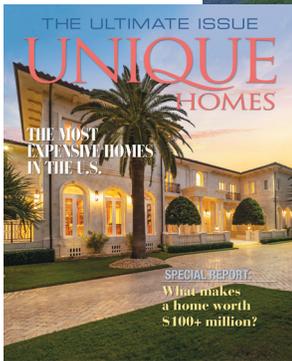
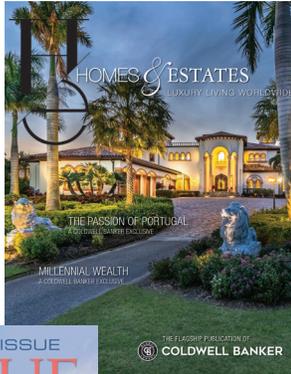


HOMES & ESTATES, International Edition

Two Publications, One Investment



ADVERTISING RATES

Full-page
\$1,995

Half-page
\$999

Quarter-page
\$549

Contact:
Bruce Grisct
833-928-9020; 310-977-5915
bgrisct@uniquehomes.com

EDITORIAL PROFILE

Published by Coldwell Banker Real Estate® 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.

READER DEMOGRAPHICS

- The Wealth Engine list reaches individuals with a median net worth of \$500 million.
- *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

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 Wall Street Journal subscriber copies in top high-net-worth ZIP codes in the following metro markets: Boston, New York, Chicago, Miami, Los Angeles, Santa Barbara, Orange County, San Francisco, and Seattle.
- 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.

NEW!

Run a full-page ad and we will customize covers of the magazine specifically to promote you. Your name will appear on the front cover, while the inside front cover will feature your personal branding ad or intro letter. We will mail 100 copies of this customized magazine to your supplied list (U.S. addresses), and send you 20 copies for use in your local marketing.



COLDWELL BANKER

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

The HOMES & ESTATES Supplement

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



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

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Also, your full-page ad will be repeated at no additional charge in the subsequent issue of Unique Homes. (The January Supplement repeats in the winter issue of Unique Homes; the July Supplement repeats in the fall issue of Unique Homes.)



COLDWELL BANKER

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



Reaching the Affluent Worldwide.

2020 SCHEDULE

Homes & Estates Spring/Summer

Ad close: February 14, 2020

Materials due: February 19, 2020

Starts shipping: April 7, 2020

Newsstand on-sale date: April 28, 2020

H&E/WSJ Summer Supplement 2020

Ad close: June 5, 2020

Materials due: June 10, 2020

Starts shipping: July 10, 2020

Inserts into WSJ: July 31, 2020

Homes & Estates Fall/Winter

Ad close: Sept 11, 2020

Materials due: September 15, 2020

Starts distribution: October 27, 2020

Newsstand on-sale date: November 17, 2020

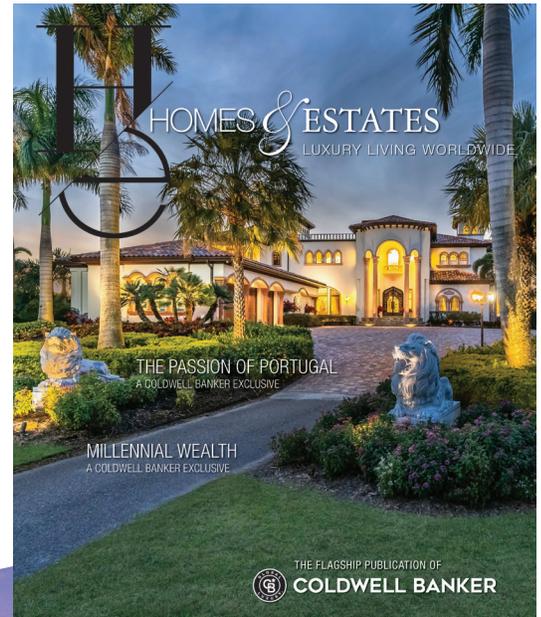
H&E/WSJ Winter Supplement 2021

Ad close: December 11, 2020

Materials due: December 16, 2020

Starts shipping: January 20, 2021

Inserts into WSJ: February 5, 2021



Homes & Estates Advertising Prices

\$1,995 Full Page

\$999 Half Page

\$549 Quarter Page

H&E/WSJ Supplement Advertising Prices

\$1,595 Full Page

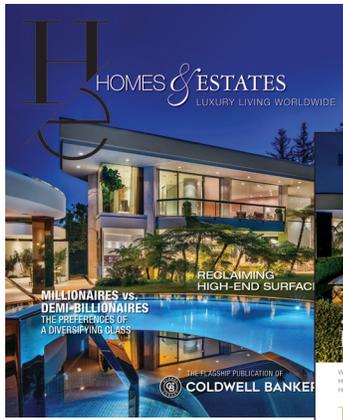
\$799 Half Page

\$450 Quarter Page

Your Own 'As Seen In HOMES & ESTATES' Brochure

As a Thank You for purchasing an ad in Homes & Estates, you may take advantage of this exclusive, discounted offer from our partners at Unique Homes.

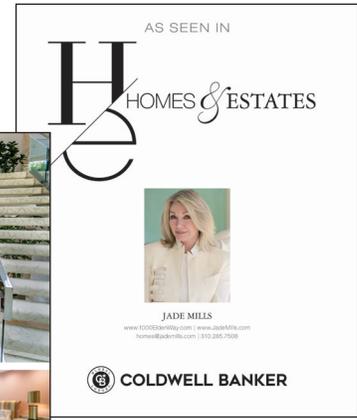
Turn your ad into a gorgeously printed two- or four-page marketing piece customized just for you.



Front Cover



Inside Spread



Back Cover

- All ads of one full page or larger are eligible for this offer.
- Two-page version has the cover on one side and your ad on the other.
- Or, opt for four pages, with the cover on the front, your image and contact info on the back, and an inside spread that features your ad.

You can also choose to include Homes & Estates' award-winning editorial content or supply a page of your own.

2 pages (front & back)

- 100 copies - \$125
- 200 copies - \$200
- 300 copies - \$275
- 400 copies - \$350
- 500 copies - \$425
- Additional copies beyond 500: 80 cents each.

4 pages

- 100 copies - \$190
- 200 copies - \$310
- 300 copies - \$430
- 400 copies - \$550
- 500 copies - \$650
- Additional copies beyond 500: \$1.25 each.

Reservation Deadlines

Fall 2018 December 1, 2018

Winter 18-19 December 21, 2018

Spring 2019 March 8, 2019

Summer 2019 June 19, 2019

Fall 2019 August 30, 2019

Winter 19-20 December 20, 2019

Contact:

Unique Homes Managing Editor Mark Moffa
609.283.1338
UHProduction@UniqueHomes.com



Paper is 100-lb. cover stock.

2-sided piece has UV on both sides.

4-page brochure has UV coating on front and back cover.

HE HOMES & ESTATES

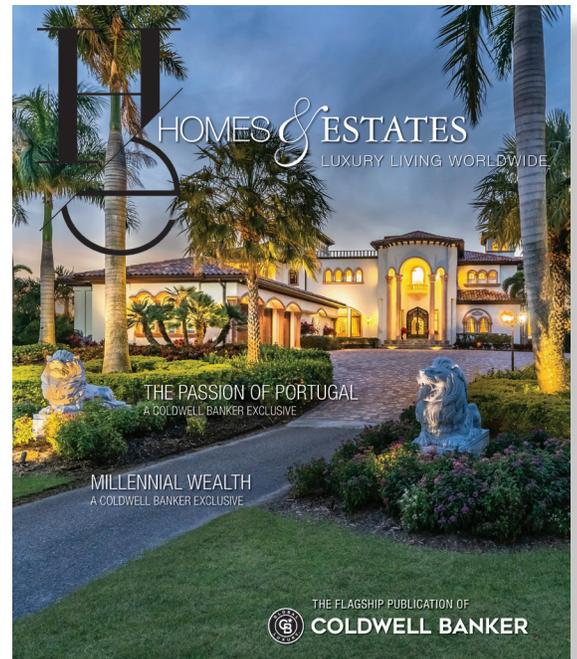
COVER PACKAGE 2020

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.

COVER SPOTLIGHT

Living Victoriously
VICTORY WAS WON IN AN UNPARALLELED MANNER

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.

COLDWELL BANKER

THE MANSION
Tampa Bay, FL
6 bedrooms, 4 full and 2 partial baths
\$17,995,000

Represented by: Corina Miller
Coldwell Banker Residential Real Estate
www.ColdwellBanker.com/properties
T: 727.981.2145

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