



# Franchisee Advertising Program

## The New York Times

Thursday Home Section - The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is more influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. "Home" is the section for home enthusiasts showcasing engrossing articles on architecture, design, furnishings, gardening, home improvement and real estate, as well as expert advice on living comfortably and stylishly.



2015 RATES	
<b>SIZE</b>	<b>COST</b>
1 Column 1.8" W x 3" D	\$555
<b>DEADLINE:</b> 4 days before publication date.	
Other sizes available. Please email <a href="mailto:phil@skyad.com">phil@skyad.com</a> for a quote.	

### CIRCULATION & DEMOGRAPHIC: TOTAL REACH

Circulation:	680,905
Geographic Distribution:	U.S.
Readership:	3,815,000
Male/Female Skew:	56.8% Male / 43.2% Female
Average HHI:	\$181,805
Median Age:	47

## The New York Times Magazine

Published weekly. Today's most influential and entertaining writers offer the in-depth narratives, trendy stories, and opinionated essays that are the heart of The New York Times Magazine. A portion of the magazine is dedicated to luxury real estate, and that section is aptly titled Luxury Homes & Estates. Every Sunday, this portion of the magazine has showcased luxury properties of all types, from the country's most exquisite homes.



### CIRCULATION & DEMOGRAPHIC: TOTAL REACH

Circulation Sundays:	1,217,201
Readership:	2,450,000
Male/Female Skew:	Male 50.8% / Female: 49.2%
Average HHI:	\$175,798
Median Age:	55

### 2015 RATES

SIZE	COLOR	COST
Full Page	Full Color	\$33,543
½ Page	Full Color	\$17,701
⅓ Page	Full Color	\$13,210
¼ Page	Full Color	\$8,851
⅙ Page	Full Color	\$5,945

### 2015 LUXURY PROPERTY SHOWCASE RATES

SIZE	COLOR	COST
⅙ Page	Horizontal Color Ads	\$2,235*

Runs every Sunday in the New York Times Magazine.

**DEADLINE:** 45 days before publication date.

\*More often than not these ads come with a deal i.e. buy two get a third ad free. Buy one get a second ad at half price. These "deals" do not have to run at the same time but can be spread over different weeks.



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## International New York Times (formerly The International Herald Tribune)

The International New York Times is a sophisticated and comprehensive daily report for opinion leaders and business decision makers around the world. The mission of the International New York Times is to enhance the global community by creating, collecting and distributing high-quality news, information and entertainment. Its readers have levels of income and investments that can hardly be described as average - like the newspaper they enjoy reading, these levels reflect their highly mobile and affluent status. The International New York Times readers are people whose tastes tend toward the deluxe, leading active and upscale lifestyles.

### CIRCULATION & DEMOGRAPHIC: TOTAL REACH

Circulation:	220,472
Geographic Distribution:	Europe, Asia, Pacific, Middle East, N. Africa, Americas
Readership:	607,400
Male/Female Skew:	76% Male / 24% Female Average
HHI:	\$367,700 (worldwide)
Median Age:	55

### 2015 RATES

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

Many other ad sizes are available. Please email or call for a price quote. INYT Real estate ads run every Friday, but can be spread over different weeks.

### 2015 CLOSING RATES

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

## Ocean Home

Ocean Home magazine is devoted to the enhanced real estate and lifestyle opportunities to be found only at the ocean's edge. Ocean Home magazine was created for two targets only: luxury oceanfront property owners/developers and, of course, oceanfront homebuyers.

Ocean Home magazine provides its readers with a single resource that profiles the most stunning oceanfront properties available anywhere.



### CIRCULATION & DEMOGRAPHIC: TOTAL REACH

Distribution:	70,000
Average Age:	51
Average HHI:	\$1,214,000
Total Asset Value:	\$7,500,000
Primary Residence:	\$1,964,000

### 2015 CLOSING DATES

ISSUE	DISTRIBUTION DATE	MATERIALS DUE
Feb / Mar	December 15	December 8
April/May	February 14	January 21
June/July	April 15	March 25
Aug/Sep	June 16	May 20
Oct/Nov	August 15	July 22
Dec/Jan	October 15	September 23

**DEADLINE:** 60 days before publication date

### 2015 RATES

SIZE	COLOR	COST
Spread	Full Color	\$5,800
Full Page	Full Color	\$2,980
1/2 Page	Full Color	\$1,550
1/4 Page	Full Color	\$1,100