



Franchisee Advertising Program

High Quality Advertising at your Fingertips

The Better Homes and Gardens Real Estate franchisee advertising program allows brokers and agents to place advertising in top publications and websites at discounted rates. Brokers and agents can also take advantage of professional ad design and insertion of the approved ad through Sky Advertising.

Our goal is to provide you with opportunities to reach a multitude of consumers whether they are located in your marketplace, across the country or around the globe. The Franchisee Advertising Program provides you the ability to geo-target with affordable options in media vehicles which attract and deliver sophisticated, upscale impressions.

Please review the exceptional publications on the following pages and call Sky Advertising to create your own marketing plan to fit your budget.

Placing High Quality Advertising in Top Publications: 4 Easy Steps

- Call or Email Phil Kaminowitz at Sky Advertising to discuss your advertising needs.
212-677-2713 or Phil@skyad.com
- Phil will work with you to design a high quality ad following brand guidelines. All property photos submitted for advertising must be a minimum of 300dpi, hi-resolution, 1290x950 pixels.
- Phil will send an electronic proof for your approval.
- Upon approval, Phil completes the insertion of the ad directly with the publication.

Phil Kaminowitz
Sky Advertising
212-677-2713 or Phil@skyad.com

The following is just a sample of the publications and websites you can receive discounted rates from. Others include Architectural Digest, duPont Registry, Food & Wine and many more. Most publications offer regional rates so you can focus your advertising to specific geographical areas. Call Sky Advertising for a full list.



Franchisee Advertising Program

Robb Report Home & Style

With Robb Report Home & Style, we further our mission of showcasing luxury real estate in the world's most desirable destinations by expanding our coverage of interior design, architecture, and the latest in home furnishings.

Our magazine is aimed at a highly affluent readership that travels widely, owns multiple vacation homes around the world, and has a refined sense of style and design. Packaged six times per year with the Robb Report, Robb Report Home & Style will be delivered to subscribers along with placement in select newsstands and airport locations.



2015 RATES

SIZE	COLOR	COST
Full Page	Full Color	\$2,495
½ Page	Full Color	\$1,650
¼ Page	Full Color	\$400

2015 CLOSING DATES

ISSUE	DELIVERED IN	DEADLINE
Mar/Apr	February	December 15, 2014
May/June	April	February 27
July/Aug	June	April 30
Sept/Oct	August	June 30
Nov/Dec	October	August 28
Jan/Feb	December	October 30

CIRCULATION & DEMOGRAPHIC: TOTAL REACH

Circulation:	80,000+
*Average HHI:	\$595,000
*Average Liquid Assets:	\$1,600,000
*Average Value Primary Residence:	\$711,000

*Source: MMR Prototype 2013

Robb Report Collection

Best Buyers, Best Sellers, Best Properties. With a focus on collecting, artisans and craftsmen, luxury travel and recreational experiences, Collection appeals to wealthy enthusiasts (specialty automobiles, motorcycles, driving, boating, fishing, hunting, collecting, playing, and more). Advertising includes manufacturers, retailers, and service providers, as well as artists, craftsmen and boutique firms who serve high end consumers directly. This publication is distributed as a supplement to Robb Report to subscribers and newsstands.



2015 RATES

SIZE	COLOR	COST
Full Page	Full Color	\$2,495
½ Page	Full Color	\$1,650
¼ Page	Full Color	\$400

2015 CLOSING DATES

ISSUE	DELIVERED ON	DEADLINE
February	January	December 2, 2014
April	March	January 30
June	May	March 31
August	July	May 29
October	September	July 31
December	November	September 30

CIRCULATION & DEMOGRAPHIC: TOTAL REACH

Distribution:	85,000+
*Average HHI:	\$595,000
*Average Liquid Assets:	\$1,600,000
*Average Value Primary Residence:	\$711,000

*Source: MMR Prototype 2013



Franchisee Advertising Program

Robb Report International Editions

Robb Report magazine in the U.S. has been published for over 30 years. The name “Robb Report” was conceived from its founder - Robert “Robbie” White. Emerging as the newsletter of the club owners and collectors of Rolls-Royce in the United States, it eventually became the Robb Report luxury lifestyle magazine. To date, Robb Report has been named by the leading producers of goods and services category of “luxury” as the most authoritative publication in the world, as evidenced by the numerous references to the magazine in the mainstream media.

Robb Report international editions have been published since 2004 and is the only project of the American edition, which goes beyond the United States.

Robb Report international editions are a guide to the world’s highest standards, designed for the most discerning and sophisticated readers. Touching on a particular topic, we know that most of our readers are experts - not only in their professional lives, but in their hobbies.



2015 RATES			
EDITION	CIRCULATION	COST	FREQUENCY
China	145,600	\$39,200	12x
Russia	22,000	\$18,800	10x
India	25,000	\$11,800	12x
Brazil	40,000	\$25,300	12x
Vietnam	10,000	\$5,300	12x
Arabia	15,000	\$8,850	12x
Turkey	15,000	\$11,100	12x
Kazakhstan	10,000	\$13,650	11x
Spain	30,000	\$17,100	6x

2015 CLOSING DATES	
ISSUE	MATERIALS DUE
March	January 2
April	February 2
May	March 2
June	April 1
July	May 1
August	June 1
September	July 1
October	August 3
November	September 1
December	October 1
January 1, 2016	November 2
February 1, 2016	December 1



Franchisee Advertising Program

The Wall Street Journal

Through constant innovation, brand investment and inspiration, *The Wall Street Journal* remains the global authority for news and information. The *Journal* continues to be the leading environment for luxury home clients to connect with the world's most affluent home-buying audience. With the launch of Mansion, The *Journal's* bold, new real estate section, they are able to further strengthen their brand, expand visibility and deliver their message with more resounding results through new and exciting content alignment opportunities. The advertising in Mansion reaches the homes of The *Journal's* affluent, global audience.

CIRCULATION & DEMOGRAPHICS: TOTAL OUTREACH

WSJ Global edition circulation:	1,624,073
Global audience:	3.7 million
Geographic Distribution:	US, Europe, Asia
Readership:	3,615,483
Male/Female Skew:	69% Male / 31% Female
Average HHI:	\$257,100 (US) \$334,000 (Asia) \$335,000 (Europe)
Average Age:	51



2015 RATES

ZONE	PRICE RATE*	FULL PAGE	1/2 PAGE	1/4 PAGE	2 INCH	3 INCH	4 INCH	6 INCH
Chicago	\$81.71	\$7,619	\$4,216	\$2,353	\$163.42	\$245.13	\$326.84	\$490.26
Eastern	\$389.44	\$36,311	\$29,095	\$11,216	\$778.88	\$1,168.32	\$1,557.76	\$2,336.64
Florida	\$82.58	\$7,699.76	\$4,261.13	\$2,378	\$165.16	\$247.74	\$330.32	\$495.48
Midwest	\$309.32	\$28,841	\$15,961	\$8,909	\$618.64	\$927.96	\$1,237.28	\$1,855.92
National	\$485.44	\$45,263	\$25,049	\$13,981	\$970.88	\$1,456.32	\$1,941.76	\$2,912.64
New York	\$184.85	\$17,235	\$9,538	\$5,324	\$369.70	\$554.55	\$739.40	\$1,109.10
Northeast	\$196.22	\$18,296	\$10,125	\$5,651	\$392.44	\$588.66	\$784.88	\$1,177.32
N. California	\$94.03	\$8,767	\$4,852	\$2,708	\$188.06	\$282.09	\$376.12	\$564.18
Southern	\$139.41	\$12,999	\$7,194	\$4,015	\$278.82	\$418.23	\$557.64	\$836.46
S. California	\$127.00	\$11,842	\$6,553	\$3,658	\$254.00	\$381.00	\$508.00	\$762.00
Western	\$225.48	\$21,024	\$11,635	\$6,494	\$450.96	\$676.44	\$901.92	\$1,352.88
Asia	\$74.74	\$6,969	\$3,857	\$2,153	\$149.48	\$224.22	\$298.96	\$448.44
Europe	\$91.27	\$8,510	\$4,710	\$2,629	\$182.54	\$273.81	\$365.08	\$547.62
Global	\$651.45	\$60,741	\$33,615	\$16,808	\$1,302.90	\$1,954.35	\$2,605.80	\$3,908.70



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	
SIZE	COST
1 Column 1.8" W x 3" D	\$555
DEADLINE: 4 days before publication date.	
Other sizes available. Please email phil@skyad.com 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.



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



Franchisee Advertising Program

Forbes

Forbes delivers information in ways that suit our audience's needs - at any given time of day, week or year - through their portfolio of Forbes brand properties.

No other business media brand has the depth and breadth of platforms they offer, or the power to combine them so effectively for your brand. As marketers, you send a unified message to a unified community under one powerful brand. And, you align with the most trusted, recognized and influential brand of business journalism in the world.



CIRCULATION & DEMOGRAPHIC: TOTAL REACH

Circulation:	5,111,000
Male/Female Skew:	3,446,000 male / 1,665,000 female
Median Age:	43.1
Age 18-24:	1,650,000
Age 25-54:	3,094,000
Top Management:	820,000
Managers/Professionals:	1,846,000
HHI \$100,000+:	2,306,000
HHI \$150,000+:	1,241,000

2015 RATES

SIZE	DIMENSIONS	COLOR	COST
Full Page (1x)	7"W x 9"H	Full Color	\$15,600
Full Page (3x)	7"W x 9"H	Full Color	\$15,000
Full Page (6x)	7"W x 9"H	Full Color	\$14,500
½ Page (1x)	7"W x 4 1/2"H	Full Color	\$7,800
½ Page (3x)	7"W x 4 1/2"H	Full Color	\$7,000
½ Page (6x)	7"W x 4 1/2"H	Full Color	\$6,725
¼ Page (1x)	3 3/8"W x 4 1/2"H	Full Color	\$3,900
¼ Page (3x)	3 3/8"W x 4 1/2"H	Full Color	\$3,775
¼ Page (6x)	3 3/8"W x 4 1/2"H	Full Color	\$3,500
⅛ Page (1x)	7"W x 2 3/16"H	Full Color	\$2,000
⅛ Page (3x)	7"W x 2 3/16"H	Full Color	\$1,000
⅛ Page (6x)	7"W x 2 3/16"H	Full Color	\$500

2015 CLOSING DATES

ISSUE	RESERVATIONS & MATERIALS DUE
January 19	December 8, 2014
February 9	January 5
March 2	January 26
March 23	February 16
April 13	March 9
May 4	March 30
May 25	April 20
June 15	May 11
June 29	June 1
July 20	June 15
August 17	July 13
September 7	August 3
September 28	August 24
October 19	September 14
November 2	September 28
November 23	October 19
December 14	November 9
December 28	November 23



Franchisee Advertising Program

Chief Executive



Chief Executive is the magazine for those who have achieved the highest level of success in business. Not found on news stands, since 1977 it has been sent “by invitation only” to those top executives running companies with \$42 million+ in revenue, producing an extraordinary audience with personal buying power and personal engagement found no where else. “Chief Executive magazine rocks!” says Ford CEO Alan Mulally, echoing the sentiments of elite business leaders.

CIRCULATION & DEMOGRAPHIC: TOTAL REACH

BPA Audited Circulation:	42,698
Readership:	125,028
CEOs/Chairman/Presidents/Owners:	92%
Median Age:	49.2
Female/Male Ratio:	18/82
Average Personal Annual Income:	\$1,188,976
Median Personal Annual Income:	\$501,904
Average Net Worth:	\$9,921,089
Readers who lead companies with revenues between \$10 million and \$1 billion:	94%
Readers who run privately held companies:	90%

2015 RATES

SIZE	COST
Full Page	\$5,300

2015 CLOSING DATES

ISSUE	MATERIALS DUE
March/April	January 7
May/June	March 9
July/August	May 4
September/October	July 10
November/December	September 2
January/February 2015	October 30

CEO magazine reaches every CEO of every public company CEO reaches over 32,500 additional exclusive readers every month onboard the largest private jet fleet: NetJets.

Caviar Affair

A celebration of the good life, Caviar Affair brings news and intelligence on luxurious travel, style, and cuisine. They search out the impeccably designed, the obsessively well-fashioned, and the startlingly beautiful. Four times a year, Caviar Affair sends dispatches from unsurpassed destinations and invites you to discover the best in food and wine, hotels and resorts, fashion and jewelry, architecture and art, watches and electronics, real estate and high-end vehicles.

CIRCULATION & DEMOGRAPHIC: TOTAL REACH

Readership:	125,000
Median Age:	54
Average HHI:	\$516,346
Average Net Worth:	\$4,248,000



2015 RATES

SIZE	COST
Full Page	\$13,400
2/3 Page	\$10,700
1/2 Page	\$8,000



Franchisee Advertising Program

Niche Publications

Their readership is “niche-proof.” Niche Media has made a substantial investment to develop a one-of-a-kind database targeting individuals with household incomes in excess of \$200,000, who maintain liquid assets of more than \$750,000, and have a home value of more than \$1,000,000. This allows them to reach the wealthiest & most influential people – those with the highest disposable income and spending power in each of their markets.



CIRCULATION & DEMOGRAPHIC: TOTAL REACH

Male / Female Skew:	45% Male / 55% Female
Married:	67%
Age 25-34:	11%
Age 35-44:	29%
Age 45-54:	28%
Age 55+:	31%
HHI:	\$200,000+ 98%
Liquid Assets:	\$750,000+ 99%
Home Value:	\$1,000,000+ 98%

2015 RATES

MAGAZINE TITLE	1X	3X	6X
Gotham	\$5,925	\$5,375	\$4,850
LA Confidential	\$5,925	\$5,375	\$4,850
Michigan Avenue	\$5,925	\$5,375	\$4,850
Vegas	\$5,925	\$5,375	\$4,850
Ocean Drive	\$5,375	\$4,850	\$4,300
Boston Common	\$5,375	\$4,850	\$4,300
Capitol File	\$5,375	\$4,850	\$4,300
Philadelphia Style	\$5,375	\$4,850	\$4,300
Austin Way	\$5,375	\$4,850	\$4,300
Aspen Peak	\$4,850	N/A	N/A
Hamptons	\$4,300	\$4,050	\$3,775
Art Basel	\$4,850	N/A	N/A

All ads are full page, full color. Ad may be mixed and matched to achieve frequency discounts.

2015 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

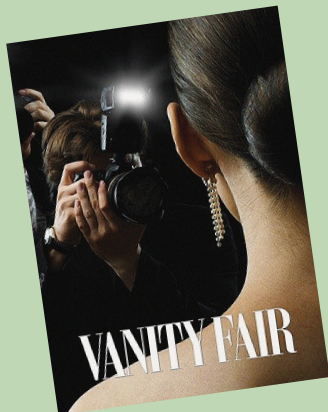
DEADLINE: 60 days before publication date



Franchisee Advertising Program

Vanity Fair

Published monthly, Vanity Fair has been highly influential and often quoted for many decades. Thought provoking as well as style making, it covers every aspect of modern life from world affairs to business, architecture and design to society. Vanity Fair reaches affluent opinion leaders who are in a position to purchase multiple high-end homes, often on more than one continent. They're the perfect audience for even your highest priced estate.



CIRCULATION & DEMOGRAPHIC: TOTAL REACH

Paid Circulation:	1,175,000
Total Readership:	6,107,000
Median Age:	46
Median HHI:	\$172,325
Average HH Net Worth	\$1,544,280
% Female / Male	78% / 22%

2015 CONDÉ NAST LUXURY GROUP RATES**

REGION*	RATE	CIRCULATION
Chicago Metro, IL	\$22,130	119,000
Washington DC Metro	\$20,830	112,000
Boston	\$19,720	106,000
South Florida	\$12,650	68,000
Seattle/Tacoma	\$12,830	69,000
Manhattan, NY	\$12,090	65,000
Orange County, CA	\$10,230	55,000
Atlanta	\$8,560	46,000
Houston, TX	\$8,560	46,000
Minneapolis/St. Paul	\$7,630	41,000

**Rates shown are for a single, full page, full color advertisement in all four magazines (Vanity Fair, Condé Nast Traveler, The New Yorker and Architectural Digest) mailed to region's subscribers.

2015 CLOSING DATES

ISSUE	DISTRIBUTION DATE	MATERIALS DUE
January	Mid-December	October 10, 2014
February	Mid-January	November 10, 2014
March	Mid-February	December 9, 2014
April	Mid-March	January 10
May	Mid-April	February 10
June	Mid-May	March 10
July	Mid-June	April 11
August	Mid-July	May 10
September	Mid-August	June 10
October	Mid-September	July 11
November	Mid-October	August 10
December	Mid-November	September 12

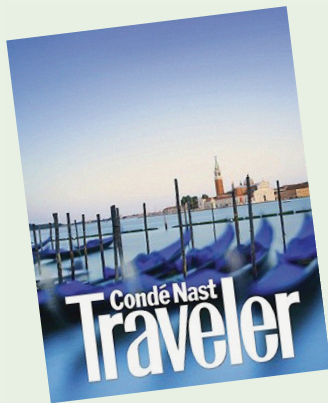
DEADLINE: 60 days before publication date



Franchisee Advertising Program

Condé Nast Traveler

Published monthly. Models of journalistic integrity, Condé Nast Traveler writers do not accept free travel and accommodations. Others do. Because of its objectivity and fascinating editorial content, the magazine has earned the loyalty of the most frequent and affluent travelers in the world. They 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 even one.



CIRCULATION & DEMOGRAPHIC: TOTAL REACH

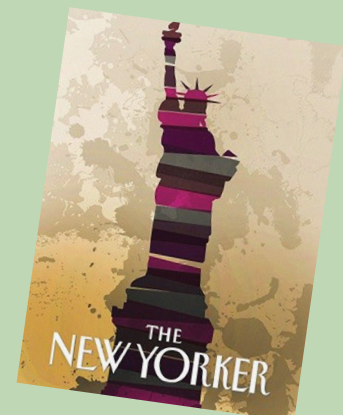
Paid Circulation:	800,000
Total Readership:	3,045,000
Median Age:	51
Median HHI:	\$168,921
Average HH Net Worth	\$1,626,446
% Female / Male	53% / 47%

The New Yorker

Published weekly. The New Yorker has made many artists and writers household names. Many of its short stories are masterpieces, its reporting award winning, its cartoons legendary. Millions turn to its mix of the arts, architecture and design, business, politics and science. And millions of high achievers think of The New Yorker as the authority on practically everything including their future dream homes.

CIRCULATION & DEMOGRAPHIC: TOTAL REACH

Paid Circulation:	1,025,000
Total Readership:	6,074,000
Median Age:	53
Median HHI:	\$170,783
Average HH Net Worth	\$1,631,802
% Female / Male	54% / 46%





Franchisee Advertising Program

Architectural Digest

Published monthly. Architectural Digest is a modern icon of architecture and design. More about the art of architecture than the commerce, it has far more cachet than a mere "house book." Architectural Digest spurs decisions as well as feeding fantasies. Its affluent audience sees and sources dream homes to pursue directly from its advertising. Special issues focus on, for example, cities, country houses and global architecture.



CIRCULATION & DEMOGRAPHIC: TOTAL REACH

Paid Circulation:	1,125,000
Total Readership:	4,482,000
Median Age:	53
Median HHI:	\$179,827
Average HH Net Worth	\$1,826,431
% Female / Male	53% / 47%

2015 REGIONAL RATES

SIZE	COLOR	COST
Full Page	Full Color	\$3,300*

*Cost per region. Washington DC rate is \$3,800.

*Chicago City / North Suburbs rate is \$3,800.

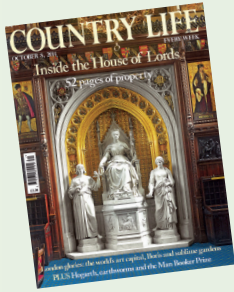
There are over 60 regions available to advertise in, including CA, TX, FL and NY.

2015 CLOSING DATES

ISSUE	RESERVATIONS	MATERIALS DUE
March	December 10, 2014	December 15, 2014
April	January 10	January 15
May	February 10	February 15
June	March 10	March 15
July	April 10	April 15
August	May 10	May 15
September	June 10	June 15
October	July 10	July 15
November	August 10	August 15
December	September 10	September 15
January 1, 2016	October 10	October 15
February 1, 2016	November 10	November 15



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



Franchisee Advertising Program

Luxury Properties

Luxury Properties is a bilingual magazine targeted at high net-worth individuals in Asia looking to enjoy the ultimate in lifestyle residences. LP contains the latest news about architecture, design, investment and outstanding high-end properties for sale globally.

CIRCULATION & DEMOGRAPHIC: TOTAL REACH

First Published:	March 2004
Frequency:	Six issues per year
Language:	Chinese & English
Circulation:	110,000
Circulation Breakdown:	
Northern China	31%
Eastern China	33%
Southern China	20%
Western China	16%
Hong Kong/Macau	15%
Rest of World	2%
Occupation:	
Business owners, Investors, Chairmen	68%
Managing Directors, Top Management (Mainly the real estate industry)	22%
Architects, Designers	5%
Governmental Position	3%
Others	2%



GENDER		AGE		NETWORTH	
Male	65%	25-34	14%	10-30	11%
Female	35%	35-44	45%	30-50	20%
		45-54	33%	50-100	28%
		55+	8%	100+	41%

2015 RATES FOR PROPERTY FINDER SECTION

SIZE	COLOR	COST
Full Page	Full Color	\$2,100
Up to 4 Properties allowed per page		

2015 CLOSING DATES

ISSUE	PUBLICATION DATE	MATERIAL DEADLINE
Jan/Feb	January 15	November 15
Mar/Apr	March 15	January 13
May/June	May 15	March 15
July/Aug	July 15	May 15
Sept/Oct	September 15	July 14
Nov/Dec	November 15	September 15



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)



Franchisee Advertising Program

Haute Living

Haute Living is the only magazine that allows advertisers to reach those living in a home worth more than \$3 million in New York City, Miami/Palm Beach, Los Angeles/Orange County, and Silicon Valley/San Francisco. Additionally, the publication is delivered directly to the private jet traveler, with the magazines placed on board 7,500 private jet flights per month. Haute Living is for those who demand – and have the means to experience – the most luxurious choices in life.



CIRCULATION & DEMOGRAPHIC: TOTAL REACH

700,000 readers per edition

7,500 copies are placed aboard private jet flights every month

The average Haute Living reader has a net worth of \$25.2 million

2015 RATES

REGION	SIZE	COLOR	COST
All Four Markets	Full Page	Full Color	\$10,750
Two Markets	Full Page	Full Color	\$5,375
One Market	Full Page	Full Color	\$3,775

2015 CLOSING DATES

ISSUE	DISTRIBUTION DATE	MATERIALS DUE
Feb/Mar	February 1	January 6
Apr/May	April 1	March 3
June/July	June 1	May 2
Aug/Sept	August 1	July 2
Oct/Nov	October 1	September 2
Dec/Jan	December 1	November 3

Town & Country

Whether they're choosing their primary residence or picking out a place to escape to near the water or on the 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 developers looking to show exclusive properties.



CIRCULATION & DEMOGRAPHIC: TOTAL REACH

Total Readers: 625,000

Male/Female Skew: 27% Male / 73% Female

Median Age: 55.2

Median HHI: \$164,000

Average HHI: \$314,983

Average Net Worth: \$1.5 Million

2015 RATES

SIZE	COLOR	COST
Full Page (1x)	Full Color	\$14,500
1/3 Page (1x)	Full Color	\$6,000

2015 CLOSING DATES

ISSUE	CLOSING DATE	ON SALE DATE
February	Nov 11, 2014	January 6, 2015
March	Dec 17, 2014	February 10, 2015
April	January 27, 2015	March 10, 2015
May	February 27, 17, 2015*	April 14, 2015
June/July	April 3, 2015	May 19, 2015
August	May 20, 2015	July 7, 2015
September	June 25, 2015	August 11, 2015
October	July 30, 2015	September 15, 2015
November	August 14, 27, 2015*	October 13, 2015

* Special Issues