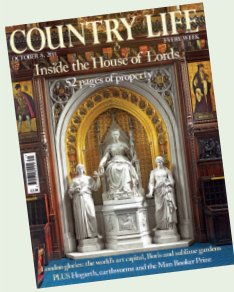




Franchisee Advertising Program



Country Life

Published weekly in London, Country Life is the United Kingdom's market leader for property advertising. It is the ideal venue for advertising prestigious property to a readership of internationally affluent homebuyers in more than 60 countries. Country Life readers are high net worth individuals and read Country Life specifically for the property advertising.

43% of readers own second homes
42% of readers have bought a property as a result of seeing an advertisement in Country Life.

CIRCULATION & DEMOGRAPHIC: TOTAL REACH

Circulation:	37,206
Geographic Distribution:	80% within the UK
Readership:	215,000 per week
Male/Female Skew:	58% Male / 42% Female
Average HHI:	25% of readers in excess of \$250,000
Median Age:	57

2015 RATES

SIZE	COLOR	COST
Full Page	Full Color	\$6,200
½ Page	Full Color	\$3,400
⅓ Page	Full Color	\$1,750
¼ Page	Full Color	\$1,200

2015 CLOSING DATES*

ISSUE	MATERIALS DUE
Weekly	3 Weeks Prior Issue Date

*Please contact Phil Kaminowitz for specific issue information and deadlines.

The Daily Telegraph

The Daily Telegraph is the leading quality daily newspaper in the UK, outselling its closest competitor by nearly 200,000 copies per day.

The Daily Telegraph has nearly twice the number of subscribers as do The Times, The Guardian and The Independent COMBINED!

The Saturday edition of The Daily Telegraph, with a UK circulation of 760,956 is the top selling quality newspaper in the UK for the entire week Monday – Sunday.



Its readers are the most affluent and financially secure newspaper readers in the UK. More Telegraph readers own their homes outright and hold at least £250,000 in stocks & shares than do the readers of any other British daily newspaper.

2015 RATES

SIZE	CIRCULATION	COLOR	COST
3.25" W x 2.75" H	760,956	Full Color	\$600

2015 CLOSING DATES ISSUE

PUBLICATION	DATE	MATERIALS DUE
Weekly	Saturday	Monday (week of)
Published in the weekly Saturday property page.		

ONLINE BANNER

SIZE	COST	IMPRESSIONS
300 x 250 pixels	\$30.95	per 1,000
728 x 90 pixels	\$28.38	per 1,000
120 x 600 pixels	\$26.12	per 1,000