

2020 ADVERTISING PROGRAM

HIGH QUALITY ADVERTISING AT YOUR FINGERTIPS

Better Homes and Gardens 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 digital products and print 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 and Web Sites:

- Call or Email Phil Kaminowitz at Sky Advertising to discuss your advertising needs.
- Phil will work with you to design a high quality ad following brand guidelines.
- 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
phil@skyad.com

WHY DIGITAL?

- People spend 24 hours per week online consuming media
- Up to 10 hours per day connected to a screen
- Up to 5 hours per day on their mobile devices
- 90% of home buyers use the Internet as a primary part of the search process



KEY WAYS TO REACH PEOPLE

Banner Ads

- Prime national and local websites
- Premium editorial environment to enhance listings and personal brand
- Guaranteed impressions and guaranteed click-throughs
- Highly Cost Effective
- Minimal waste with zip code level targeting
- Ability to adjust plans in real time based on performance, creative change or client need
- Good for high profile listings support, traffic generation and brand building
- Minimum commitment – 3 months

1 MILLION IMPRESSIONS

CUSTOMIZABLE. AFFORDABLE. MEASURABLE.

The One Million Impressions program is a customized banner advertising program **with guaranteed impressions and click-throughs.**

With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, city, high income zip or postal code and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website. Detailed analytic reports on advertising performance provided monthly.

Impress locally. Impress globally.

Custom programs available.

A SIMPLE PROPERTY/DEVELOPMENT FOCUSED PROGRAM TARGETING PREMIUM LOCAL AND GLOBAL WHITE LISTED WEBSITES AT A FRACTION OF THE DIRECT COST.



Many more websites available for local and global targeting.

TYPICAL COSTS

PRIME WEBSITES • GUARANTEED CLICK-THROUGHS • LOW CPM

Reach the right buyers

2,000,000 IMPRESSIONS	\$3,975 PER MONTH	2,000 GUARANTEED CLICK-THROUGHS
1,000,000 IMPRESSIONS	\$2,200 PER MONTH	1,000 GUARANTEED CLICK-THROUGHS
500,000 IMPRESSIONS	\$1,450 PER MONTH	500 GUARANTEED CLICK-THROUGHS
250,000 IMPRESSIONS	\$1,075 PER MONTH	250 GUARANTEED CLICK-THROUGHS

3 month minimum purchase. One time Banner generation fee : \$300

**Better
Homes**
and Gardens.
REAL ESTATE

1 MILLION IMPRESSIONS

TARGET BY GEOGRAPHY

Reach the right buyers

- Target by Geography
- Target by Lifestyle
- Re-Target

Targeting



TARGET BY LIFESTYLE

Golf

Golf Digest

Golf Empire
#PlayAnother18

**GOLF
MONTHLY**



Wine & Vineyard

Decanter

snooth

FOOD & WINE

Wine Spectator

Beach/Waterfront



**TRAVEL+
LEISURE**

**OCEAN
HOME**

**COASTAL
LIVING**

Equestrian

**American
Cowboy**

Horse & Rider

**Dressage
TODAY**

HORSE & HOUND

Farm & Ranch

Country Living

COUNTRY LIFE

Lands of America

HOMES & LAND

Waterfront Living

**POWER
& MOTORYACHT**

Yachting

Yachting World

**CRUISING
WORLD**

**Better
Homes**
and Gardens.
REAL ESTATE

1 MILLION IMPRESSIONS

THE PROCESS

- Completely Turnkey
- Select
- Platform
- Monthly Spend
- Geography
- Targeting Preferences
- Banners – sites
- AdWords – keywords
- Facebook – targeting criteria
- Ad Creatives provided for approval
- Campaign Planning
- Launch Report
- Monthly Delivery Reports

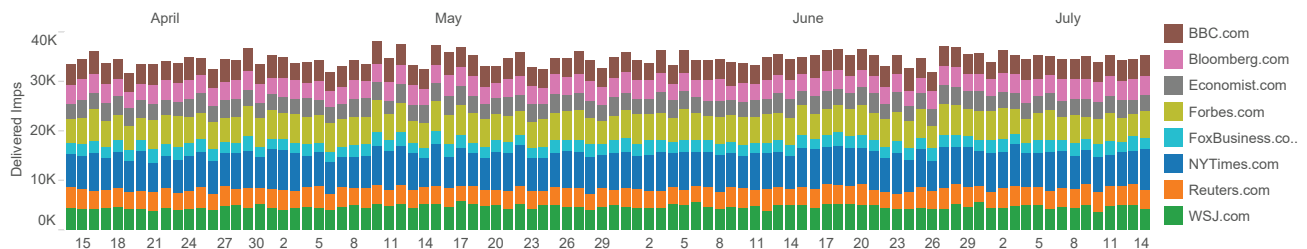
ENSURE EFFICIENCY

- Receive detailed reports
- Impressions
- Click-through rates
- Geo-target delivery
- Adjust the program to OPTIMIZE (websites, content and ad units)

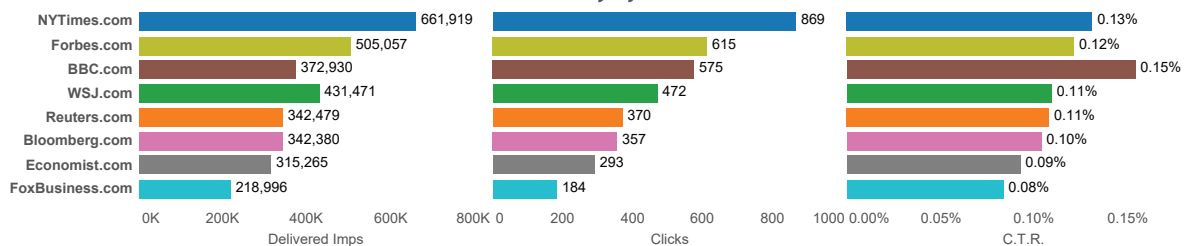
Overall Delivery Summary

Total Days	Projected Impressions	Delivered Imps	% Delivery	Clicks	C.T.R.
92	3,121,836	3,190,497	102.20%	3,735	0.12%

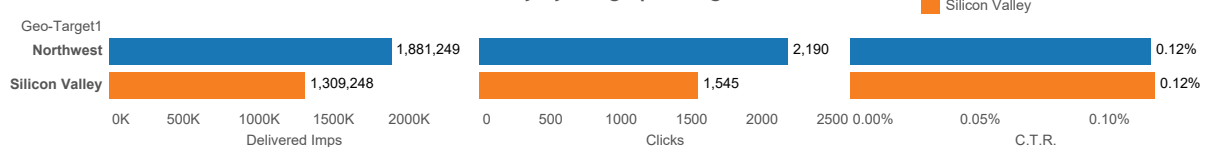
Delivery By Day By Site



Delivery By Site



Delivery By Geographic Segment



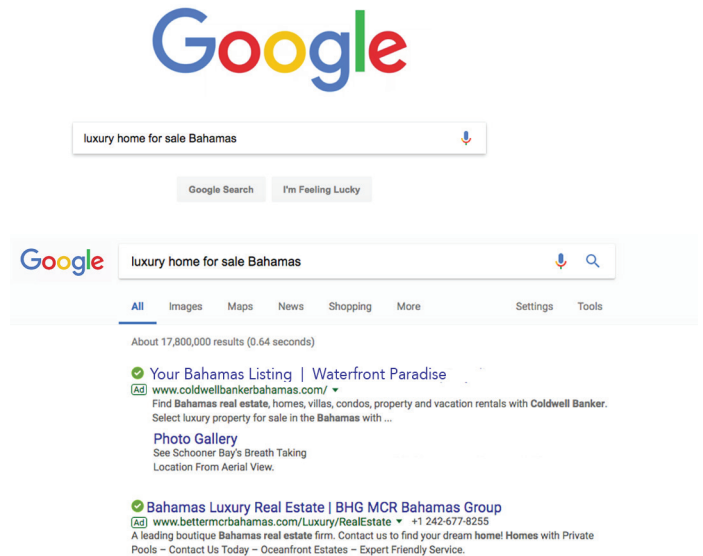
PAID SEARCH / SOCIAL MEDIA

PRIME WEBSITES • GUARANTEED CLICK-THROUGHS • LOW CPM

PAID SEARCH

Reach people who are “in the moment”, actively searching for property

- Guaranteed click-throughs
- Ability to adjust plans “in real time” based on performance, creative change or client need
- Good for long term brand and lead management
- Minimum commitment – 6 months



SOCIAL MEDIA

- Highly engaged audience
- Guaranteed click-throughs
- Drive traffic to Facebook page or direct to listings
- Minimal waste with zip code level targeting
- Micro targeting based on age, high income zip or postal code, lifestyle
- Flexibility to adjust plans in real time
- Good for traffic generation and brand building
- Minimum commitment – 3 months



ADDITIONAL DIGITAL PRODUCTS



GOOGLE ADWORDS

- Target consumers who are “in-market”, active in the Real Estate market, when they are searching and motivated to take action.
- No other medium can target as effectively.
- Pay only when people click through to your listing/site.

From \$500 per month (6 month minimum)

BUDGET, COMMITMENT AND TARGET GEOGRAPHY CAN AFFECT PRICING.



FACEBOOK

Facebook has restricted many targeting options for Real Estate advertising, but there are still many ways to take advantage of Facebook’s unmatched data engine. From custom page set-ups, content strategy, content creation, and promotion, we can put together a cost-effective program to put your key properties in front of qualified customers across Facebook, Instagram and WhatsApp.

From \$500 per month (3 month minimum)

BUDGET, COMMITMENT AND TARGET GEOGRAPHY CAN AFFECT PRICING.



JAMESEDITION.COM

With over 10 million monthly page views, JamesEdition.com is the ideal marketplace for ultra-high net worth individuals. With users evenly spread through the Americas, EMEA and Asia, JamesEdition.com is a true global site to market luxury.

Display Upgrades and Listing Promotions

\$250 to \$650 per month

THE WALL STREET JOURNAL.

WSJ.COM

PROPERTY UPGRADES

- Ensure better positioning of your property in the search results
- Upgraded properties appear before non-sponsored listing

\$1,110 for ten 30 day upgrades

\$1,950 for 25 thirty day upgrades

\$5,265 for 100 thirty day upgrades

UPGRADES AVAILABLE FOR USE ONE YEAR FROM PURCHASE

MANSION GLOBAL TOP MARKET TILES

Showcase premier listings alongside regionally relevant editorial.

Available Markets:

New York

Miami

London & UK

Sydney

Los Angeles

San Francisco

Dubai

\$695 for 30 day static banner

MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer.

\$2,800 for 30 days

Robb Report

ROBBREPORT.COM

Real Estate Media Bar

Display ad on Real Estate Home Page

\$950 for 30 days



ADDITIONAL DIGITAL PRODUCTS



JUWAI.COM

SINGLE PROPERTY FEATURED LISTING

- 3 month listing positions your property prominently above the Standard Listings on your country's Property Search Page. Fully translated into basic Chinese.

\$595

CHINA PROFESSIONAL 50 + AGENT PAGE

- Includes an annual Agent Page and 50 listings to use within a year. Plus 1 free Featured Property listing that puts your listing on the top of the search results for 1 month.

\$1,650

JUWAI LUXE CHANNEL PROPERTY LISTING

- Connects you to UHNW (Ultra High Net Worth) Chinese consumers.
- For properties \$2M+

\$425 for 6 month listing

CREATIVE EDITORIAL & SOCIAL MEDIA POSTING

- Professionally crafted content written in close conjunction with your marketing team.
- Appears on the Juwai Home Page, and relevant country pages
- Boosted on Juwai Social Media Accounts including Wechat and Weibo.

\$1,800 per article

GLOBAL NEW DEVELOPMENT PRE-CONSTRUCTION

\$17,500

GLOBAL NEW DEVELOPMENTS POST-CONSTRUCTION

- 6 month multi-media promotions with agent/office page, advertorial, ROS banners, floor plans, and more.

\$2,300

THE WALL STREET JOURNAL



The Wall Street Journal represents credibility and to be the leading environment for luxury real estate clients to connect with the world's most affluent home-buying audience. The WSJ's 'Mansion' section provides you with an unprecedented ability to strengthen your brand, expand visibility and deliver your message.

DEMOGRAPHICS

CIRCULATION: **1,100,000**

READERSHIP: **4.5 MILLION**

MALE/FEMALE SKEW: **66% / 34%**

MEDIAN AGE: **50**

AVERAGE HHI – US: **347,000**

2020 RATES — COLOR RESIDENTIAL ADS

ZONE	COLOR RATE/INCH	3 INCH	4INCH	6INCH	1/8 INCH	1/4PAGE	1/2 PAGE	FULL PAGE
National	\$630.36	\$1,891.08	\$2,521.44	\$3,782.16	\$9,455.40	\$18,280.44	\$33,409.08	\$62,216.53
Eastern	\$517.19	\$1,551.57	\$2,068.76	\$3,103.14	\$7,760.88	\$15,004.37	\$27,421.78	\$51,066.59
Northeast	\$254.78	\$764.34	\$1,019.12	\$1,528.68	\$3,821.76	\$7,388.74	\$13,503.55	\$25,147.18
New York	\$240.05	\$720.15	\$960.20	\$1,440.30	\$3,600.72	\$6,961.39	\$12,722.54	\$23,692.74
New England	\$140.29	\$420.87	\$561.16	\$841.74	\$2,104.38	\$4,068.47	\$7,435.48	\$13,846.82
Wash/Balt	\$88.13	\$264.39	\$352.52	\$528.78	\$1,321.92	\$2,555.71	\$4,670.78	\$8,698.23
Southern	\$181.03	\$543.09	\$724.12	\$1,086.18	\$2,715.48	\$5,249.93	\$9,594.70	\$17,867.86
S. Atlantic	\$105.70	\$317.10	\$422.80	\$634.20	\$1,585.44	\$3,065.18	\$5,601.89	\$10,432.20
Florida	\$107.23	\$321.69	\$428.92	\$643.38	\$1,608.48	\$3,109.73	\$5,683.30	\$10,583.80
Midwest	\$401.68	\$1,205.04	\$1,606.72	\$2,410.08	\$6,025.14	\$11,648.60	\$21,288.83	\$39,645.42
Chicago	\$106.10	\$318.30	\$424.40	\$636.60	\$1,591.56	\$3,077.02	\$5,623.51	\$10,472.46
Detroit	\$69.22	\$207.66	\$276.88	\$415.32	\$1,038.24	\$2,007.26	\$3,668.45	\$6,831.62
St. Louis	\$71.60	\$214.80	\$286.40	\$429.60	\$1,074.06	\$2,076.52	\$3,795.01	\$7,067.31
Ohio	\$87.29	\$261.87	\$349.16	\$523.74	\$1,309.32	\$2,531.35	\$4,626.26	\$8,615.33
Western	\$292.80	\$878.40	\$1,171.20	\$1,756.80	\$4,392.00	\$8,491.20	\$15,518.40	\$28,899.36
So. Calif.	\$164.92	\$494.76	\$659.68	\$989.52	\$2,473.74	\$4,782.56	\$8,740.55	\$16,277.21
No. Calif.	\$122.10	\$366.30	\$488.40	\$732.36	\$1,831.50	\$3,540.90	\$6,471.30	\$12,051.27
Pacific NW	\$86.24	\$258.72	\$344.96	\$517.44	\$1,293.66	\$2,501.08	\$4,570.93	\$8,512.28
Rocky Mtns	\$76.16	\$228.48	\$304.64	\$456.96	\$1,142.46	\$2,208.76	\$4,036.69	\$7,517.39
Arizona	\$68.38	\$205.14	\$273.52	\$410.28	\$1,025.64	\$1,982.90	\$3,623.93	\$6,748.71
Southwest	\$136.12	\$408.36	\$544.48	\$816.72	\$2,041.74	\$3,947.36	\$7,214.15	\$13,434.65
Texas	\$92.89	\$278.67	\$371.56	\$557.34	\$1,393.38	\$2,693.87	\$4,923.28	\$9,168.44

Black and white ads 20% less

THE NEW YORK TIMES



FRIDAY MAIN NEWS

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. Daily, the Main News section is the most well-read section and it sets the agenda for the most important news of the day.

DEMOGRAPHICS

CIRCULATION: **472,551**
 READERSHIP: **2,500,000**
 GENDER SKEW: **59% MALE, 41% FEMALE**
 AVERAGE HHI: **\$398,385**
 MEDIAN AGE: **51+**

FRIDAY MAIN NEWS 2020 RATES

SIZE	COST
1 Column (1.8" W x 3" H)	\$465
Deadline: 4 days before publication date.	

Other sizes available. Please email phil@skyad.com for a quote.



THE NEW YORK TIMES MAGAZINE

Published weekly, the New York Times Magazine features in-depth narratives, trendy stories, and opinionated essays by some of today's most influential and entertaining writers.

DEMOGRAPHICS

SUNDAY CIRCULATION: **1,082,993**
 READERSHIP: **4,400,000**
 GENDER SKEW: **51% MALE, 49% FEMALE**
 AVERAGE INCOME: **\$359,826**
 MEDIAN AGE: **50**

SUNDAY MAGAZINE 2020 RATES

SIZE	COLOR	COST
Full Page	Full Color	\$29,500

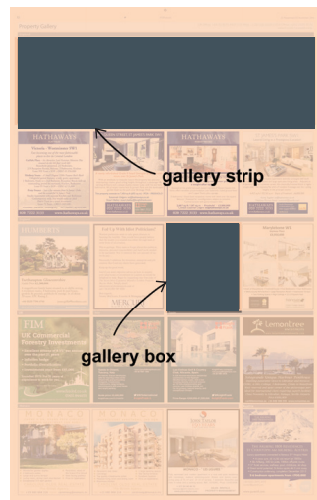
FINANCIAL TIMES



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.



Front Page Strip:
80mm high x 345mm wide



Gallery Box:
100mm high x 83mm wide
Gallery Strip:
100mm high x 345mm wide

DEMOGRAPHICS

CIRCULATION: **246,000**

DISTRIBUTION: **GLOBAL**

READERSHIP: **1,993,418**

GENDER SKEW: **86% MALE, 14% FEMALE**

AVERAGE HHI: **\$238,000**

MEDIAN AGE: **49**

2020 RATES

SIZE	COST
Front Page Strip, Color	\$14,725
Gallery Strip, Color	\$6,510
Gallery Box, Color	\$1,240

Saturday “House & Home” section color proprietary gallery box

Ad space based on availability.

2020 RATES

SIZE	COST
Full Page, Color	\$32,250
Half Page, Color	\$16,125
Quarter Page, Color	\$8,100

2020 CLOSING DATES

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

THE NEW YORK TIMES INTERNATIONAL EDITION



DEMOGRAPHICS

CIRCULATION: **169,744**

AVERAGE HH: **\$367,700**

MEDIAN AGE: **55**

DISTRIBUTION: **EUROPE, ASIA, PACIFIC**

2020 RATES

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

Many other ad sizes are available. Please email or call for a price quote. *NYTIE* Real Estate ads run every Friday.

2020 CLOSING DATES

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

FULL-COLOR EVENT WRAPS

In addition to cooperative advertising opportunities within the *New York Times International Edition*, our program includes full-color wraps that are distributed at some of the world's most prestigious events, including the Cannes Film Festival, Frieze Art Fair, Wimbledon Tennis, the Monaco Yacht Show, and many others. These event wraps are placed around thousands of copies of the *New York Times International Edition*, which are then distributed in hotel rooms and onsite at the events.

INDIVIDUAL 4-PAGE WRAP: \$10.35 each

MINIMUM ORDER: 3,000 wraps

The *New York Times International Edition* is a leading international source for opinion leaders and decision-makers around the globe. With dedicated newsrooms in Paris, London, Hong Kong and New York; and journalists reporting from all corners of the globe, its informative, inspiring and intelligent coverage of the world makes it required reading in 130 countries around the world.

THE SUNDAY TIMES OF LONDON



DEMOGRAPHICS

GEOGRAPHIC DISTRIBUTION: **UK**

CIRCULATION: **655,103**

READERSHIP: **1,752,000**

GENDER SKEW: **53% MALE, 47% FEMALE**

READ BY UK BUSINESS ELITE: **48%**

AVERAGE AGE: **49**

NUMBER OF LISTINGS PER PAGE: **6 OR 9**

2020 HOME DIGITAL OFFER

ISSUE	SIZE	PRICE
Weekly (Sunday)	970x250, 320x50, 728x90, 30x250	\$2,850 per Sunday

100% SOV (desktop, tablet, and mobile)

2020 HOME PRINT OFFER

SIZE	COLOR	COST
Full Page	Color	\$9,350
Half Page	Color	\$4,950
Quarter Page	Color	\$3,300

The Sunday Times is one of the largest-selling British national Sunday newspapers. Established over 200 years ago, *The Sunday Times* is one of the most trusted commercial news brands in the United Kingdom and continues to lead the market with quality journalism. *HOME* is the pre-eminent, award-winning national property supplement of *The Sunday Times*; advertisers, including estate agents, developers, retailers, architects and designers, use *HOME* to drive enquiries to their teams and help readers to make the best decision on how to spend their money.

OCEAN HOME



Founded by RMS Media Group in 2006, *Ocean Home* is the leading luxury coastal lifestyle magazine. Published bi-monthly, the magazine captures the essence of *Ocean Home* living, featuring the best architects, interior designers, landscape architects, real estate experts and luxury travel destinations in the United States and around the world.

From high-end developments in the Caribbean to private beachfront estates in California, *Ocean Home* not only unveils dream homes of the top coastal communities but also reveals the best vacation escapes, trending designs for ocean homes, and the key players in the next generation of luxury oceanfront living. *Ocean Home* magazine is available in print and digital editions.

DEMOGRAPHICS

AVERAGE AGE: **51**

GENDER SKEW: **49% MALE, 51% FEMALE**

AVERAGE HHI: **\$2,400,000**

AVERAGE NET WORTH: **\$9,600,000**

AVERAGE PRIMARY RESIDENCE VALUE: **\$3,300,000**



DISTRIBUTION: **70,000**

READERSHIP: **195,000**

GEOGRAPHIC BREAKDOWN:

US Coastal Areas- 29% Northeast,
35% Southeast, 28% West, Canada, Caribbean

2020 CLOSING DATES

ISSUE	DISTRIBUTION DATE	MATERIALS DUE
April/May	Mar 15, 2019	Jan 12, 2019
June/July	July 15, 2019	Mar 14, 2019
August/September	Sept 15, 2019	May 9, 2019
October/November	Nov 15, 2019	July 11, 2019
December/January 2019	Dec 15, 2019	Sep 19, 2019
Feb 2019/Mar 2019	Jan 15, 2019	Nov 20, 2019

2020 RATES*

PAGE SIZE	COLOR	COST
Spread	Full Color	\$4,150
Full Page	Full Color	\$2,750

Rates for 1x

TOWN & COUNTRY



Whether they're choosing their primary residence or picking out a place to escape to near the water or on a 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/DEMOGRAPHICS

READERSHIP: **625,000**

MALE/FEMALE SKEW: **27% / 73%**

MEDIAN AGE: **55.2**

AVERAGE HHI: **\$314,983**

AVERAGE NET WORTH: **\$1.5 MILLION**

2020 CLOSING DATES

ISSUE	CLOSING DATE	ON-SALE DATE
April	Jan 25	Mar 6
May	Feb 22	April 10
June/Summer	Apr 3	May 22
September	June 21	Aug 7
October	Aug 7	Sept 18
November	sept 4	Oct 16
Dec/Jan	Oct 2	Nov 20

2020 RATES

RATE	PER INSERTION
Full Page 1x	\$15,300
Full Page 3x	\$14,900
Full Page 6x	\$14,500

ROBB REPORT



Robb Report is the leading voice in global luxury. Widely regarded as the single most influential journal of living life to the fullest, Robb Report covers the newest in what matters most to its discerning and sophisticated audience.

DEMOGRAPHICS

MEDIAN AGE: **44**

GENDER SKEW: **78% MALE, 22% FEMALE**

AVERAGE HHI: **\$554,000**

AVERAGE HNW: **\$3,100,000**

2020 RATES

SIZE	COLOR	COST
2 Page Spread	Full Color	\$20,275
Full Page	Full Color	\$10,595
1/2 Page	Full Color	\$5,895

2020 CLOSING DATES

ISSUE	AD DUE	ON SALE
Mar	Jan 17	Mar 3
April	Feb 21	Apr 7
May	Mar 20	May 5
June	Apr 17	Jun 2
July	May 22	Jul 7
Aug	June 19	Aug 4
Sept	July 17	Sept 1
Oct	Aug 21	Oct 6
Nov	Sept 18	Nov 3
Dec	Oct 16	Dec 1
Jan	Nov 22	Jan 7, 2021
Feb	Dec 20	Feb 4, 2021

HAUTE LIVING



MARKET DISTRIBUTION

MIAMI	35,000
NEW YORK	35,000
LOS ANGELES	35,000

DEMOGRAPHICS

AVERAGE AGE: 50

GENDER SKEW: 56% MALE, 44% FEMALE

2020 RATES PER MARKET

SIZE	COLOR	COST
Full Page, One City	Full Color	\$4,100
Full Page, Two Cities	Full Color	\$5,900
Full Page, Three Cities	Full Color	\$7,000

2020 CLOSING DATES

Published bi-monthly.

Closing dates are 30 days before issue date.

Example: February 1 for March/April.

The primary element of the Haute Living brand is the sophistication and unique leadership we offer to our affluent audience. *Haute Living* incorporates elite lifestyle reporting throughout distinguished, market-specific publications in Miami, New York, Los Angeles & San Francisco. Through their celebrated regional publications, *Haute Living* captures the hearts and minds of the world's most influential consumers in the most affluent destinations, and act as both guide and signpost in their stellar lifestyle. Haute Living characterizes the cultivation of luxury living.

ARCHITECTURAL DIGEST



Published monthly, *Architectural Digest* is a modern icon of architecture and design. More about the art of architecture than commerce, *AD* has far more cachet than a mere “house book,” inspiring decisions as well as feeding fantasies. Advertisements within directly inspire their affluent audience to pursue and source their dream homes. Special issues focus on cities, country homes and global architecture.

**MORE THAN 60 LOCAL AND FEEDER
MARKET REGIONS AVAILABLE.
EMAIL OR CALL FOR THE REGION
LIST WITH PRICING, CIRCULATION,
DISTRIBUTION MAPS, ETC.**

DEMOGRAPHICS

MEDIAN AGE: **52**

MEDIAN HHI: **\$168,517**

GENDER SKEW: **50% MALE, 50% FEMALE**

2020 CLOSING DATES

ISSUE	RESERVATIONS	MATERIALS DUE
January	October 11	October 16
February	November 12	November 15
March	December 10	December 13
April	January 13	January 16
May	February 11	February 14
June	March 13	March 18
July	April 13	April 16
August	May 12	May 15
September	June 12	June 17
October	July 13	July 16
November	August 11	August 14
December	September 14	September 17

Choose from over 70 markets including
Manhattan, Chicago City/North Suburbs/
Los Angeles/ West L.A.,
San Francisco City/North Bay,
South Florida, and
Washington D.C. Metro.

FULL PAGE ADVERTISEMENT

**PRICING STARTS
AT \$2,140 PER REGION**

CONDÉ NAST TRAVELER



Published monthly, *Condé Nast Traveler* features articles written by writers who do not accept free travel and accommodations — writers for other travel publications do. Because of the magazine's objectivity and fascinating editorial content, they have earned the loyalty of the most frequent and affluent travelers in the world — individuals who 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 more than one award.

**MORE THAN 60 LOCAL AND FEEDER
MARKET REGIONS AVAILABLE.
EMAIL OR CALL FOR THE REGION
LIST WITH PRICING, CIRCULATION,
DISTRIBUTION MAPS, ETC.**

DEMOGRAPHICS

MEDIAN AGE: **55**

MEDIAN HH: **\$166,685**

GENDER SKEW: **58% MALE, 42% FEMALE**

2020 CLOSING DATES

ISSUE	RESERVATIONS	MATERIALS DUE
January	October 11	October 16
February	November 12	November 15
March	December 10	December 13
April	January 13	January 16
May	February 11	February 14
June	March 13	March 18
July	April 13	April 16
August	May 12	May 15
September	June 12	June 17
October	July 13	July 16
November	August 11	August 14
December	September 14	September 17

Choose from over 70 markets including
Manhattan, Chicago City/North Suburbs/
Los Angeles/ West L.A.,
San Francisco City/North Bay,
South Florida, and
Washington D.C. Metro.

FULL PAGE ADVERTISEMENT

**PRICING STARTS
AT \$2,140 PER REGION**



For more than 50 years, GQ has been the premier men's magazine, providing definitive coverage of style and culture. With its unique and powerful design, work from the finest photographers and a stable of award-winning writers, GQ reaches millions of leading men each month.

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DISTRIBUTION MAPS, ETC.

DEMOGRAPHICS

MEDIAN AGE: **37**

MEDIAN HH: **\$76,590**

GENDER SKEW: **75% MALE, 25% FEMALE**

2020 CLOSING DATES

ISSUE	RESERVATIONS	MATERIALS DUE
January	October 11	October 16
February	November 12	November 15
March	December 10	December 13
April	January 13	January 16
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WIRED



WIRED makes sense of a world in constant transformation. *WIRED* tells an ongoing adventure story—the invention of the future. The *WIRED* conversation illuminates how technology is changing every aspect of our lives—from culture to business, science to design. The breakthroughs and innovations they cover lead to new ways of thinking, new connections, and new industries, introducing you to the people, companies and ideas that matter.

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DEMOGRAPHICS

MEDIAN AGE: **45**

MEDIAN HH: **\$148,810**

GENDER SKEW: **65% MALE, 35% FEMALE**

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VOGUE



The foundation of *Vogue's* leadership and authority is the brand's unique role as a cultural barometer for a global audience. *Vogue* places fashion in the context of culture and the world we live in — how we dress, live and socialize; what we eat, listen to and watch; who leads and inspires us. *Vogue* immerses itself in fashion, always leading readers to what will happen next. *Vogue* defines the culture of fashion and is thought-provoking, relevant and always influential.

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DISTRIBUTION MAPS, ETC.**

DEMOGRAPHICS

MEDIAN AGE: **39**

MEDIAN HH: **\$153,537**

GENDER SKEW: **25% MALE, 75% FEMALE**

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VANITY FAIR



Published monthly, *Vanity Fair* has been highly influential and often quoted for numerous decades. Thought-provoking as well as style-making, it covers every aspect of modern life, from world affairs and business to architecture and society. This culture-defining publication reaches affluent opinion leaders in positions to purchase multiple high-end homes, typically on more than one continent. *Vanity Fair* readers are the perfect audience for even your highest priced estate.

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DEMOGRAPHICS

MEDIAN AGE: **46**

MEDIAN HH: **\$168,663**

GENDER SKEW: **28% MALE, 72% FEMALE**

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THE NEW YORKER



The New Yorker has made many artists and writers household names. Its short stories are masterpieces, its reporting award winning, and its cartoons legendary. Each week, millions of high achievers turn to its mix of arts, architecture and design, business, politics, and science to be informed on all that matters, including their future dream homes. *The New Yorker* is the authority on practically everything, including future dream homes.

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DISTRIBUTION MAPS, ETC.

DEMOGRAPHICS

MEDIAN AGE: **48**

MEDIAN HH: **\$165,202**

GENDER SKEW: **55% MALE, 45% FEMALE**

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GOLF DIGEST



Golf Digest is the #1 most widely-read golf publication in the world and the authority on how to play, what to play and where to play. *Golf Digest's* aim is to enhance the enjoyment of all facets of the game—making its readers better players, smarter consumers and more discerning travelers, while also offering the kind of informative and provocative stories that fuel the unending conversation that is golf. *Golf Digest's* mantra is THINK YOUNG/PLAY HARD, a philosophy that defines both their reader and editorial alike, and is what differentiates *Golf Digest* from the competition. *Golf Digest* – It's not just about swing speed – it's a way of life.

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DISTRIBUTION MAPS, ETC.

DEMOGRAPHICS

MEDIAN AGE: **54**

MEDIAN HHI: **\$158,164**

GENDER SKEW: **76% MALE, 24% FEMALE**

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BON APPÉTIT



bon appétit focuses on what's current and stylish, while still giving readers valuable cooking tools and tips. The only food lifestyle publication on the market, *bon appétit* offers "life through the lens of food" — cooking in, dining out, culture, travel, entertainment, shopping and design.

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DISTRIBUTION MAPS, ETC.

DEMOGRAPHICS

MEDIAN AGE: **52**

MEDIAN HHI: **\$164,745**

GENDER SKEW: **41% MALE, 59% FEMALE**

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MODERN LUXURY



DEMOGRAPHICS

MEDIAN AGE: **47**

MEDIAN HH: **\$389,540**

AVERAGE NET WORTH: **\$2,213,920**

GENDER SKEW: **41% MALE, 59% FEMALE**

Modern Luxury knows that community, more than ever, defines who we are. And city by city, they make living well an art form. *Modern Luxury* is the largest local luxury media company, delivering the most affluent audiences in the most prominent cities in the US. They bring luxury closer to home, because they live there too.

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