



Franchisee Advertising Program



Elite Traveler

With distribution onboard private jets, in first class lounges of premium international airlines and yachts in top marinas, Elite Traveler brings your advertising to this high-spending market wherever in the world they happen to be. Advertising in Elite Traveler means that with each issue, you reach over 411,000 wealthy consumers in the ultimate luxury environment. By seeing your ad while they are on their jet, you become part of their lifestyle – a clear message that your brand is targeted to their needs and tastes.

CIRCULATION & DEMOGRAPHIC: TOTAL REACH

BPA-audited circulation of 101,505 Median HHI:	\$2.28 million
Average HHI:	\$1 million+
Mean HHI:	\$5.3 million
Median Age:	41
Male / Female Skew:	60% Male / 40% Female

ADDED VALUE

Digital: Inclusion in iPad compatible digital edition.
 Web: Features on Elite Traveler website.
 Magazine: Listing on Exclusive Previews page.
 Inclusion on BRC card providing qualified reader leads.

2015 RATES

SIZE	COLOR	COST
Full Page	Full Color	\$19,500
½ Page	Full Color	\$12,000

2015 CLOSING DATES

ISSUE	DISTRIBUTION DATE	MATERIALS DUE
Jan/Feb	January 10	November 6, 2014
March/April	March 10	January 7
May/June	May 10	March 6
July/Aug	July 10	May 8
Sept/Oct	September 10	July 7
Nov/Dec	November 10	September 8

Financial Times

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 stand-alone "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. Advertise your listings in Europe's most read newspaper.

CIRCULATION & DEMOGRAPHIC: TOTAL REACH

Circulation:	430,000
Geographic Distribution:	Global
Readership:	1,290,000
Male/Female Skew:	64% Male / 36% Female
Average HHI:	\$365,000
Median Age:	49



2015 RATES

SIZE	COST
3.25" W x 4" D	\$1,232
Saturday, House & Home Section Color Property Gallery Box	

2015 CLOSING DATES

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