

HE HOMES & ESTATES

THE INTERNATIONAL & SUPPLEMENTAL EDITIONS

MEDIA KIT 2018

For decades, Coldwell Banker Real Estate LLC has been committed to elevating luxury real estate marketing and advancing the affluent lifestyle through the Coldwell Banker Global LuxurySM program. Through its proprietary publication — *Homes & Estates* — the Coldwell Banker Global Luxury 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.



HOMES & ESTATES, International Edition

Two Publications, One Price



Two issues of the international edition of HOMES & ESTATES magazine are published annually, in April and October.

EDITORIAL PROFILE

Published by Coldwell Banker Real Estate LLC through the Coldwell Banker Global Luxury program, *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 in the world. 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 the Wealth Engine Demi-Billionaire list and top clients of Coldwell Banker sales associates.
- Distribution to Coldwell Banker offices worldwide.
- Placement in first-class/member airport lounges serving nearly 30 international airlines including British Airways, Virgin Atlantic, Air France, Swiss Air, SAS, Lufthansa, Emirates, El Al, Cathay Pacific, Air China, Air India, and Japan Airlines.

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 the Coldwell Banker Global Luxury blog. 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 the Coldwell Banker Global Luxury blog

2018 Production Schedule

SPRING 2018

Materials Due – February 20

Publish – April 10

FALL 2018

Materials Due – August 14

Publish – October 2

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

ADVERTISING RATES

Full-page
\$1,995

Half-page
\$999

Quarter-page
\$549

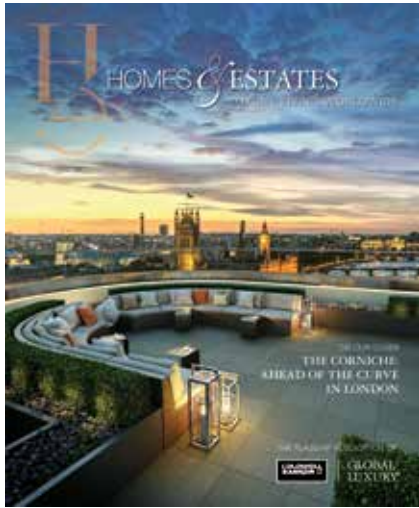
Contact:
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888-928-9020; 919-928-9020
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GLOBAL
LUXURY

The HOMES & ESTATES Supplement

Partnering with The Wall Street Journal & Wealth Engine to Target the Highly Affluent



ADVERTISING RATES

Full-page
\$1,595

Half-page
\$799

Quarter-page
\$450

Contact:

Bruce Griset

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GLOBAL
LUXURY

Two issues of the Homes & Estates Supplement are published annually, in January and July.

EDITORIAL PROFILE

Published by Coldwell Banker Real Estate LLC through the Coldwell Banker Global Luxury program, the Homes & Estates Supplement includes feature stories on luxury lifestyle attributes as well as magnificent properties offered by Coldwell Banker sales associates as part of the Coldwell Banker Global Luxury marketing program.

AUDIENCE

Like the Homes & Estates International Edition, the Homes & Estates Supplement is targeted to a readership that is highly motivated and truly affluent. Through partnerships with the Wall Street Journal and Wealth Engine, the Homes & Estates Supplement is able to be placed in the hands of those with the means to purchase the properties featured in the magazine.

DISTRIBUTION

Print

80,000 copies of the Homes & Estates Supplement are distributed through multiple channels to provide targeted reach to an affluent audience.

- Insertion into the Friday edition of the Wall Street Journal, which features the popular "Mansion" section, in the following metro areas: Boston, New York, Chicago, Miami, Los Angeles, Santa Barbara, Orange County, San Diego, and San Francisco.
- Direct mail to Wealth Engine's Demi-Billionaire List. It represents those with at least \$500 million in net worth who own, on average, 19 homes!
- Additional direct mail to ultra high net worth (UHNW) individuals, including top clients of Coldwell Banker sales associates.
- Distribution to Coldwell Banker offices throughout the United States.

Digital

- 50,000+ digital editions of the Supplement are sent to subscribers of the Coldwell Banker Global Luxury blog. It also appears on UniqueHomes.com.

READER DEMOGRAPHICS

- UHNW individuals with a minimum property value of \$2 million and \$25 million net worth²
- *Wall Street Journal* readership (average reader has net worth of \$1.957 million; average household income of \$288,346)
- Coldwell Banker independent sales associates and their clients
- Subscribers to the Coldwell Banker Global Luxury blog

2018 Production Schedule

SUMMER 2018

Materials Due - June 8

Distribution Begins - July 13

WSJ Insertion - July 27

WINTER 2019

Materials Due - December 10

Distribution Begins - January 14, 2019

WSJ Insertion - January 25, 2019

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

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COVER PACKAGE 2018

WORLD-CLASS EXPOSURE FOR A WORLD-CLASS PROPERTY

Having your exceptional listing featured on the cover of *Homes & Estates* will not only impress your seller, it will provide an unparalleled level of exposure for you and your listing in print, online and through social media.

The cover package includes:

- Your listing's image on the cover of one issue.
- A 2-page editorial on the property far-forward in the magazine.
- Mention in the Table of Contents.
- 200 copies mailed to your supplied list.
- 25 copies sent directly to you.
- A feature story on the Coldwell Banker Global Luxury blog.
- Promotion of your property via Coldwell Banker's extensive social media channels.
- A press release sent to the media.



Investment—

Homes & Estates International Edition
\$7,500

Homes & Estates Wall Street Journal Supplement
\$4,500

If you would like your cover property editorial to be longer than 2 pages, additional edit pages are available at \$1,000 each.



GLOBAL LUXURY