

PREVIEWS® EDITORIAL PROGRAM

COLDWELL BANKER PREVIEWS INTERNATIONAL®



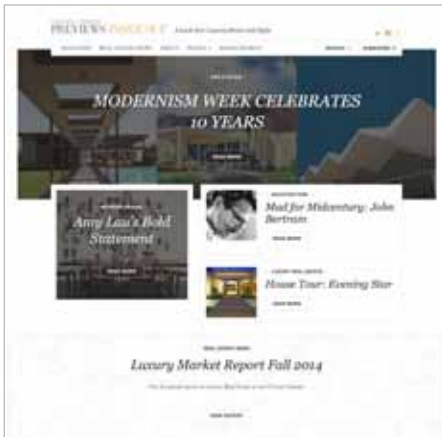
MEDIA KIT 2016



Since 1933, **Coldwell Banker Previews International®** has been committed to elevating luxury real estate marketing and advancing the affluent lifestyle. Through its blog and proprietary publications — PreviewsInsideOut.com and *Homes & Estates* magazine — the Previews® program strives to deliver an insider's perspective on luxury real estate, design and lifestyle while reaching the most influential players in the high-end marketplace today.

PREVIEWS® EDITORIAL PROGRAM

PREVIEWS INSIDE OUT



EDITORIAL PROFILE

Previews Inside Out is an online destination for those seeking a complete guide to fine living—whether it's real estate, architecture, interior design, fashion, travel, auto, style or culture. The personalities highlighted on PreviewsInsideOut.com have a unique opportunity to capture an audience of approximately 1,000,000 per month through the Coldwell Banker social media networks, while also discussing their creative points of view and promoting their brands, projects, products or services.

AUDIENCE

50,000+ affluent monthly subscribers

REACH

1,000,000+ monthly on social media

PUBLISHER

Coldwell Banker Real Estate LLC

EDITORIAL DIRECTORS

Craig Hogan, VP of Luxury and Editor of the PreviewsInsideOut.com blog

Alyson Pitarre & Marlene Fernandez

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Additional Opportunities for Content Sharing and Syndication

- Coldwell Banker Consumer E-Mail database - 350,000+
- Coldwell Banker *Previews Homes and Estates* magazine - global distribution 90,000+
- Regional print and social media opportunities are also available in key markets in the Eastern Seaboard, Northeast Corridor, Southeast, Midwest and West Coast.

FACEBOOK

2 sites
200,000+ likes

TWITTER

2 sites
69,000+ followers

E-MAIL

Monthly campaign
50,000 per send

CBPI WEBSITE

2 million annually

INSTAGRAM

24,000 followers

PINTEREST

7,000 followers;
1.6 million monthly viewers



PREVIEWS® EDITORIAL PROGRAM

HOMES & ESTATES MAGAZINE

The Previews® program publishes two issues of *Homes & Estates* magazine annually, in March and September.

EDITORIAL PROFILE

Published by Coldwell Banker Real Estate LLC, *Homes & Estates* offers stories of lifestyle inspiration in a visually stunning printed format—fabulous art, amazing architecture, extraordinary homes, elegant furnishings and must-see destinations for travel and living. Interviews range from acclaimed interior designers to world-renowned architects and insiders of the art and fashion worlds.

AUDIENCE

Homes & Estates magazine is targeted to the most successful people of our generation. They are high achievers, driven and financially successful; and they prefer to work with an established, globally recognized brand and seasoned network of independent sales associates who are among the top in their field. Our readers have a passionate interest in—and a high level of influence on—the trends, styles and attitudes that shape the modern luxury lifestyle.

DISTRIBUTION¹

Print

60,000 standalone copies of *Homes & Estates* are distributed through multiple channels to provide targeted reach to an affluent international audience

- Placement on select newsstands in the U.S., Canada, Mexico, Europe, Asia, the Middle East, Australia and South America.
- Direct mail to ultra high net worth (UHNW) individuals, including top clients of Coldwell Banker sales associates
- Distribution to Coldwell Banker offices worldwide.

In addition, the entire *Homes & Estates* magazine is inserted into the subsequent issue of *Unique Homes* magazine, which has a readership of 100,000+ representing more than 80 countries worldwide.

Digital

- 50,000+ digital editions sent to subscribers of Previews Inside Out The digital *Homes & Estates* also appears in the digital edition of *Unique Homes*, which can be found on UniqueHomes.com.

READER DEMOGRAPHICS

- UHNW individuals with a minimum property value of \$2 million and \$25 million net worth²
- *Unique Homes* readership (average reader has net worth of \$4.5 million)
- Coldwell Banker independent sales associates and their clients
- Subscribers to Previews Inside Out

Production Schedule

SPRING 2016

Materials Due – February 19

Publish – April 1

FALL 2016

Materials Due – August 15

Publish – September 27

¹Distribution subject to change at publisher's discretion. ²Data provided by Wealth Engine.

