CIRCULATION/DEMOGRAPHICS

CIRCULATION: 42,698

READERSHIP: 125,028

CEOS/CHAIRMEN/PRESIDENTS/OWNERS: 92%

MEDIAN AGE: 49.2

GENDER SKEW: 82% MALE, 18% FEMALE

AVERAGE HHI: \$1.6 MILLION

AVERAGE NET WORTH: \$9.9 MILLION

LEADERS OF COMPANIES WITH OVER \$100 MILLION IN REVENUE: 69%

REACHES 91% OF CEOs WHO LEAD COMPANIES WITH \$50 MILLION OR MORE IN ANNUAL REVENUE

2018 RATES

PAGE SIZE	COST
Full Page	\$12,000

2018 CLOSING DATES

ISSUE	MATERIALS DUE
March/April	January 16
May/June	March 16
July/August	May 25
September/October	July 20
November/December	October 5

Established in 1977, *Chief Executive* magazine provides ideas, strategies and tactics for top executive leaders seeking to build more effective organizations. The publication conveys the full range of the CEO experience, from corporate challenges and personal pressures to the satisfaction that comes with the most demanding job in business. Award-winning journalists and innovative CEOs contribute articles to *Chief Executive*, which is read by the world's most influential leaders: CEOs who not only shape new economies, but new societies as well.

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

ROBB REPORT

CIRCULATION/DEMOGRAPHICS

MEDIAN AGE: 42

GENDER SKEW: 77% MALE, 23% FEMALE

AVERAGE HHI: \$363,000

AVERAGE HNW: \$2,400,000



Robb Report is the leading voice in global luxury. Widely regarded as the single most influential journal of living life to the fullest, *Robb Report* covers the newest in what matters most to its discerning and sophisticated audience.

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

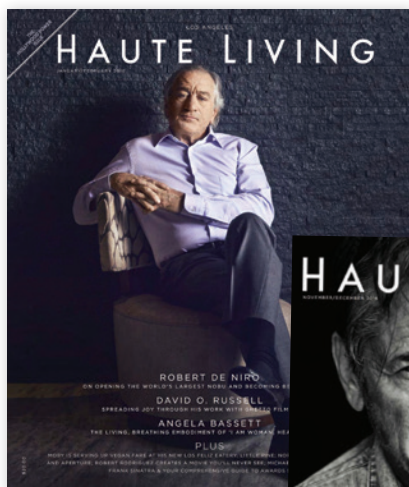
2018 RATES

SIZE	COLOR	COST
2 Page Spread	Full Color	\$17,235
Full Page	Full Color	\$9,095
1/2 Page	Full Color	\$5,000

2018 CLOSING DATES

ISSUE	AD DUE	ON SALE
MAR	JAN 26	MAR 6
APRIL	FEB 23	APR 3
MAY	MAR 23	MAY 1
JUNE	APR 20	JUN 5
JULY	MAY 25	JUL 3
AUG	JUNE 29	AUG 7
SEPT	JULY 27	SEPT 4
OCT	AUG 21	OCT 2
NOV	SEPT 25	NOV 6
DEC	OCT 23	DEC 4
JAN	NOV 20	JAN 1, 2019

HAUTE LIVING



MARKET DISTRIBUTION

MIAMI	35,000
NEW YORK	35,000
LOS ANGELES	35,000
SAN FRANCISCO	35,000

DEMOGRAPHICS

AVERAGE HHI: \$10,000,000

AVERAGE AGE: 50

GENDER SKEW: 56% MALE, 44% FEMALE

2018 RATES PER MARKET

SIZE	COLOR	COST
Full Page, City	Full Color	\$6,900
Full Page, Regional	Full Color	\$11,500
Full Page, National	Full Color	\$23,100

2018 CLOSING DATES

Published bimonthly.

Closing dates are 30 days before issue date.

Example: February 1 for March/April.

The primary element of the *Haute Living* brand is the sophistication and unique leadership we offer to our affluent audience. *Haute Living* incorporates elite lifestyle reporting throughout distinguished, market-specific publications in Miami, New York, Los Angeles and San Francisco. Through their celebrated regional publications, *Haute Living* captures the hearts and minds of the world's most influential consumers in the most affluent destinations, and act as both guide and signpost in their stellar lifestyle. *Haute Living* characterizes the cultivation of luxury living.

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

LUXE INTERIORS + DESIGN



Luxe celebrates regional architecture and design, and encourages design enthusiasts to seek out and connect with local design professionals in the place they call home. *Luxe* imparts this philosophy through multi-platform channels - in print and digital, and at their events - where they inspire, inform and engage with affluent design enthusiasts, architects, interior designers, home builders and the design community at large. Based on their unique long-term understanding of the design industry and extensive relationships, *Luxe* looks forward to being an important partner in the growth of your business.

2018 RATES

PAGE	COST
PAGE RATE:	\$3,595
SPREAD RATE:	\$5,795
BROKER LISTING:	\$3,595
BROKER PROFILES:	\$3,595
BROKER DIGITAL PROFILE 1 YEAR:	\$4,095

Local contract rates may apply.

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

CIRCULATION/DEMOGRAPHICS

MEDIAN AGE: 50

AVERAGE HHI: \$473,000

AVERAGE NW: \$2,468,000

OWNS 2+ HOMES: 40%

DISTRIBUTION

EDITION	CIRCULATION
New York/CT/Westchester/Hamptons	65,000
Chicago	40,000
Los Angeles	60,000
San Francisco	40,000
Orange County	35,000
Miami	30,000
Palm Beach	30,000
Dallas	30,000
Austin	25,000
Houston	30,000
Arizona	40,000
Colorado	30,000
Pacific Northwest	25,000

2018 CLOSING DATES

ISSUE	RESERVATION	MATERIALS DUE
May/June	2/23	3/6
July/August	4/20	5/1
Sept/Oct	6/22	6/29
Nov/Dec	8/31	9/11

TOWN & COUNTRY



CIRCULATION/DEMOGRAPHICS

READERSHIP: 625,000

GENDER SKEW: 27% MALE, 73% FEMALE

MEDIAN AGE: 55.2

AVERAGE HHI: \$314,983

AVERAGE NET WORTH: \$1.5 MILLION

2018 RATES

RATE	PER INSERTION
Full Page 1x	\$15,300
Full Page 3x	\$14,900
Full Page 6x	\$14,500

2018 CLOSING DATES

ISSUE	CLOSING DATE	ON-SALE DATE
APRIL	JAN 26	MAR 6
MAY	FEB 23	APRIL 10
JUNE/JULY	APR 3	MAY 22
AUGUST	MAY 18	JULY 3
SEPTEMBER	JUNE 22	AUG 7
OCTOBER	AUG 7	SEPT 18
NOVEMBER	SEPT 4	OCT 16
DEC/JAN	OCT 2	NOV 20

Whether they're choosing their primary residence or picking out a place to escape to near the water or on a golf course, every home is a castle for the *Town & Country* reader. With the means to make their dreams come true and the desire to live life exactly how and where they want, *Town & Country* readers are the first choice for real estate agents looking to show exclusive properties.

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

ARCHITECTURAL DIGEST



Published monthly, *Architectural Digest* is a modern icon of architecture and design. More about the art of architecture than commerce, *AD* has far more cachet than a mere “house book,” inspiring decisions as well as feeding fantasies. Advertisements within directly inspire their affluent audience to pursue and source their dream homes. Special issues focus on cities, country homes and global architecture.

More than 60 local and feeder market regions available. Email or call for the region list with pricing, circulation, distribution maps, etc.

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

DEMOGRAPHICS

MEDIAN AGE: 52

MEDIAN HHI: \$168,517

GENDER SKEW: 50% MALE, 50% FEMALE

2018 CLOSING DATES

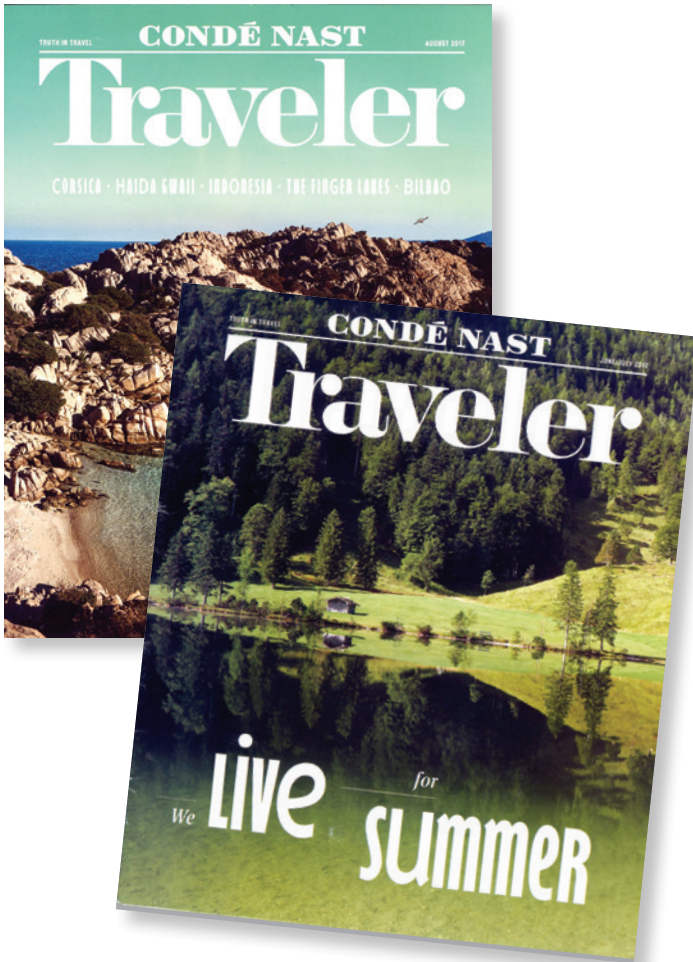
ISSUE	RESERVATIONS	MATERIALS DUE
March	December 15	December 20
April	January 15	January 20
May	February 15	February 20
June	March 15	March 20
July	April 15	April 20
August	May 15	May 20
September	June 15	June 20
October	July 15	July 20
November	August 15	August 20
December	September 15	September 20
January 2019	October 15	October 20
February 2019	November 15	November 20

2018 RATES

MARKETS	SUSCRIBERS	REACH	RATE
Chicago City / North Suburbs	19,000	106,210	\$2,440
Los Angeles / West LA	14,000	78,260	\$2,250
Manhattan	15,000	83,850	\$2,220
San Francisco City / North Bay	9,000	50,310	\$1,860
South Florida	17,000	95,030	\$2,330
Washington DC Metro	19,000	106,210	\$2,460

ALL ADS ARE FULL PAGE AND COLOR.

CONDÉ NAST TRAVELER



CIRCULATION/DEMOGRAPHICS

MEDIAN AGE: 55

MEDIAN HHI: \$166,685

GENDER SKEW: 58% MALE, 42% FEMALE

2018 CLOSING DATES

ISSUE	RESERVATIONS	MATERIALS DUE
March	December 15	December 20
April	January 15	January 20
May	February 15	February 20
June	March 15	March 20
July	April 15	April 20
August	May 15	May 20
September	June 15	June 20
October	July 15	July 20
November	August 15	August 20
December	September 15	September 20
January 2019	October 15	October 20
February 2019	November 15	November 20

2018 RATES

MARKETS	SUSCRIBERS	REACH	RATE
Chicago City / North Suburbs	14,000	61,320	\$1,980
Los Angeles / West LA	11,000	48,180	\$2,180
Manhattan	12,000	52,560	\$2,000
San Francisco City / North Bay	8,000	35,040	\$1,790
South Florida	18,000	78,840	\$2,260
Washington DC Metro	20,000	87,600	\$2,450

Published monthly, *Condé Nast Traveler* features articles written by writers who do not accept free travel and accommodations — writers for other travel publications do. Because of the magazine's objectivity and fascinating editorial content, they have earned the loyalty of the most frequent and affluent travelers in the world — individuals who spend more than virtually any other group on luxury items, including lavish vacation homes and primary residences. With six National Magazine Awards, *Condé Nast Traveler* is the only travel magazine to have won more than one award.

More than 60 local and feeder market regions available. Email or call for the region list with pricing, circulation, distribution maps, etc.

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

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For more than 50 years, GQ has been the premier men's magazine, providing definitive coverage of style and culture. With its unique and powerful design, work from the finest photographers and a stable of award-winning writers, GQ reaches millions of leading men each month.

More than 60 local and feeder market regions available. Email or call for the region list with pricing, circulation, distribution maps, etc.

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

DEMOGRAPHICS

MEDIAN AGE: 37

MEDIAN HHI: \$76,590

GENDER SKEW: 75% MALE, 25% FEMALE

2018 CLOSING DATES

ISSUE	RESERVATIONS	MATERIALS DUE
March	December 15	December 20
April	January 15	January 20
May	February 15	February 20
June	March 15	March 20
July	April 15	April 20
August	May 15	May 20
September	June 15	June 20
October	July 15	July 20
November	August 15	August 20
December	September 15	September 20
January 2019	October 15	October 20
February 2019	November 15	November 20

2018 RATES

MARKETS	SUSCRIBERS	REACH	RATE
Chicago City / North Suburbs	16,000	124,000	\$2,540
Los Angeles / West LA	14,000	108,500	\$2,040
Manhattan	13,000	100,750	\$1,930
San Francisco City / North Bay	7,000	54,250	\$1,860
South Florida	17,000	131,750	\$2,350
Washington DC Metro	20,000	155,000	\$2,820

ALL ADS ARE FULL PAGE AND COLOR.



WIRED makes sense of a world in constant transformation. *WIRED* tells an ongoing adventure story—the invention of the future. The *WIRED* conversation illuminates how technology is changing every aspect of our lives—from culture to business, science to design. The breakthroughs and innovations they cover lead to new ways of thinking, new connections, and new industries, introducing you to the people, companies and ideas that matter.

More than 60 local and feeder market regions available. Email or call for the region list with pricing, circulation, distribution maps, etc.

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

DEMOGRAPHICS

MEDIAN AGE: 45

MEDIAN HHI: \$148,810

GENDER SKEW: 65% MALE, 35% FEMALE

2018 CLOSING DATES

ISSUE	RESERVATIONS	MATERIALS DUE
March	December 15	December 20
April	January 15	January 20
May	February 15	February 20
June	March 15	March 20
July	April 15	April 20
August	May 15	May 20
September	June 15	June 20
October	July 15	July 20
November	August 15	August 20
December	September 15	September 20
January 2019	October 15	October 20
February 2019	November 15	November 20

2018 RATES

MARKETS	SUSCRIBERS	REACH	RATE
Chicago City / North Suburbs	14,000	47,880	\$2,080
Los Angeles / West LA	12,000	41,040	\$2,200
Manhattan	10,000	34,200	\$2,090
San Francisco City / North Bay	9,000	30,780	\$2,000
South Florida	13,000	44,460	\$2,040
Washington DC Metro	22,000	75,240	\$2,800

ALL ADS ARE FULL PAGE AND COLOR.

VOGUE



The foundation of *Vogue's* leadership and authority is the brand's unique role as a cultural barometer for a global audience. *Vogue* places fashion in the context of culture and the world we live in — how we dress, live and socialize; what we eat, listen to and watch; who leads and inspires us. *Vogue* immerses itself in fashion, always leading readers to what will happen next. *Vogue* defines the culture of fashion and is thought-provoking, relevant and always influential.

More than 60 local and feeder market regions available. Email or call for the region list with pricing, circulation, distribution maps, etc.

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

DEMOGRAPHICS

MEDIAN AGE: 39

MEDIAN HH: \$153,537

GENDER SKEW: 25% MALE, 75% FEMALE

2018 CLOSING DATES

ISSUE	RESERVATIONS	MATERIALS DUE
March	December 15	December 20
April	January 15	January 20
May	February 15	February 20
June	March 15	March 20
July	April 15	April 20
August	May 15	May 20
September	June 15	June 20
October	July 15	July 20
November	August 15	August 20
December	September 15	September 20
January 2019	October 15	October 20
February 2019	November 15	November 20

2018 RATES

MARKETS	SUSCRIBERS	REACH	RATE
Chicago City / North Suburbs	20,000	213,000	\$2,540
Los Angeles / West LA	22,000	234,300	\$2,680
Manhattan	23,000	244,950	\$2,980
San Francisco City / North Bay	11,000	117,150	\$2,180
South Florida	30,000	319,500	\$3,140
Washington DC Metro	27,000	287,550	\$3,140

ALL ADS ARE FULL PAGE AND COLOR.

VANITY FAIR



Published monthly, *Vanity Fair* has been highly influential and often quoted for numerous decades. Thought-provoking as well as style-making, it covers every aspect of modern life, from world affairs and business to architecture and society. This culture-defining publication reaches affluent opinion leaders in positions to purchase multiple high-end homes, typically on more than one continent. *Vanity Fair* readers are the perfect audience for even your highest priced estate.

More than 60 local and feeder market regions available. Email or call for the region list with pricing, circulation, distribution maps, etc.

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

DEMOGRAPHICS

MEDIAN AGE: 46

MEDIAN HHI: \$168,663

GENDER SKEW: 28% MALE, 72% FEMALE

2018 CLOSING DATES

ISSUE	RESERVATIONS	MATERIALS DUE
March	December 15	December 20
April	January 15	January 20
May	February 15	February 20
June	March 15	March 20
July	April 15	April 20
August	May 15	May 20
September	June 15	June 20
October	July 15	July 20
November	August 15	August 20
December	September 15	September 20
January 2019	October 15	October 20
February 2019	November 15	November 20

2018 RATES

MARKETS	SUSCRIBERS	REACH	RATE
Chicago City / North Suburbs	23,000	144,210	\$2,710
Los Angeles / West LA	28,000	175,560	\$3,180
Manhattan	29,000	181,830	\$3,380
San Francisco City / North Bay	20,000	125,400	\$2,450
South Florida	31,000	194,370	\$3,140
Washington DC Metro	30,000	188,100	\$3,530

ALL ADS ARE FULL PAGE AND COLOR.

THE NEW YORKER



The New Yorker has made many artists and writers household names. Its short stories are masterpieces, its reporting award winning, and its cartoons legendary. Each week, millions of high achievers turn to its mix of arts, architecture and design, business, politics, and science to be informed on all that matters, including their future dream homes. *The New Yorker* is the authority on practically everything, including future dream homes.

More than 60 local and feeder market regions available. Email or call for the region list with pricing, circulation, distribution maps, etc.

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

DEMOGRAPHICS

MEDIAN AGE: 48

MEDIAN HHI: \$165,202

GENDER SKEW: 55% MALE, 45% FEMALE

2018 CLOSING DATES

ISSUE	RESERVATIONS	MATERIALS DUE
March	December 15	December 20
April	January 15	January 20
May	February 15	February 20
June	March 15	March 20
July	April 15	April 20
August	May 15	May 20
September	June 15	June 20
October	July 15	July 20
November	August 15	August 20
December	September 15	September 20
January 2019	October 15	October 20
February 2019	November 15	November 20

2018 RATES

MARKETS	SUSCRIBERS	REACH	RATE
Chicago City / North Suburbs	25,000	118,750	\$2,940
Los Angeles / West LA	28,000	133,000	\$3,310
Manhattan	66,000	313,500	\$5,950
San Francisco City / North Bay	32,000	152,000	\$3,730
South Florida	10,000	47,500	\$1,950
Washington DC Metro	46,000	218,500	\$5,410

ALL ADS ARE FULL PAGE AND COLOR.

GOLF DIGEST



Golf Digest is the #1 most widely read golf publication in the world and the authority on how to play, what to play and where to play. *Golf Digest's* aim is to enhance the enjoyment of all facets of the game—making its readers better players, smarter consumers and more discerning travelers, while also offering the kind of informative and provocative stories that fuel the unending conversation that is golf. *Golf Digest's* mantra is THINK YOUNG/PLAY HARD, a philosophy that defines both their reader and editorial alike, and is what differentiates *Golf Digest* from the competition. *Golf Digest*: It's not just about swing speed – it's a way of life.

More than 60 local and feeder market regions available. Email or call for the region list with pricing, circulation, distribution maps, etc.

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

DEMOGRAPHICS

MEDIAN AGE: 54

MEDIAN HHI: \$158,164

GENDER SKEW: 76% MALE, 24% FEMALE

2018 CLOSING DATES

ISSUE	RESERVATIONS	MATERIALS DUE
March	December 15	December 20
April	January 15	January 20
May	February 15	February 20
June	March 15	March 20
July	April 15	April 20
August	May 15	May 20
September	June 15	June 20
October	July 15	July 20
November	August 15	August 20
December	September 15	September 20
January 2019	October 15	October 20
February 2019	November 15	November 20

2018 RATES

MARKETS	SUSCRIBERS	REACH	RATE
Chicago City / North Suburbs	16,000	49,760	\$1,730
Los Angeles / West LA	15,000	46,650	\$2,070
Manhattan	6,000	18,660	\$1,730
San Francisco City / North Bay	6,000	18,660	\$1,730
South Florida	20,000	62,200	\$2,010
Washington DC Metro	24,000	75,640	\$2,210

ALL ADS ARE FULL PAGE AND COLOR.

BON APPÉTIT



bon appétit focuses on what's current and stylish, while still giving readers valuable cooking tools and tips. The only food lifestyle publication on the market, *bon appétit* offers "life through the lens of food" — cooking in, dining out, culture, travel, entertainment, shopping and design.

More than 60 local and feeder market regions available. Email or call for the region list with pricing, circulation, distribution maps, etc.

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

DEMOGRAPHICS

MEDIAN AGE: 52

MEDIAN HHI: \$164,745

GENDER SKEW: 41% MALE, 59% FEMALE

2018 CLOSING DATES

ISSUE	RESERVATIONS	MATERIALS DUE
March	December 15	December 20
April	January 15	January 20
May	February 15	February 20
June	March 15	March 20
July	April 15	April 20
August	May 15	May 20
September	June 15	June 20
October	July 15	July 20
November	August 15	August 20
December	September 15	September 20
January 2019	October 15	October 20
February 2019	November 15	November 20

2018 RATES

MARKETS	SUSCRIBERS	REACH	RATE
Chicago City / North Suburbs	28,000	126,280	\$3,130
Los Angeles / West LA	23,000	103,730	\$2,710
Manhattan	17,000	76,670	\$2,000
San Francisco City / North Bay	21,000	94,710	\$2,470
South Florida	27,000	121,770	\$3,180
Washington DC Metro	39,000	175,890	\$3,530

ALL ADS ARE FULL PAGE AND COLOR.

MODERN LUXURY



Modern Luxury, knows that community, more than ever, defines who we are. And city by city, they make living well an art form. Modern Luxury is the largest local luxury media company, delivering the most affluent audiences in the most prominent cities in the US. They bring luxury closer to home, because they live there too.

2018 CLOSING DATES

ISSUE	MATERIALS DUE
March	February 1
April	March 1
May	April 1
June	May 1
July	June 1
August	July 1
September	August 1
October	September 1
November	October 1
December	November 1
January 2019	December 1
February 2019	January 1, 2019

DEMOGRAPHICS

MEDIAN AGE: 47

MEDIAN HHI: \$389,540

AVERAGE NET WORTH: \$2,213,920

GENDER SKEW: 41% MALE, 59% FEMALE

2018 CIRCULATION & RATES

PUBLICATION	REGION	PRICE	CIRCULATION
Beach	Hamptons	\$3,600	30,000
Hamptons	Hamptons	\$3,850	40,000
Gotham	Manhattan	\$4,750	65,000
Michigan Ave	Chicago	\$4,750	65,000
LA Confidential	California	\$4,750	65,000
Ocean Drive	Miami	\$4,200	50,000
Palm Beach	Florida	\$4,200	30,000
Capitol File	Washington DC	\$4,750	50,000
Aspen Peak	Aspen	\$4,750	25,000

Local contract rates may apply.

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

GREENDALE REGIONAL TITLES



Greendale lifestyle publications connect with the affluent, the aspirational, and socially sophisticated resident and visitor, through a format that's uniquely fast-paced, modern, edgy, uber-local and highly relevant. Reflecting the landscape of modern media and the way today's consumers access and enjoy news, their publications combine slick, smart, pithy text with bold, beautiful imagery. The vibe is upbeat, witty, authoritative, insidery; the voice is intimate, irreverent, and intelligent. And, like the ultimate cocktail party, content is curated and sophisticated.

Reach individuals with the highest disposable income and greatest spending power in each market.

CIRCULATION/DEMOGRAPHICS

AGE 25-34: 11%

AGE 35-44: 29%

AGE 45-54: 28%

AGE 55+: 31%

HHI: \$200,000+ 99%

LIQUID ASSETS: \$750,000+ 99%

HOME VALUE: \$1,000,000+ 98%

GENDER SKEW: 45% MALE, 55% FEMALE

MARRIED: 67%

Continue on next page...

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

GREENDALE REGIONAL TITLES

2018 RATES

LA, MICHIGAN AVE. (CHICAGO), VEGAS		
	1x	3x
Full Page	\$4,500	\$4,000
1/2 Page	\$2,750	\$2,500
1/4 Page	\$1,800	\$1,500

BOSTON, CAPITOL FILE (DC), PHILADELPHIA STYLE, GOTHAM (NY), OCEAN DRIVE (MIAMI), ASPEN PEAK		
	1x	3x
Full Page	\$4,000	\$3,500
1/2 Page	\$2,600	\$2,350
1/4 Page	\$1,600	\$1,500

BOSTON, CAPITOL FILE (DC), PHILADELPHIA STYLE, GOTHAM (NY), OCEAN DRIVE (MIAMI), ASPEN PEAK			
	1x	3x	6x
Full Page	\$3,750	\$3,500	\$3,250
1/2 Page	\$2,500	\$2,250	\$2,000
1/4 Page	\$1,500	\$1,250	\$1,000

2018 CLOSING DATES

Issue	Distribution Date	Materials Due
March	March 1	January 21
April	April 1	February 18
May	May 1	March 24
June	June 1	April 21
July	July 1	May 19
August	August 1	June 23
September	September 1	July 21
October	October 1	August 18
November	November 1	September 22
December	December 1	October 20

Deadline: 60 days before publication date

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

SOPHISTICATED LIVING



Directly mailed six times a year to the highest-verified income earners in each of its nine city-specific markets, *Sophisticated Living's* award-winning editorial appeals equally to both men and women. *Sophisticated Living* readers are successful, savvy, educated and capable consumers. The *Sophisticated Living* reader represents the wealthiest 1% and is responsible for almost all of the luxury brand spending in each city.

DEMOGRAPHICS

GENDER SKEW: 50% MALE, 50% FEMALE

AVERAGE HOUSEHOLD INCOME: \$428,889

2018 RATES

MARKET	FULL PAGE	CIRCULATION
Louisville	\$2,100	10,000
Lexington	\$1,700	10,000
Cincinnati	\$2,100	10,000
Nashville	\$2,800	11,000
St. Louis	\$2,100	12,000
Chicago	\$5,100	25,000
Columbus	\$2,800	10,000
Arizona	\$4,200	25,000
Indianapolis	\$2,300	10,000

Local contract rates may apply.

2018 CLOSING DATES

ISSUE	DEADLINE
March/April	February 1
May/June	April 1
July/August	June 1
September/October	August 1
November/December	October 1
January/February	December 1

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
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THE GLOBE AND MAIL

THE GLOBE AND MAIL

CANADA'S NATIONAL NEWSPAPER • FRIDAY, JANUARY 24, 2014 • theglobeandmail.com

REAL ESTATE

Toronto price jump stirs fear offshore buyers will head east

With B.C.'s tax on foreign buyers taking hold and Toronto house sales smashing records, agents warn overheated market is magnet for speculation

CRIME

Quebec waiter arrested over salmon tartare served to man with allergy

Man was allergic to salmon

FOOD

Soccer-mad Brazil recruits world of talent to compete in other sports

World Cup fever has spread to other sports

ANALYSIS

Calgary's strategy

The Bank of England power kicks off an aggressive stimulus as confidence plunges

REPORT ON BUSINESS

Lakeside manners

Doris Fable explains how to be the kind of cottage guest who gets invited back every year

ON THE NUCLEAR BRINK

The Trump threat comes at a critical time for the disarmament movement

ELIZABETH BENNETT

THE GLOBE AND MAIL

CANADA'S NATIONAL NEWSPAPER • FRIDAY, JANUARY 24, 2014 • theglobeandmail.com

ENVIRONMENT

Energy projects to require climate test

Move by Ottawa to gauge impact on emissions could impose new delays on Trans Mountain, Energy East pipelines and LNG terminal

CRIME

FORCILLO FOUND GUILTY OF ATTEMPTED MURDER IN YATIM CASE

Incident caught on video among several cases in Canada and U.S. that put spotlight on police shootings

SASKATCHEWAN

Saskatchewan response to violence, mental-health issues draws scrutiny

The federal government's response to violence against women is under scrutiny

CIRCULATION/DEMOGRAPHICS

GEOGRAPHIC DISTRIBUTION: **CANADA**

CIRCULATION: **407,000** (SATURDAY)

READERSHIP: **1,864,000** (SATURDAY)

HOUSEHOLD INCOME: **36% HAVE INCOME OF \$100,000+**

2018 RATES

SIZE	COLOR	COST
Full Page	Color	\$33,135
Half Page	Color	\$19,150
Quarter Page	Color	\$11,120

2018 CLOSING DATES

ISSUE	PUBLICATION DATE	MATERIALS DUE
Weekly	Saturday	Monday (week of)

The *Globe* is an essential read for Canadians who seek insight and perspective on the issues that affect the Canadian landscape and the world at large. *The Globe* has intimate, absorbed and fiercely loyal readership. And, as the only Canadian newspaper to show a readership growth trend over the last five years, *The Globe* remains your essential connection to Canada's most influential and responsive audience.

ADVERTISING INQUIRIES:

Phil Kaminowitz at
212.677.2713 | phil@skyad.com

Paula Davidson at
212.677.2671 | paula@skyad.com

THE SUNDAY TIMES OF LONDON



CIRCULATION/DEMOGRAPHICS

GEOGRAPHIC DISTRIBUTION: **UK**

CIRCULATION: **772,614**

READERSHIP: **2,055,000**

GENDER SKEW: **55% MALE, 45% FEMALE**

READ BY UK BUSINESS ELITE: **54%**

AVERAGE AGE: **49**

NUMBER OF LISTINGS PER PAGE: **6 OR 9**

2018 HOME DIGITAL OFFER

ISSUE	SIZE	PRICE
Weekly (Sunday)	970x250, 320x50, 728x90, 30x250	\$2,850 per Sunday

100% SOV (desktop, tablet, and mobile)

2018 HOME PRINT OFFER

SIZE	COLOR	COST
Full Page	Color	\$9,350
Half Page	Color	\$4,950
Quarter Page	Color	\$3,300

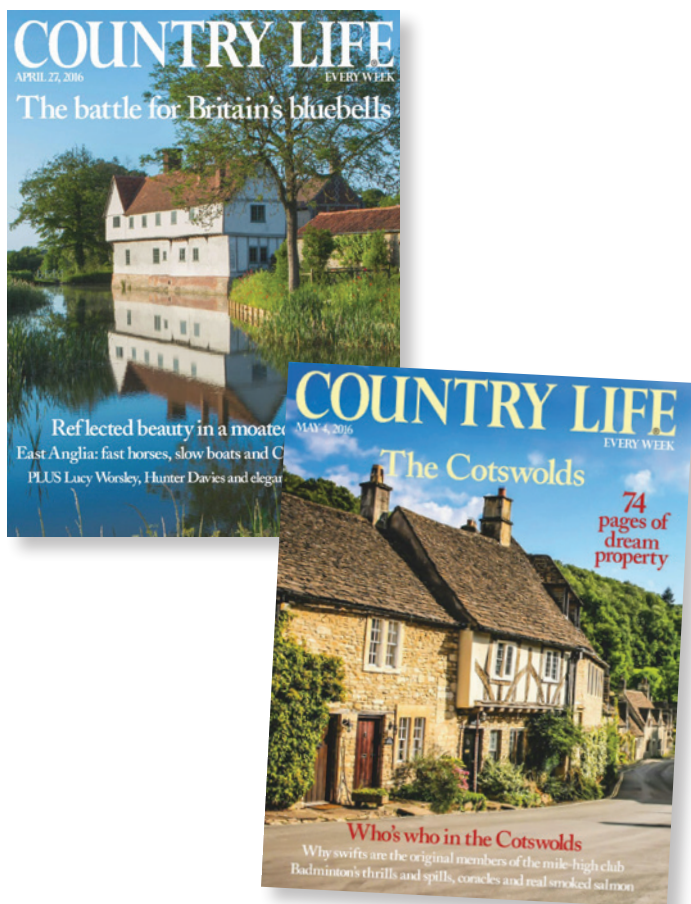
The Sunday Times is one of the largest-selling British national Sunday newspapers. Established over 200 years ago, *The Sunday Times* is one of the most trusted commercial news brands in the United Kingdom and continues to lead the market with quality journalism. *HOME* is the pre-eminent, award-winning national property supplement of *The Sunday Times*; advertisers, including estate agents, developers, retailers, architects and designers, use *HOME* to drive enquiries to their teams and help readers to make the best decision on how to spend their money.

ADVERTISING INQUIRIES:

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212.677.2671 | paula@skyad.com

COUNTRY LIFE



CIRCULATION/DEMOGRAPHICS

CIRCULATION: **39,132** INCLUDING DIGITAL COPIES

READERSHIP: **219,000 UK, 187,389 GLOBALLY**

AVERAGE HOUSEHOLD INCOME:

25% OF READERS IN EXCESS OF \$250,000

GENDER SKEW: **52% MALE, 48% FEMALE**

AVERAGE AGE: **51**

2018 SPECIAL INTERNATIONAL ISSUES

ISSUE	ISSUE DATE	MATERIAL DEADLINE
Spring	March 28	March 2
Monaco & Mediterranean	May 9	April 11
France	June 27	June 6
Autumn	October 10	September 19
Ski	November 7	October 17
Caribbean	December 5	November 14

Country Life is one of Britain's best-loved magazines, celebrating a way of life reflected through property, architecture and the countryside. Its matchless authority and its world-class writing and photography have established it as a nonpareil in publishing. At the heart of the magazine are the property pages, where the finest houses are showcased to a refined, wealthy readership in the UK and overseas, who seek the best things in life. British country houses are the envy of the world – *Country Life* is where buyers search for their dream.

2018 RATES

SIZE	COLOR	COST
2 page spread	Full Color	\$5,400
Full Page	Full Color	\$2,700
1/2 Page	Full Color	\$1,630

ADVERTISING INQUIRIES:

Phil Kaminowitz at
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INTERNATIONAL ROBB REPORT



2018 RATES

EDITION	CIRCULATION	COST	FREQUENCY
Saudi Arabia	20,000	\$8,750	12x
China	848,000	\$73,600	12x
India	30,000	\$8,500	12x
Kazakhstan	20,000	\$10,700	10x
Korea	30,000	\$21,000	12x
Malaysia	11,000	\$1,900	12x
Mexico	40,000	\$15,900	12x
Russia	22,000	\$15,200	11x
Singapore	15,000	\$5,000	12x
Spain	30,000	\$13,900	10x
Thailand	15,000	\$3,800	12x
Turkey	10,000	\$4,900	12x
Vietnam	10,000	\$5,800	12x

Founded by Robert "Robbie" White, *Robb Report* magazine has been published in the U.S. for over 30 years. Emerging first as a newsletter for United States club owners and Rolls-Royce collectors, the publication eventually became the *Robb Report* luxury lifestyle magazine. To date, *Robb Report* has been named by the leading producers of luxury goods and services as the most authoritative publication in the world, further evidenced by the magazine's numerous references in mainstream media.

Robb Report International has been published since 2004 and is a guide to the world's highest standards, designed for the most discerning and sophisticated readers. We understand that most of our readers are not only experts in their professional lives, but in their hobbies, as well.

2018 CLOSING DATES

ISSUE	MATERIALS DUE	ISSUE	MATERIALS DUE
March	January 2	September	July 1
April	February 2	October	August 3
May	March 2	November	September 1
June	April 1	December	October 1
July	May 1	Jan 1, 2019	November 2
August	June 1	Feb 1, 2019	December 1

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UNIQUE HOMES

CHINA EDITION



When your high-end sellers read about the staggering level of investment Chinese buyers are making in the luxury market, and especially real estate in the U.S., they likely are asking themselves: "What is my real estate agent doing to promote my home in China?"

We have the answer for you: *UNIQUE HOMES China Edition*

For more than four decades, *Unique Homes* has been helping agents promote their top listings to affluent buyers outside their local marketplace. The recent launch of *UNIQUE HOMES China Edition* continues their mission to help luxury professionals bring buyers and sellers together.

2018 RATES

SIZE	COLOR	COST
Full Page (one-time rate)	Full Color	\$2,095
Full Page (2-time rate)	Full Color	\$1,795
Full Page (4-time rate)	Full Color	\$1,395

DISTRIBUTION: 10,000

Copies will be distributed to a select list of affluent Chinese individuals in the major cities – including Beijing, Shanghai and Hong Kong – as well as in Taiwan and Macau. Magazines also will be made available in private membership organizations. *The UNIQUE HOMES China Edition* puts you front and center before one of the wealthiest, most desired audiences in the world. And placing an ad couldn't be easier.

- We will create the ad using your photos and copy in one of our templates (up to 6 properties on a page).
- We will have your ad translated into Chinese.
- You will receive 5 copies for each page of advertising, plus you will be sent a link to the digital version of the *UNIQUE HOMES China Edition*, which is also promoted online in China.
- We can also provide you with a PDF of your ad in Chinese for your own marketing efforts.

2018 UNIQUE HOMES CHINA SCHEDULE

ISSUE	ISSUE DATE	MATERIAL DEAD-LINE
May	February 23	March 2
August	May 25	June 5
November	August 31	September 7
February 2019	November 30	December 7

TO PLACE AN AD, CONTACT YOUR
UNIQUE HOMES REPRESENTATIVE OR

BRUCE GRISET


DIRECTOR OF SALES

BGRISSET@UNIQUEHOMES.COM

888.928.9020

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