

# HE HOMES & ESTATES

LUXURY LIVING WORLDWIDE

THE INTERNATIONAL & SUPPLEMENTAL EDITIONS

## MEDIA KIT 2021

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 Luxury® 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.



**COLDWELL BANKER**

# HOMES & ESTATES, International Edition

Two Publications, One Investment



## EDITORIAL PROFILE

Published by Coldwell Banker Real Estate® 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.

## READER DEMOGRAPHICS

- UHNW individuals with a minimum property value of \$2 million and \$25 million net worth<sup>2</sup>
- *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

## DISTRIBUTION<sup>1</sup>

### 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, Etihad, 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

- 100,000+ 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](http://UniqueHomes.com).

## ADVERTISING RATES

Full-page  
\$1,995

Half-page  
\$999

Quarter-page  
\$549

Contact:  
Bruce Griset  
833-928-9020; 310-977-5915  
[bgriset@uniquehomes.com](mailto:bgriset@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.



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

# 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  
833-928-9020; 310-977-5915  
bgriset@uniquehomes.com

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

### 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

- 100,000+ 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.

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**

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





# Reaching the Affluent Worldwide.

## **2021 SCHEDULE**

### **Homes & Estates Spring 2021**

Ad close: February 19, 2021

Materials due: February 23, 2021

Starts shipping: April 6, 2021

Newsstand on-sale date: April 27, 2021

### **Homes & Estates**

#### **Summer Supplement 2021**

Ad close: June 11, 2021

Materials due: June 15, 2021

Starts shipping: July 22, 2021

Inserts into WSJ: August 6, 2021

### **Homes & Estates Fall 2021**

Ad close: August 13, 2021

Materials due: August 17, 2021

Starts distribution: September 28, 2021

Newsstand on-sale date: October 19, 2021

### **Homes & Estates**

#### **Winter Supplement 2022**

Ad close: December 10, 2021

Materials due: December 15, 2021

Starts shipping: January 20, 2022

Inserts into WSJ: February 4, 2022



### **Homes & Estates Advertising Prices**

\$1,995 Full Page

\$999 Half Page

\$549 Quarter Page

### **Homes & Estates**

#### **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

**Spring 2021** February 19, 2021

**Fall 2021** August 20, 2021

**Summer 2021** June 4, 2021

**Winter 21-22** December 17, 2021

## **Contact:**

Unique Homes Managing Editor Mark Moffa

609.283.1338

UHProduction@UniqueHomes.com



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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 2021

### 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.*

