



Franchisee Advertising Program



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