



COLDWELL  
BANKER



**H&E**  
HOMES & ESTATES

2024  
MEDIA KIT



For decades, the **Coldwell Banker Global Luxury®** program has been committed to elevating luxury real estate marketing and reaching affluent homeowners. Its proprietary publication, *Homes & Estates* is a singular guide to extraordinary real estate and luxury lifestyle trends. As part of a union with *The Wall Street Journal* and *Unique Homes*, *Homes & Estates* offers a look into exquisite properties worldwide, outstanding artistry and cultural explorations while remaining at the forefront of international luxury.

***A stunning new look to draw the interest of luxury clientele***

*Homes & Estates'* distinguishing redesign highlights the best of the best of Global Luxury.

***Partnering with industry giants for expanded reach***

*Homes & Estates* is distributed via *Unique Homes* and *The Wall Street Journal*, boosting national reach to the truly affluent in top high-net-worth ZIP codes and on an international scale to more than 50 countries.

***An impact that goes well beyond the promotion of luxury property***

Marketing in *Homes & Estates* establishes superior branding benefits for the Luxury Property Specialists who represent these exceptional properties.

**FOR INFORMATION, CONTACT:**

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*Homes & Estates is inserted into both Unique Homes and The Wall Street Journal, two well-renowned publications that are consulted within wealthy circles. With every issue, your ad reaches affluent buyers around the world through a comprehensive distribution strategy.*

#### ***Unique Homes***

Every Homes & Estates issue repeats in the next Unique Homes issue, which reaches affluent buyers across 50+ countries and all 50 states.

#### ***The Wall Street Journal***

Copies of Homes & Estates are inserted into The Wall Street Journal subscriber copies in some of the most affluent ZIP codes across the U.S.

#### ***The Wealth Engine Demi-Billionaire List***

Direct mail distribution to individuals with unprecedented wealth – a minimum net worth of \$500,000,000

#### ***Top Clients of Luxury Property Specialists***

A truly qualified array of high-net-worth individuals

#### ***Coldwell Banker® Offices Worldwide***

An opportunity to generate business through referrals across the globe

#### ***The Coldwell Banker Global Luxury® Blog***

The digital version of Homes & Estates is sent to the more than 88,000 subscribers of the Coldwell Banker Global Luxury Blog

***Total print distribution (not including pass-along): 115,000***

***Total digital distribution: 100,000+***

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From **CARRIE WELLS**



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COLDWELL BANKER

Dear Client,

**W**ELCOME TO THE FALL 2023 EDITION of *Homes & Estates*, the award-winning flagship publication of the **Coldwell Banker Global Luxury** program. I'm proud to present you with this collection of breathtaking properties and captivating feature stories.

One of the trends we've seen building in luxury real estate in recent years is the prominence of art in the home. No longer an afterthought or a nice-to-have, art placement is often now handled by advisers working alongside the architects and interior designers. Read more in "Art as Design," starting on page 6.

Next, are you a thrillseeker? Whether you are or not, it's certainly fun to read about sampling scorpions in Bangkok, plunging into frigid polar waters, whitewater rafting in the Grand Canyon, bungee jumping from a Chicago skyscraper, chasing tornadoes, wind walking or even confronting Mount Everest. Which of the adventures in "The Next Vacation Horizons" would you pursue?

Pages 42 to 51 are a design treat. We talk to the principals of Yabu Pashelberg Design about mood, function, overcoming challenges, and how the acclaimed firm's designs are meant to elevate where we live, love, eat, work, and play. Then, we know how electricity is revolutionizing the auto industry, but did you know that plug-in bicycles are emerging as must-have luxury products? And in the age of ever-changing clothing trends, one thing seems timeless: Belts. We look at new and vintage styles — can you spy the one selling for more than \$20,000?

Also inside, you'll find an amazing collection of Coldwell Banker Global Luxury properties. Because of our unique certification status and worldwide network connections, Coldwell Banker Global Luxury Property Specialists are best positioned to serve you and your aspirations. In 2022, Coldwell Banker-affiliated agents sold \$286 million in daily luxury sales with an average sales price of \$2.2 million. Please see Chief Marketing Officer David Martine's letter on page 1 for more. And please enjoy *Homes & Estates* with my compliments.

Carrie

*To deliver the results  
your clients expect  
and assure they'll be  
served by an exemplary  
professional, your  
marketing campaign  
must make an impact  
and your branding  
must be prominent.*

That is why *Homes & Estates* offers advertisers who run at least one full page in the magazine a customized direct-mail program at no additional cost, providing exceptional branding. We will mail 100 copies of the magazine to your supplied list (U.S. addresses at no charge, international address incur an \$8/copy mailing surcharge).

Best of all, these copies will be customized specifically for you. Not only will your name appear on the cover, you can also include the name of the recipient. And on the inside front cover, you can feature your own personal branding ad or take advantage of our intro letter template and let us do the work for you. We will also send you 20 copies of your customized version to use in listing presentations and at open houses.

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# WHAT *does it cost?*

**Full page - \$2,395** (includes free customization direct-mail benefit)

**4x Full Page** – Reduced rate of **\$2,295/page** if signing up for a full page in 4 consecutive issues.

**Half-page - \$1,295**

**Quarter-page - \$795**

**Two-Page Property Feature - \$3,995**

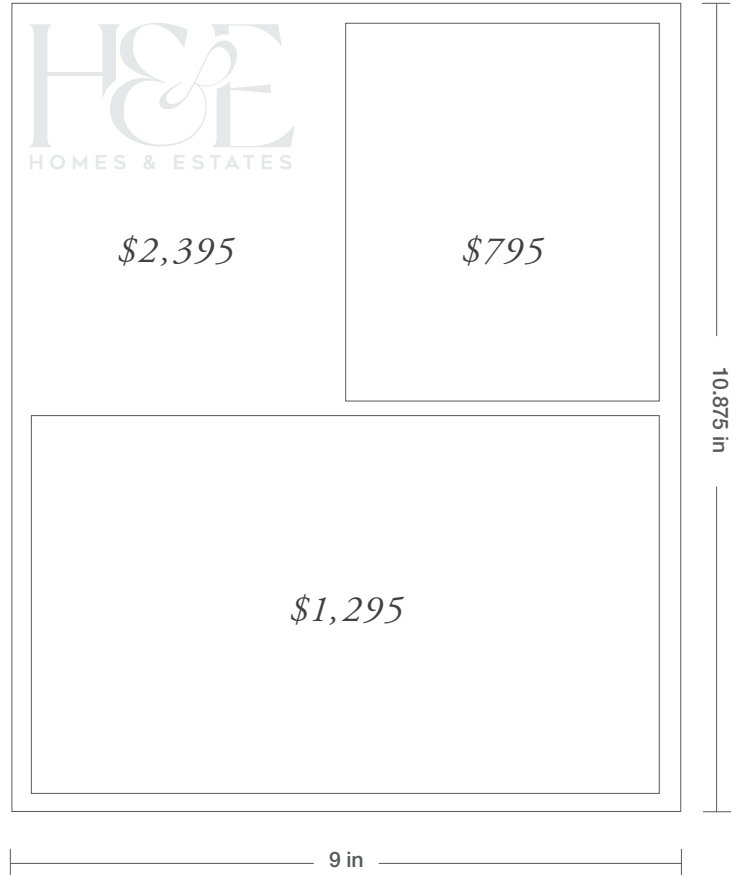
Showcase that special listing with a distinctive format. We will even create the text in an editorial style.

**NEW! Exclusive...**

**Coldwell Banker Global Luxury Digital Boost**

- 10,000 Digital Ads on WSJ.com and its family of websites
- A “Takeover Day” of the Unique Homes social media accounts, with 24 hours of unlimited posts for you
- A story written for you on the Unique Homes blog (and social media)

**A \$2,595 value**, the cost is **\$995** to any Coldwell Banker agent, and only **\$595** for a Homes & Estates advertiser.



# WHEN *does it publish?*

	<i>Summer 2024</i>	<i>Fall 2024</i>	<i>Winter 2024</i>	<i>Spring 2025</i>
<b>Ad Closes:</b>	March 15, 2024	June 14, 2024	September 13, 2024	December 6, 2024
<b>Materials Due:</b>	March 18, 2024	June 17, 2024	September 16, 2024	December 9, 2024
<b>Starts Shipping:</b>	April 30, 2024	July 30, 2024	October 29, 2024	January 17, 2025
<b>Unique Homes Starts Shipping:</b>	May 14, 2024	September 10, 2024	November 12, 2024	January 28, 2025
<b>Inserts into The Wall Street Journal:</b>	May 24, 2024	August 23, 2024	November 15, 2024	February 21, 2025