

# MEDIA KIT

TARGETED ADVERTISING FOR YOUR LUXURY LISTINGS, EXCLUSIVELY FOR LPI MEMBERS  
TO PLACE AN ORDER, VISIT [XCHANGE.LUXURYPORTFOLIO.COM](https://xchange.luxuryportfolio.com)

# Reach Potential Buyers Worldwide

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**TARGETED  
ADVERTISING**



**HIGH-NET-WORTH  
AUDIENCE**



**EXCLUSIVE  
PRICING**

Through your membership with Luxury Portfolio International®, you have access to a premium selection of advertising opportunities to promote your listings. All of our offerings have been specifically chosen and vetted to ensure that you reach the right audience.

Take advantage of our significantly discounted rates available exclusively to members and start promoting your properties in print and online today.

*All advertising rates are in USD*



MAKE YOUR RESERVATION IN LUXEXCHANGE AT [XCHANGE.LUXURYPORTFOLIO.COM](https://xchange.luxuryportfolio.com)

# Advertising Opportunities

[View](#) Latest Digital Editions of Magazine Offerings

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A modern, bright living room with large windows, white sofas, and a fireplace. The room features light wood flooring, a stone fireplace, and several large, round, white pendant lights. The text "PRINT ADVERTISING" is overlaid in the center in a white, serif font.

# PRINT ADVERTISING

## PRINT ADVERTISING

# Architectural Digest, Elle Decor, and more through Addy

Through LPI's relationship with Addy, you have access to a 10% discount on print advertising in premium publications in your local area.

**150+ MARKETS** (US & CANADA)

RECEIVE **TWO** COPIES

AD APPEARS IN COPIES DISTRIBUTED EXCLUSIVELY TO **PAID SUBSCRIBERS** IN THE LOCAL MARKETS YOU'VE SELECTED

### 1. AVAILABLE MAGAZINES YOU CAN ADVERTISE IN:

Choose from premium publications such as Architectural Digest, Food & Wine, Forbes, Harper's Bazaar, Travel + Leisure, Vogue and more!

### 2. PRICING

Full page print ads start as low as **\$1,450**. Plus, LPI members receive 10% off! Publications vary per market. Check the Addy website for options available in your selected area.

### 3. HOW TO ACCESS AND PLACE YOUR ORDER:

Create an Addy account through the **LPI landing page** to get started and take advantage of the LPI member discount.\* Use an LPI ad template or upload your own creative!

You may also reserve a print ad at any time by visiting "**Local Lifestyle Advertising**" in LuxeXchange.

*\*To receive the member discount, all ads must include the LPI logo.*



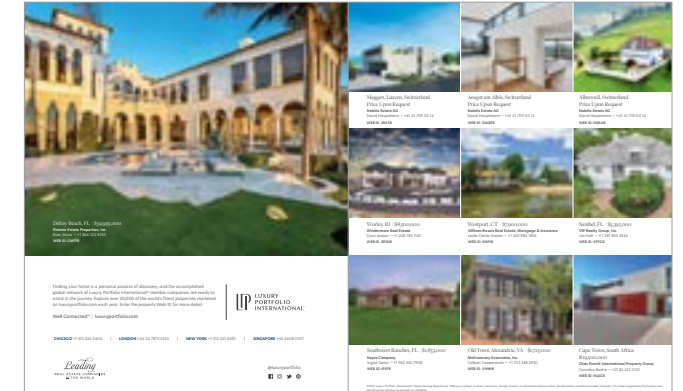
PRINT ADVERTISING

# Country Life

Country Life is one of Britain's best-loved magazines, celebrating a way of life reflected through property, architecture and the countryside. Its matchless authority and its worldclass writing and photography have established it as a nonpareil in publishing. At the heart of the magazine are the property pages, where the finest houses are showcased to a refined, wealthy readership in the UK and overseas, who seek the best things in life. British country houses are the envy of the world – Country Life is where buyers search for their dream.

## AUDIENCE & DISTRIBUTION

- 400,250 total readership
- Country Life readers are multiple property owners
- 25% of Country Life readers own estates up to 25 acres
- 89% of readers pick up Country Life for the property pages and they are 96% more likely than average to respond to a property advertisement



**\$800 (LARGE) | \$500 (MEDIUM)**

Availability per issue: 1 Large, 9 Medium | Cost shown is per property

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
International Property + Spring Gardens Edition <i>Publishes: Wednesday, March 30</i>	Tuesday, March 1	Wednesday, March 2
International Property Edition <i>Publishes: Wednesday, June 22</i>	Tuesday, May 24	Wednesday, May 25
International Property + Interiors Edition <i>Publishes: Wednesday, October 12</i>	Tuesday, September 13	Wednesday, September 14

*\*All ad cancellations must be made prior to the reservation close date; otherwise charges will still be incurred. All co-op ads and photography are subject to approval by Luxury Portfolio.*

PRINT ADVERTISING

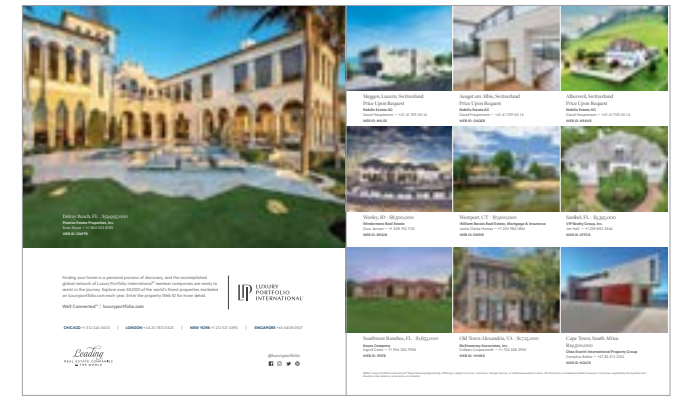
# Experience Luxury

(Mansion Global supplement)

Showcase your exceptional properties in Mansion Global’s Experience Luxury supplement, a one-of-a-kind publication inserted into The Wall Street Journal’s weekend edition and targeted to high-net-worth subscribers within the most affluent zip codes and markets in the U.S.

## AUDIENCE & DISTRIBUTION

- Distributed to 100,000 Wall Street Journal print subscribers
- Top zip codes in: New York, Los Angeles, San Francisco, Miami, Chicago, Boston, Dallas, Houston, and Washington DC



**\$800 (LARGE) | \$500 (MEDIUM)**

Availability per issue: 1 Large, 9 Medium | Cost shown is per property

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
Winter Edition <i>Publishes: Saturday, February 26</i>	Tuesday, January 11	Wednesday, January 12
Spring Edition <i>Publishes: Saturday, April 23</i>	Tuesday, March 8	Wednesday, March 9
Summer Edition <i>Publishes: Saturday, July 23</i>	Tuesday, June 7	Wednesday, June 8
Fall Edition <i>Publishes: Saturday, October 15</i>	Tuesday, August 30	Wednesday, August 31

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PRINT ADVERTISING

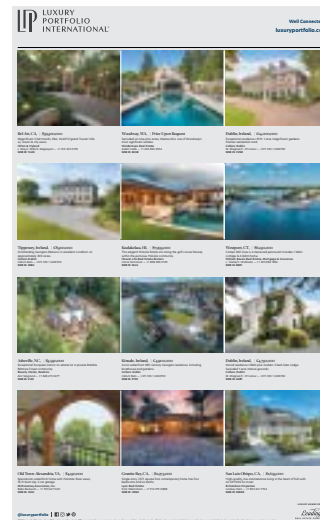
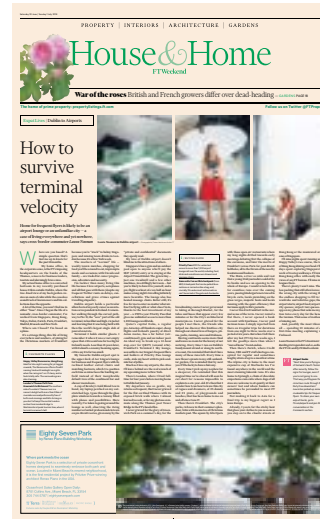
# Financial Times

(House & Home Section /  
Weekend Edition)

The House & Home section of the Financial Times Weekend edition reaches wealthy people who are passionate about property, design and gardening. This internationally-focused and globally distributed section is read by high-earning consumers looking to buy and upgrade their homes.

## AUDIENCE & DISTRIBUTION

- Reaching 435,000 readers through print and ePaper distribution worldwide
- UK & Europe (70%), U.S. (18%), Asia (12%)
- Of Financial Times readers:
  - 18% are millionaires
  - 81% of c-suites agree FT is their most trusted news source



**\$450**

Availability per issue: 20 properties | Cost shown is per property

ISSUE (Saturday-Sunday)	RESERVATIONS CLOSE*	MATERIALS DUE
February 11-12	Tuesday, January 25	Wednesday, January 26
April 15-16	Tuesday, March 29	Wednesday, March 30
June 10-11	Tuesday, May 24	Wednesday, May 25
August 12-13	Tuesday, July 26	Wednesday, July 27
October 14-15	Tuesday, September 27	Wednesday, September 28

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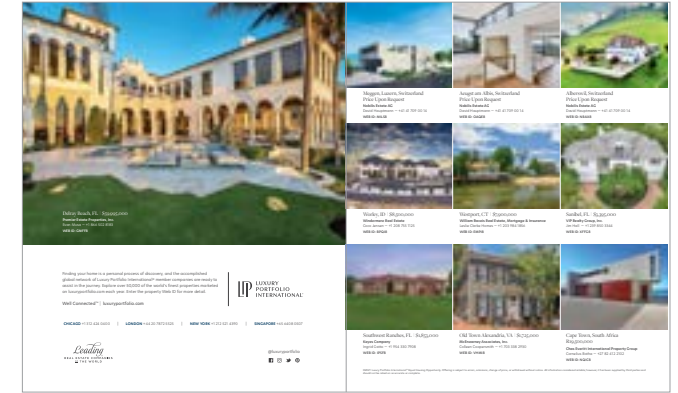
PRINT ADVERTISING

# Galerie

Galerie inspires readers to live artfully by blending the exciting worlds of art, culture, and design. With Galerie's unique, authoritative point of view, the end result is a brilliant mix of intriguing personalities, sophisticated interiors, and enchanting travel destinations - all in a luxurious package that is unparalleled.

## AUDIENCE & DISTRIBUTION

- 75% of readers search online after reading about something in Galerie
- \$500,000 average household income
- \$5M average net worth
- 100,000+ copies distributed to affluent database, strategic newsstand placement, premium distribution in first-class lounges and in-room placement in world-class hotels and resorts throughout the U.S.



**\$800 (LARGE) | \$500 (MEDIUM)**

Availability per issue: 1 Large, 9 Medium | Cost shown is per property

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
Creative Minds <i>Publishes: Tuesday, March 15</i>	Tuesday, January 17	Wednesday, January 18
Artful Escapes <i>Publishes: Tuesday, June 14</i>	Tuesday, April 5	Wednesday, April 6
The Power of Art & Design <i>Publishes: Tuesday, September 13</i>	Tuesday, July 5	Wednesday, July 6
Emerging Artists <i>Publishes: Tuesday, December 13</i>	Tuesday, October 4	Wednesday, October 5

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PRINT ADVERTISING

# Luxe Interiors + Design

Luxe Interiors + Design is a regional publication built around the goal to inspire and engage with affluent design enthusiasts, architects, interior designers and more.

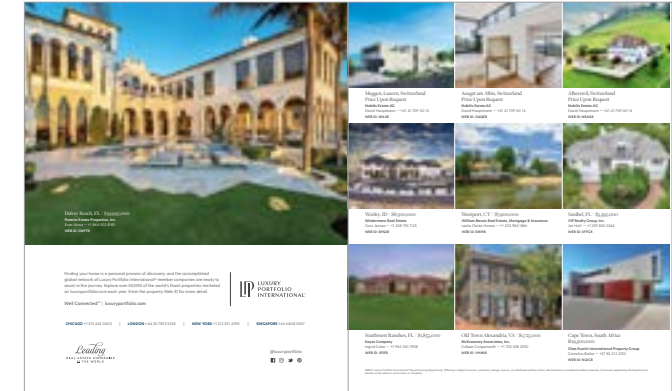
**Your ad will run in all of their 15 editions for the issue purchased:** Austin, Arizona, Chicago, Colorado, Dallas, Houston, Los Angeles, Miami, New York, Pacific Northwest, Palm Beach, Southern California, San Francisco, Southeast and the National edition which covers the remaining U.S.

### AUDIENCE & DISTRIBUTION

- Audience: 1.5 Million design enthusiasts
- 515,000 copies per issue
- Published 6 times per year
- Household Net Worth: \$2.4 million

### GREAT VALUE

The LPI price is 98% off the Luxe Interiors + Design rate (typically \$50,000)!



**\$800 (LARGE) | \$500 (MEDIUM)**

Availability per issue: 1 Large, 9 Medium | Cost shown is per property

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
March/April	Tuesday, December 28 2021	Wednesday, December 29 2021
May/June	Tuesday, February 15	Wednesday, February 16
July/August	Tuesday, April 26	Wednesday, April 27
September/October	Tuesday, June 21	Wednesday, June 22
November/December	Tuesday, August 23	Wednesday, August 24

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## PRINT ADVERTISING

# Luxury Portfolio Magazine

Luxury Portfolio International® magazine includes luxury content, home features, design trends and top listings from LPI members globally. Published twice per year, advertising in this publication gives your listing six months of global exposure to an extremely elusive market of high-net-worth consumers, many of whom have been hand-picked to receive the publication by their top real estate professional.

### AUDIENCE & DISTRIBUTION

- High-net-worth readership of 200,000 per issue
- Distributed in 70+ countries, international newsstands and Barnes & Noble within the U.S.
- Unprecedented exposure to a highly targeted audience who love luxury real estate and who are in the market to buy or sell a home



### PRICES VARY (SEE NEXT PAGE)

Get six months of exposure with LPI magazine | Cost shown is per property

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
Spring 2022	Tuesday, January 4	Wednesday, January 5
Fall 2022	Tuesday, June 28	Wednesday, June 29

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PRINT ADVERTISING

# Luxury Portfolio Magazine

Choose from the various ad options available.

**DOUBLE-PAGE SPREAD | \$2,000**

**Clear Lake, FL, USA**  
\$2,000,000  
Contact: [Phone Number]  
[Website]

**Newport Beach, CA, USA**  
\$7,500,000  
Contact: [Phone Number]  
[Website]

**Austin, TX, USA**  
\$1,500,000  
Contact: [Phone Number]  
[Website]

**Chicago, IL, USA**  
\$1,000,000  
Contact: [Phone Number]  
[Website]

**Blair Ridge, IL, USA**  
\$725,000  
Contact: [Phone Number]  
[Website]

**Boston, MA, USA**  
Price Upon Request  
Contact: [Phone Number]  
[Website]

**Seven Mile Grotto, Grand Cayman, Cayman Islands**  
\$1,400,000  
Contact: [Phone Number]  
[Website]

**FULL PAGE | \$1,200**

**Austin, TX, USA**  
\$1,500,000  
Contact: [Phone Number]  
[Website]

**Chicago, IL, USA**  
\$1,000,000  
Contact: [Phone Number]  
[Website]

**Blair Ridge, IL, USA**  
\$725,000  
Contact: [Phone Number]  
[Website]

**Boston, MA, USA**  
Price Upon Request  
Contact: [Phone Number]  
[Website]

**Seven Mile Grotto, Grand Cayman, Cayman Islands**  
\$1,400,000  
Contact: [Phone Number]  
[Website]

**HALF PAGE & QR CODE | \$950**

**Chicago, IL, USA**  
\$1,000,000  
Contact: [Phone Number]  
[Website]

**Blair Ridge, IL, USA**  
\$725,000  
Contact: [Phone Number]  
[Website]

**Boston, MA, USA**  
Price Upon Request  
Contact: [Phone Number]  
[Website]

**Seven Mile Grotto, Grand Cayman, Cayman Islands**  
\$1,400,000  
Contact: [Phone Number]  
[Website]

**QUARTER PAGE | \$400**

**Blair Ridge, IL, USA**  
\$725,000  
Contact: [Phone Number]  
[Website]

**Boston, MA, USA**  
Price Upon Request  
Contact: [Phone Number]  
[Website]

**Seven Mile Grotto, Grand Cayman, Cayman Islands**  
\$1,400,000  
Contact: [Phone Number]  
[Website]

**HALF PAGE | \$800**  
**QUARTER SPLIT | \$400**

**Blair Ridge, IL, USA**  
\$725,000  
Contact: [Phone Number]  
[Website]

**Boston, MA, USA**  
Price Upon Request  
Contact: [Phone Number]  
[Website]

**Seven Mile Grotto, Grand Cayman, Cayman Islands**  
\$1,400,000  
Contact: [Phone Number]  
[Website]

[View](#) the Luxury Portfolio International® Magazine Media Kit

## PRINT ADVERTISING

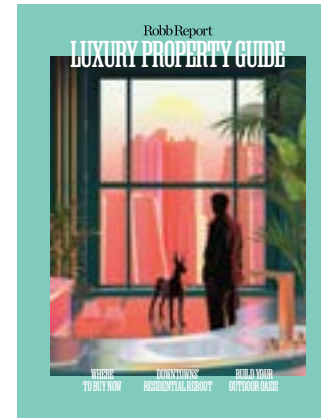
# Robb Report Property Guide

As a global leader in the luxury real estate market, Robb Report showcases the best of the best. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, new residences and developments.

This special advertising edition allows you as an advertiser to get in front of the Robb Report ultra-affluent audience while they're exploring the newest trends and properties around the world.

### AUDIENCE & DISTRIBUTION

- \$571,000 average household income
- Polybagged with Robb Report



**\$500 (MEDIUM)**

Availability per issue: 9 Medium | Cost shown is per property

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
May Issue (Luxury Property Guide)	Tuesday, March 1	Wednesday, March 2
December Issue (Luxury Property Guide)	Tuesday, October 4	Wednesday, October 5

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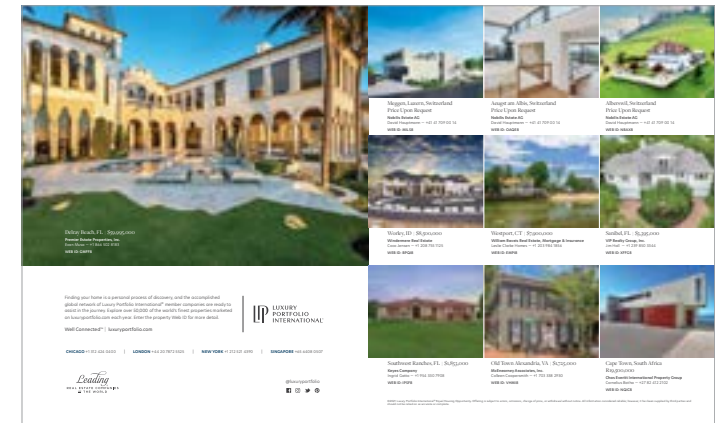
PRINT ADVERTISING

# Unique Homes

Unique Homes is a must-read for affluent individuals interested in high-end real estate and today it is easily one of the most recognized magazines of its kind in the world. Each bi-monthly issue of Unique Homes provides savvy real estate professionals with a high-quality marketing vehicle that immediately sets them apart from their competition.

## AUDIENCE & DISTRIBUTION

- 100,000 total print and digital circulation per issue spanning 80 countries
- Distribution includes domestic and international newsstands, select firstclass airline lounges and subscriptions
- 40% of readers own two or more homes



**\$800 (LARGE) | \$500 (MEDIUM)**

Availability per issue: 1 Large, 9 Medium | Cost shown is per property

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
Winter 2022 (January/February)	Tuesday, December 7 2021	Wednesday, December 8 2021
Summer 2022 (July/August)	Tuesday, May 31	Wednesday, June 1

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PRINT ADVERTISING

# The Wall Street Journal

(Mansion Section)

The Wall Street Journal showcases the power of print and the credibility of newspapers with a print circulation of 1.3 million. Its editorial authority serves as a resource for ambitious people everywhere, covering U.S. and world news, finance, arts, culture, real estate, lifestyle, sports and more.

## AUDIENCE & DISTRIBUTION

- All ads run in the Friday edition, in the Mansion section of the WSJ on the issue date shown on the chart to the right
- Avg. household net worth of a Journal reader is \$1.6 million
- 2.6 million readers to buy/build homes in the next 12 months
- Circulation varies by region; see map on next page for outlined regions »



**\$** \$275-350

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
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Choose from all 14 U.S. regions for each issue unless otherwise noted

Friday, March 18	Tuesday, February 22	Wednesday, February 23
Friday, May 13	Tuesday, April 19	Wednesday, April 20
<i>(New York Only)</i> Friday, June 17	Tuesday, May 24	Wednesday, May 25
Friday, July 15	Tuesday, June 21	Wednesday, June 22
<i>(New York Only)</i> Friday, August 12	Tuesday, July 19	Wednesday, July 20
Friday, September 16	Tuesday, August 23	Wednesday, August 24
<i>(New York Only)</i> Friday, October 21	Tuesday, September 27	Wednesday, September 28
Friday, November 18	Tuesday, October 25	Wednesday, October 26

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PRINT ADVERTISING

# The Wall Street Journal

(Pricing & Regions)

Target specific areas of the U.S. by choosing from 14 different regions.



**HIGH-DEMAND REGIONS**

**30 PLACEMENTS AVAILABLE**

**\$350/property per region**

- New York

**\$310/property per region**

- Florida
- New England

**ADDITIONAL TARGETED REGIONS**

**20 PLACEMENTS AVAILABLE**

**\$275/property per region**

- Arizona
- Northern California
- Southern California
- Chicago
- DC/Baltimore
- Midwest
- Ohio/Pittsburgh/Detroit
- Pacific Northwest
- Rocky Mountain
- South Atlantic
- Texas/Southwest



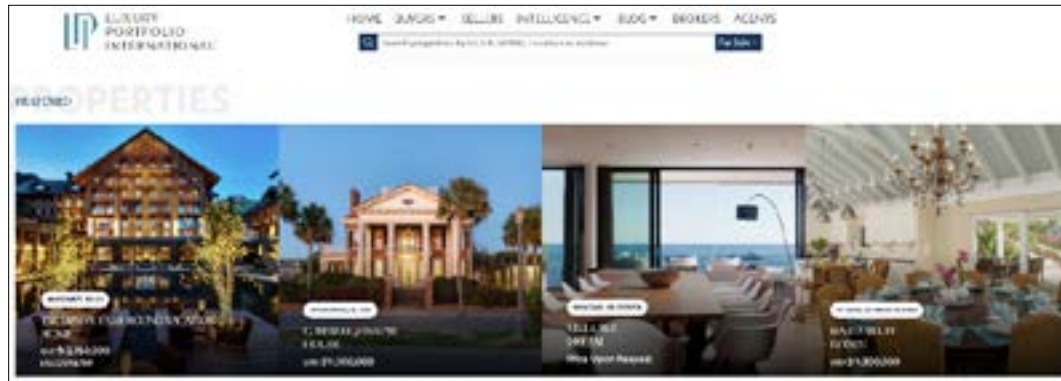
# DIGITAL ADVERTISING

DIGITAL ADVERTISING

# 3rd Homepage Carousel

Feature your listing on the homepage of the Luxury Portfolio website in the third carousel.

Restrictions: Only 1 per company per month



## \$100 PER PROPERTY

Availability per month: 4 Properties | Cost shown is per property

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
January	Wednesday, December 22 2021	Thursday, December 23 2021
February	Wednesday, January 19	Thursday, January 20
March	Wednesday, February 16	Thursday, February 17
April	Wednesday, March 23	Thursday, March 24
May	Wednesday, April 20	Thursday, April 21
June	Wednesday, May 18	Thursday, May 19
July	Wednesday, June 22	Thursday, June 23
August	Wednesday, July 20	Thursday, July 21
September	Wednesday, August 24	Thursday, August 25
October	Wednesday, September 21	Thursday, September 22
November	Wednesday, October 19	Thursday, October 20
December	Monday, November 21	Tuesday, November 22

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## DIGITAL ADVERTISING

# Broker Instagram Takeover

Take your Instagram to new heights by reaching a luxury audience of 19k. For 24 hours, your brokerage brand will control the message on the Luxury Portfolio Instagram page.

Furthermore, LPI will help you plan this effort to ensure you're posting the best quality content to better resonate with and reach new people.

What it includes:

- Ability to create Instagram Stories throughout the day
- Story can be saved as a Highlight for an added fee
- A video post on the main feed announcing the takeover to encourage Instagram Story views
- 3 Instagram posts of your listings on the LPI feed
- Option to post Instagram Reels throughout the day
- A consultation with LPI to plan content shared on the day of takeover

*Restrictions: Only 1 per company per calendar year*

*\*Additional guidelines will be provided by the LPI team*



### \$1,000 PER BROKERAGE

Availability per month: 2 Brokerages | Cost shown is per brokerage

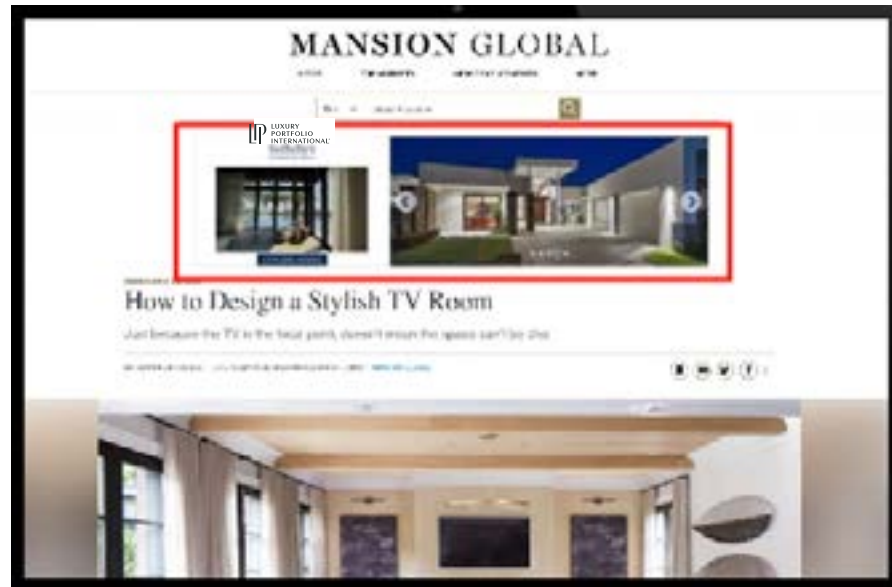
ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
January	Wednesday, December 22 2021	Thursday, December 23 2021
February	Wednesday, January 19	Thursday, January 20
March	Wednesday, February 16	Thursday, February 17
April	Wednesday, March 23	Thursday, March 24
May	Wednesday, April 20	Thursday, April 21
June	Wednesday, May 18	Thursday, May 19
July	Wednesday, June 22	Thursday, June 23
August	Wednesday, July 20	Thursday, July 21
September	Wednesday, August 24	Thursday, August 25
October	Wednesday, September 21	Thursday, September 22
November	Wednesday, October 19	Thursday, October 20
December	Monday, November 21	Tuesday, November 22

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DIGITAL ADVERTISING

# Carousel Ad Unit (WSJ/Mansion Global)

Feature your listing on Mansion Global’s website in a Carousel Ad Unit which includes an LPI branded video with 5 properties in the carousel unit for one month on MansionGlobal.com.



**\$375 PER PROPERTY**

Availability per month: 5 properties

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
March	Tuesday, February 1	Wednesday, February 2
April	Tuesday, March 15	Wednesday, March 16
May	Tuesday, April 19	Wednesday, April 20
June	Tuesday, May 17	Wednesday, May 18
July	Tuesday, June 14	Wednesday, June 15
August	Tuesday, July 12	Wednesday, July 13
September	Tuesday, August 16	Wednesday, August 17
October	Tuesday, September 13	Wednesday, September 14

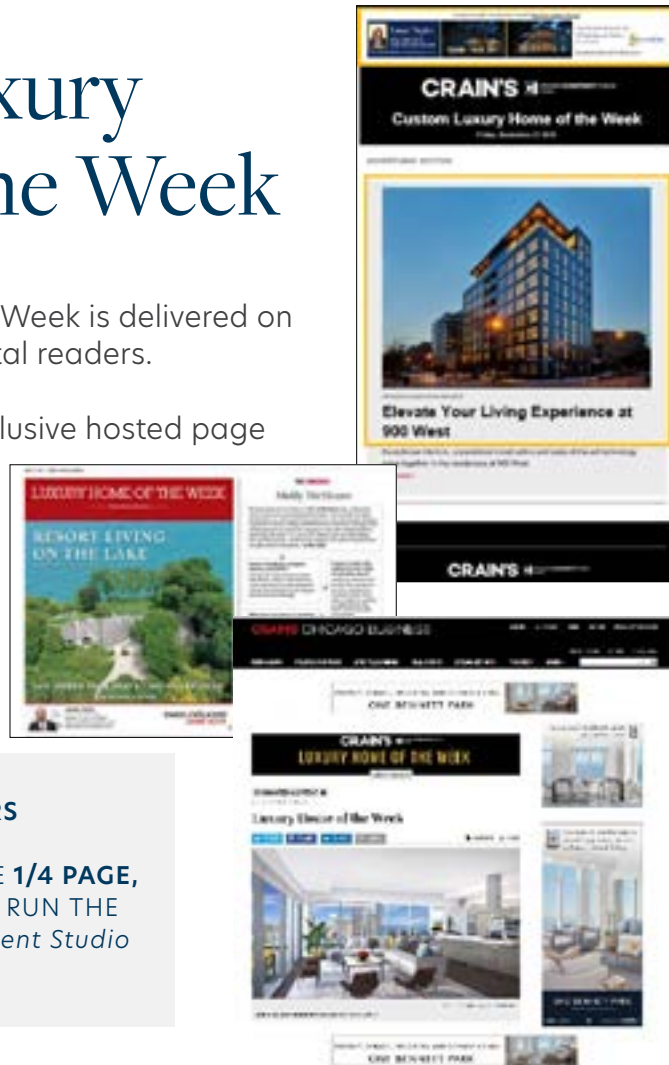
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DIGITAL ADVERTISING

# Crain's Luxury Home of the Week

Crain's Luxury Home of the Week is delivered on Fridays to over 25,000 digital readers.

The email will link to an exclusive hosted page on Crain's website with a slideshow of your custom luxury home and a link to the listing page on LuxuryPortfolio.com.



**EMAIL 25,000 SUBSCRIBERS**

ADVERTISERS ALSO RECEIVE **1/4 PAGE, FOUR COLOR PRINT AD** TO RUN THE SAME WEEK IN *Crain's Content Studio Luxury Home of the Week*.



**\$1,500 PER WEEK**  
1 property per week

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
March 11 - New York	Tuesday, February 22	Wednesday, February 23
March 25 - Chicago	Tuesday, March 1	Wednesday, March 2
April 8 - New York	Tuesday, March 15	Wednesday, March 16
April 22 - Chicago	Tuesday, March 29	Wednesday, March 30
May 6 - New York	Tuesday, April 12	Wednesday, April 13
May 20 - Chicago	Tuesday, April 26	Wednesday, April 27
June 3 - New York	Tuesday, May 10	Wednesday, May 11
June 17 - Chicago	Tuesday, May 24	Wednesday, May 25
July 8 - New York	Tuesday, June 21	Wednesday, June 22
July 15 - Chicago	Tuesday, June 21	Wednesday, June 22
August 5 - New York	Tuesday, July 12	Wednesday, July 13
August 19 - Chicago	Tuesday, July 26	Wednesday, July 27
September 9 - New York	Tuesday, August 16	Wednesday, August 17
September 23 - Chicago	Tuesday, August 30	Wednesday, August 31
October 7 - New York	Tuesday, September 13	Wednesday, September 14
October 21 - Chicago	Tuesday, September 27	Wednesday, September 28

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DIGITAL ADVERTISING

# Featured Listing Upgrades

(For 1 month across the WSJ/Dow Jones Network)

## Why fit in, when you can stand out?

Separate your property from the competition across the WSJ/Dow Jones Network websites, by bringing your listing to the top of relevant search results labeled with a “FEATURED” banner for the entire month purchased.

**LISTINGS WILL BE FEATURED ON:**

**WSJ**  
101.8M Monthly Unique Visitors | 706.1M Monthly Page Views

**MANSION GLOBAL**  
3.1M Monthly Unique Visitors | 7.1M Monthly Page Views

**BARRON'S | PENTA**  
8.5M Monthly Unique Visitors | 30M Monthly Page Views

**MARKETWATCH**  
46.4M Monthly Unique Visitors | 314M Monthly Page Views

**5.8x INCREASE IN PAGE VIEWS** | **7.3x INCREASE IN VISITS\***

**Featured listings surface when searched by city, state, or ZIP code on the sites note above:**

- If there is a location where there are more than four featured listings, the additional listings will be seen on the next search result page, however, they will all rotate so they receive an equal share of the first page
- Featured listings appear in order of price, high to low



*\*Average increases; results vary per listing.*



**\$350**

Availability per month: 10 Properties | Cost shown is per property

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
January	Tuesday, December 21 2021	Wednesday, December 22 2021
February	Tuesday, January 25	Wednesday, January 26
March	Tuesday, February 22	Wednesday, February 23
April	Tuesday, March 22	Wednesday, March 23
May	Tuesday, April 26	Wednesday, April 27
June	Tuesday, May 24	Wednesday, May 25
July	Tuesday, June 21	Wednesday, June 22
August	Tuesday, July 26	Wednesday, July 27
September	Tuesday, August 23	Wednesday, August 24
October	Tuesday, September 27	Wednesday, September 28
November	Tuesday, October 25	Wednesday, October 26
December	Tuesday, November 22	Wednesday, November 23

*\*All ad cancellations must be made prior to the reservation close date; otherwise charges will still be incurred. All co-op ads and photography are subject to approval by Luxury Portfolio.*

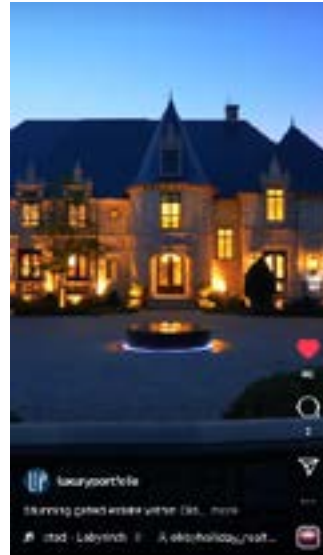
DIGITAL ADVERTISING

# Instagram Reels Collaboration

Video is the future of Instagram and social media at large. Instagram Reels are incredibly easy to create and can be produced during the filming of video tours. LPI is offering the chance to share your Reel to our 19k followers.

Reels can be of listings, local communities, education in nature, etc. related to your property or brokerage.

Restrictions: Only 2 per company per month



**\$175 PER REEL**

Availability per month: 10 Reels | Cost shown is per Reel

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
January	Wednesday, December 22 2021	Thursday, December 23 2021
February	Wednesday, January 19	Thursday, January 20
March	Wednesday, February 16	Thursday, February 17
April	Wednesday, March 23	Thursday, March 24
May	Wednesday, April 20	Thursday, April 21
June	Wednesday, May 18	Thursday, May 19
July	Wednesday, June 22	Thursday, June 23
August	Wednesday, July 20	Thursday, July 21
September	Wednesday, August 24	Thursday, August 25
October	Wednesday, September 21	Thursday, September 22
November	Wednesday, October 19	Thursday, October 20
December	Monday, November 21	Tuesday, November 22

*\*All ad cancellations must be made prior to the reservation close date; otherwise charges will still be incurred. All content and materials are subject to approval by Luxury Portfolio.*

## DIGITAL ADVERTISING

# Listing Syndications & Affiliated Websites

## Automatic digital promotion for listings

Included in LPI membership, all properties on [luxuryportfolio.com](http://luxuryportfolio.com), are automatically syndicated and displayed on additional websites around the world.



### PRO TIP:

Visit each website to find your listing and include the links in your marketing plan or an update with your seller.

*Allow up to 48 hours after a listing is live on [luxuryportfolio.com](http://luxuryportfolio.com) to sync to all websites. Not all listings are included on all websites; see pricing thresholds and additional criteria noted.*





# Local Advertising: Lifestyle-Targeted Banner Ads through Addy

Through LPI's relationship with Addy, you have access to a 10% discount on lifestyle and demographic targeted Google-powered banner ads to reach the right consumer in your area.

## U.S. & NON-U.S. TARGETING AVAILABLE\*

IMPRESSIONS ARE MEASURED MONTHLY AND ARE DELIVERED THROUGHOUT DURATION OF THE CAMPAIGN

REAL TIME ACCESS TO A DASHBOARD WITH DAILY UPDATES SUCH AS HOW MANY TIMES YOUR AD HAS BEEN SEEN, CLICKED, DEMOGRAPHIC DETAILS AND MORE

## 1. CHOOSE THE CONSUMER MARKETS YOU WISH TO REACH:

Customize your campaign to reach Affluent Home Hunters, Home Decor Enthusiasts, Luxury Shoppers and more!

## 2. PRICING

Banner ads start as low as **\$210 for a one-month campaign and 100,000 impressions.**

Plus, LPI members receive 10% off! Cost varies per market. Check the Addy website for options available in your selected area.

## 3. HOW TO ACCESS AND PLACE YOUR ORDER:

Create an Addy account through the **LPI landing page** to get started and take advantage of the LPI member discount.\* Use an LPI ad template or upload your own creative!

*\*To receive the member discount, all ads must include the LPI logo.*

*\*Non-U.S. targeting can be custom created through an Addy representative area.*



DIGITAL ADVERTISING

# LPI Digital Bundle

## One purchase, multiple points of promotion

Maximize the exposure for your listing on luxuryportfolio.com through the LPI Digital Bundle.

### EACH PURCHASE INCLUDES

1. LPI homepage slideshow (second carousel)
2. On the Market email newsletter
3. Instagram post

### QUALIFICATIONS & RESTRICTIONS

- Listing must be live on luxuryportfolio.com
- Maximum of three (3) listings per company allowed each month



### WANT MORE EXPOSURE?

Enhance your bundle with social display banner ads for 50,000 guaranteed impressions. See next page for details.



**\$500 (STANDARD) | \$750 (ENHANCED)**

Availability per month: 20 Properties | Cost shown is per property

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
January	Wednesday, December 22 2021	Thursday, December 23 2021
February	Wednesday, January 19	Thursday, January 20
March	Wednesday, February 16	Thursday, February 17
April	Wednesday, March 23	Thursday, March 24
May	Wednesday, April 20	Thursday, April 21
June	Wednesday, May 18	Thursday, May 19
July	Wednesday, June 22	Thursday, June 23
August	Wednesday, July 20	Thursday, July 21
September	Wednesday, August 24	Thursday, August 25
October	Wednesday, September 21	Thursday, September 22
November	Wednesday, October 19	Thursday, October 20
December	Monday, November 21	Tuesday, November 22

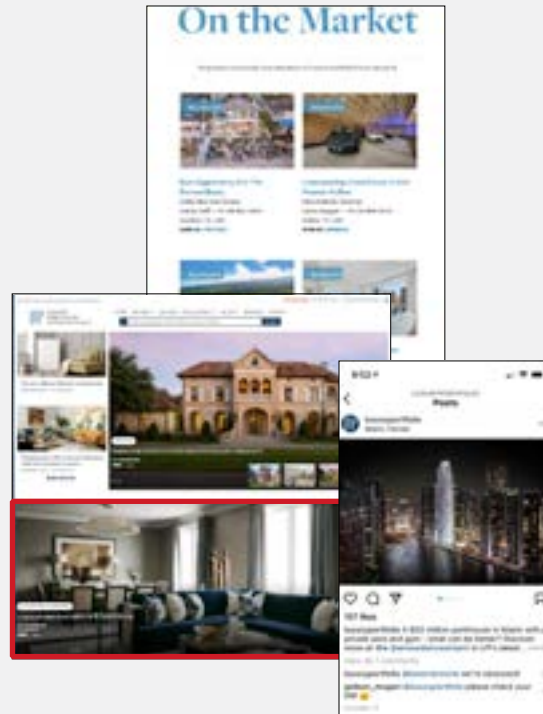
*\*All ad cancellations must be made prior to the reservation close date; otherwise charges will still be incurred. Due to the design nature of the Digital Bundle, it is not available to land listings or rentals; renderings subject to approval.*

# LPI Digital Bundle (Pricing & Options)

## STANDARD BUNDLE

### \$500 INCLUDES:

- Your property featured in the homepage slideshow on luxuryportfolio.com for the entire month
- One post for the property on the LPI Instagram account within the month purchased with member company tagged
- Inclusion in “On the Market” newsletter, which releases the third Tuesday of each month and is sent to affluent consumers in the market to buy or sell significant real estate



## ENHANCED BUNDLE

### \$750 INCLUDES:

All items in the Standard Bundle, **PLUS** social display banner ads for the property:

- Includes 50,000 guaranteed impressions. Banner ads go live after the property is posted on the LPI Instagram account and run for 1 month
- Social display banners run for the entire month in two sizes 300x250 and 300x600
- The banner ads will be linked to the listing page on luxuryportfolio.com
- Targets high HHI consumers with an interest in real estate in the U.S., Europe, and Asia-Pacific
- Retargets visitors of luxuryportfolio.com



### WHAT IS SOCIAL DISPLAY?

Social display banners are built from social content. In this instance, the banner will be created from the LPI Instagram post included in the bundle and accompanied with social interaction icons, the LPI handle and a call to action. By mirroring a social experience, social display proves to drive increased likeability, engagement, and consideration.



### WHERE WILL THE ADS RUN?

Instead of serving on social media channels, social display banners run on any publisher (news, lifestyle, entertainment, business, etc.) that houses display banner space.

## DIGITAL ADVERTISING

# LuxeSelect

(Exclusively for listings starting at \$3 Million USD)

## Promote your listings to Luxury Portfolio agents

LuxeSelect is a monthly email and the only option available for direct Luxury Portfolio network agent-to-agent promotion for your significantly priced properties.



### EACH PURCHASE INCLUDES:

1. Inclusion in LuxeSelect email newsletter, which is sent to agents with active listings \$3 million or more on luxuryportfolio.com
2. Inclusion in LuxeSelect blog post on the LPI website
3. LPI homepage slideshow (first carousel)

### QUALIFICATIONS & RESTRICTIONS:

- Listing must be at least \$3 Million USD to advertise
- Maximum of two (2) listings per company allowed per month



**\$900 (LARGE) | \$600 (MEDIUM)**

Availability per issue: 1 Large, 12 Medium | Cost shown is per property

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
January 13	Wednesday, December 22 2021	Thursday, December 23 2021
February 10	Wednesday, January 19	Thursday, January 20
March 10	Wednesday, February 16	Thursday, February 17
April 14	Wednesday, March 23	Thursday, March 24
May 12	Wednesday, April 20	Thursday, April 21
June 9	Wednesday, May 18	Thursday, May 19
July 14	Wednesday, June 22	Thursday, June 23
August 11	Wednesday, July 20	Thursday, July 21
September 8	Wednesday, August 24	Thursday, August 25
October 13	Wednesday, September 21	Thursday, September 22
November 10	Wednesday, October 19	Thursday, October 20
December 8	Monday, November 21	Tuesday, November 22

\* All ad cancellations must be made prior to the reservation close date; otherwise charges will still be incurred. All co-op ads and photography are subject to approval by Luxury Portfolio.

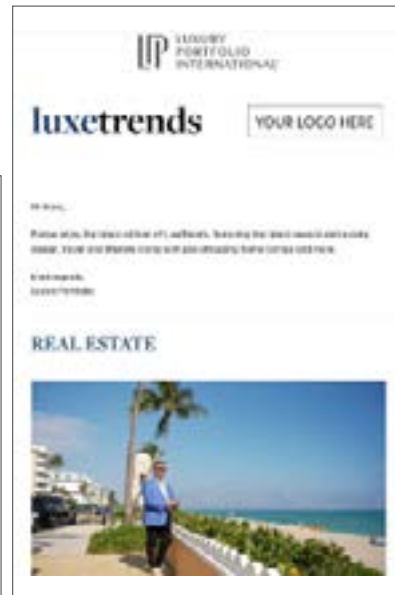
DIGITAL ADVERTISING

# LuxeTrends

Promote your listings within the Exceptional Listings section of the LuxeTrends E-Newsletter.

Keep in touch with your clients by subscribing them to LuxeTrends®, a monthly newsletter produced by Luxury Portfolio International®, which includes the latest in luxury living, culture and destinations. The newsletter is sent directly from your name and can include a personalized note for each client.

LuxeTrends® releases 11 times per year (January-November)



**\$600**

Availability per issue: 1 Large, 3 Medium | Cost shown is per property

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
April	Wednesday, April 20	Thursday, April 21
May	Wednesday, May 19	Thursday, May 20
June	Wednesday, June 22	Thursday, June 23
July	Wednesday, July 20	Thursday, July 21
August	Wednesday, August 24	Thursday, August 25
September	Wednesday, September 21	Thursday, September 22
October	Wednesday, October 19	Thursday, October 20
November	Wednesday, November 16	Thursday, November 17

\* All ad cancellations must be made prior to the reservation close date; otherwise charges will still be incurred. All co-op ads and photography are subject to approval by Luxury Portfolio.

# Online Listing Banner Ads through Adwerx

Cost per banner: Only \$110 for a 3-week campaign (Typically \$129)

In partnership with Adwerx, you can advertise your listings online in an elegant, Luxury Portfolio co-branded banner ad to ensure you're getting in front of people looking for homes like yours, wherever they are browsing online.

## AUDIENCE & DISTRIBUTION\*



You may choose to have the ad show up to buyers:

- Within a 15-mile radius of the property address (U.S. and Canadian addresses only)
- In specific cities of your choosing in the U.S., Canada, Australia and New Zealand

*\*Due to GDPR, this product is not accessible in the European Economic Area (EEA). Banner ads will not serve to consumers in the EEA.*

## BANNER AD TARGETING

The Adwerx banner ads utilizes "retargeting" to follow your audience around the internet and will be shown to people browsing relevant content and real estate related websites.

It will also appear on:  



## REQUIRED AD MATERIALS

The banner ad will be populated with information from the listing page on [luxuryportfolio.com](https://luxuryportfolio.com):

- Company logo
- Photo
- Location, Price, Contact Information
- Link to listing on Luxury Portfolio's website



## FLASH SALE OPTIONS

Once a month, for a limited time only, you can purchase Online Listing Banner Ads for a discounted price of **\$60** for a 3-week campaign.

## AVAILABLE NOW – NO WAITING

Reserve a banner ad for your listing(s) at any time by visiting "Listing Banner Ads" in LuxeXchange.



# Sphere of Influence Agent Banner Ads through Adwerx

Cost per placement: **\$84/month (min. 3-month campaign)**

In partnership with Adwerx, you can advertise yourself online in an elegant, Luxury Portfolio cobranded banner ad to help you stay top of mind with your personal contacts by reminding them of who you are and what you do.

## REQUIRED AD MATERIALS

The banner ad includes space for the following:

- Your headshot
- Your company logo
- A tagline
- Name, Phone Number, Location
- Link to the banner ad to the webpage of your choice

## AUDIENCE & DISTRIBUTION

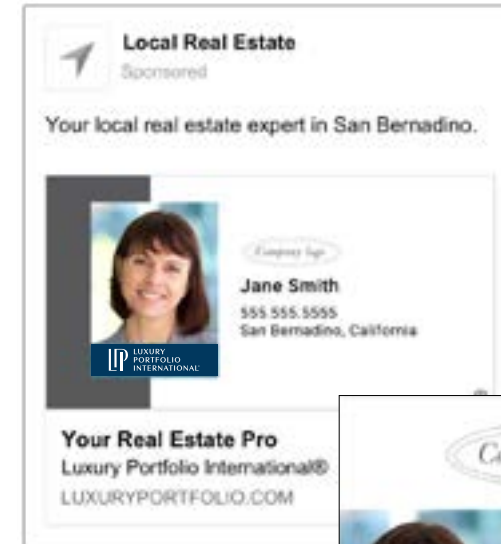
The banner ad will be populated with information from the listing page on [luxuryportfolio.com](https://luxuryportfolio.com):

- Minimum of 100 contacts required to launch a campaign
- Staying below 500 contacts helps maximize impressions
- Target contacts in all locations around the world except in the EEA

*\*Due to GDPR, this product is not accessible in the European Economic Area (EEA). Banner ads will not serve to consumers in the EEA.*

**AVAILABLE NOW – NO WAITING**

Reserve a banner ad for yourself at any time by visiting “Sphere of Influence Banner Ads” in LuxeXchange.



DIGITAL ADVERTISING

# Sponsored Post on LPI Social Media

Take advantage of Luxury Portfolio's luxury audience on social media by featuring your latest luxury listing. LPI will write and curate the posts, as an advertiser you will only need to provide the photo(s) for the post.

Restrictions: Only 2 per company per month



**\$150 PER PROPERTY**

Availability per month: 15 Properties | Cost shown is per property

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
January	Wednesday, December 22 2021	Thursday, December 23 2021
February	Wednesday, January 19	Thursday, January 20
March	Wednesday, February 16	Thursday, February 17
April	Wednesday, March 23	Thursday, March 24
May	Wednesday, April 20	Thursday, April 21
June	Wednesday, May 18	Thursday, May 19
July	Wednesday, June 22	Thursday, June 23
August	Wednesday, July 20	Thursday, July 21
September	Wednesday, August 24	Thursday, August 25
October	Wednesday, September 21	Thursday, September 22
November	Wednesday, October 19	Thursday, October 20
December	Monday, November 21	Tuesday, November 22

*\*All ad cancellations must be made prior to the reservation close date; otherwise charges will still be incurred. All co-op ads and photography are subject to approval by Luxury Portfolio.*

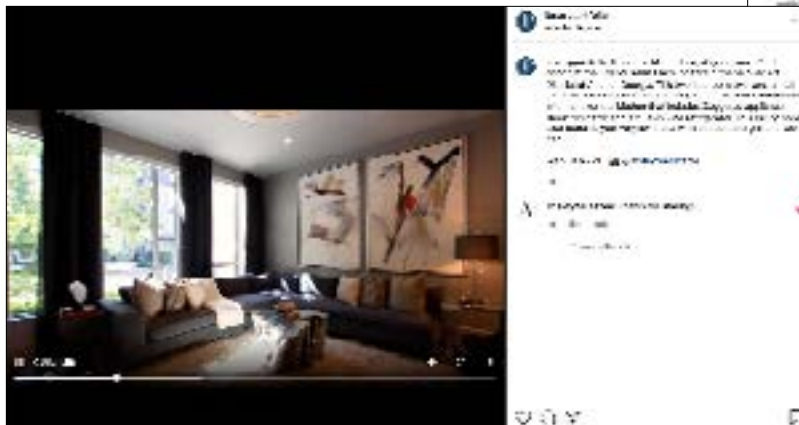


DIGITAL ADVERTISING

# Video Post on LPI Social Media

You've already produced an amazing video of your listing. Take advantage of the LPI Social Audience and have it posted on the LPI Instagram and YouTube accounts.

Restrictions: Only 2 per company per month



## \$200 PER VIDEO

Availability per month: 10 Properties | Cost shown is per property

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
January	Wednesday, December 22 2021	Thursday, December 23 2021
February	Wednesday, January 19	Thursday, January 20
March	Wednesday, February 16	Thursday, February 17
April	Wednesday, March 23	Thursday, March 24
May	Wednesday, April 20	Thursday, April 21
June	Wednesday, May 18	Thursday, May 19
July	Wednesday, June 22	Thursday, June 23
August	Wednesday, July 20	Thursday, July 21
September	Wednesday, August 24	Thursday, August 25
October	Wednesday, September 21	Thursday, September 22
November	Wednesday, October 19	Thursday, October 20
December	Monday, November 21	Tuesday, November 22

*\*All ad cancellations must be made prior to the reservation close date; otherwise charges will still be incurred. All videos are subject to approval by Luxury Portfolio.*



# ABOUT LPI ADVERTISING

# Materials & Advertising Specifications

LPI's co-op advertising opportunities are templated and use these standard requirements:

## AD TEXT

The following will be pulled from the website listing:

- Price
- Location
- Company Name
- Web ID

## What you'll need to provide:

- Advertising City (if different than what's on the website)
- Contact Information
- Property Description (see character limits)
- Photo(s) (see specs)

## PHOTO SIZE

### Large

Inches: 12" wide x 8" high  
(Pixels: 3600 x 2400)

### Medium

Inches: 6" wide x 4" high  
(Pixels: 1800 x 1200)

## Resolution

Unless otherwise noted, all photos should be 300 dpi resolution, which is suitable for print.

**Missed deadlines are subject to a \$25 late fee. The LPI team will need to manually re-open the ad in LuxeXchange in order for materials to be added after deadline.**

## PROPERTY DESCRIPTION

### Maximum Character

**Count** (including spaces)

- All Print Ads: 84 char.
- LuxeSelect (LG): 112 char.

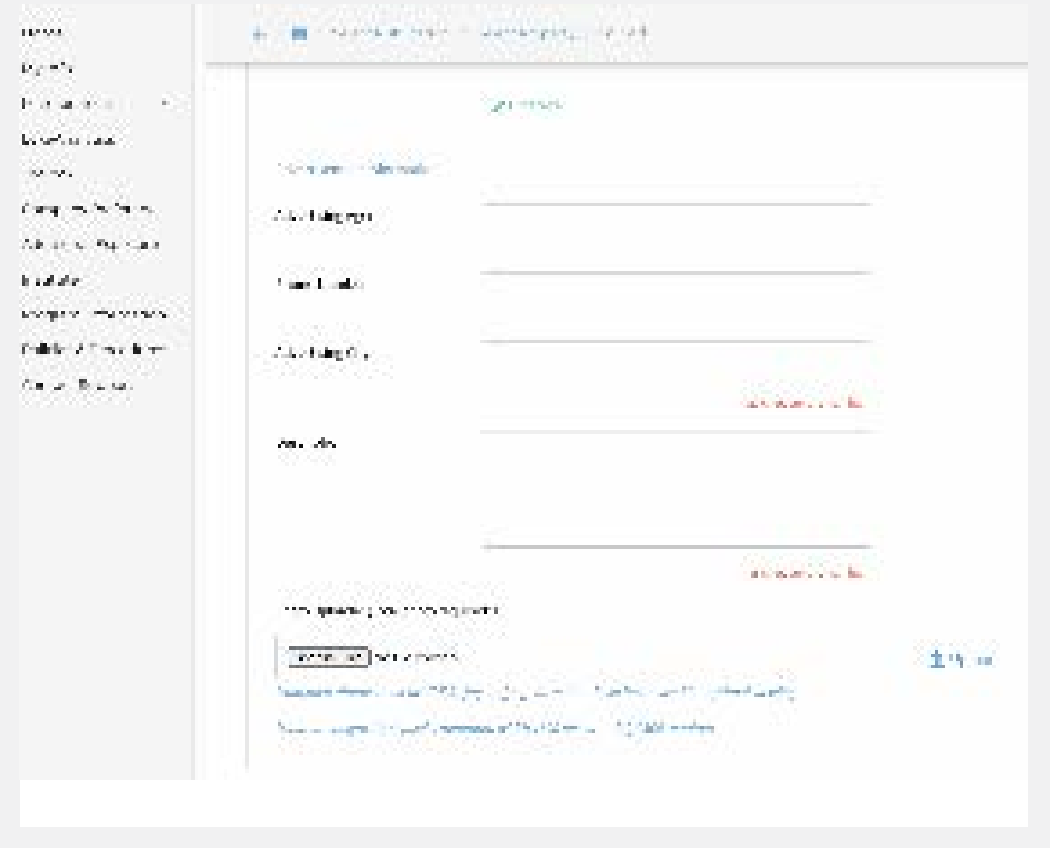
## MATERIALS DEADLINE

Unless otherwise noted, all materials must be uploaded into your reservation in LuxeXchange no later than the day after the reservation close date.

Find additional resources at [support.luxuryportfolio.com](https://support.luxuryportfolio.com)

## UPLOAD YOUR MATERIALS FOR THE RESERVATION IN LUXEXCHANGE

To edit or upload materials, go to Maintenance > Ad Reservations



## ABOUT LPI ADVERTISING

# Advertising FAQs

### HOW DO I RESERVE AN AD?

**Step 1:** Log into your LuxeXchange account at [xchange.luxuryportfolio.com](http://xchange.luxuryportfolio.com)

**Step 2:** On the left side, go to Toolbox > Co-Op Advertising > Place Order  
*(Online Banner Ads have stand-alone pages in the Toolbox)*

**Step 3:** Select the publication and ad size you would like to reserve

**Step 4:** Choose your property and click "Select"

**Step 5:** Add in your materials and click "Next" OR you can choose "Skip and Add Later" to purchase and upload materials later, but before the materials deadline

**Step 6:** Review your Cart, then "Proceed to Checkout" and purchase the ad

**Step 7:** Review your order confirmation that is sent to your email address and submit your ad materials

### HOW DO I SUBMIT MY AD MATERIALS?

**Step 1:** Once you have purchased your ad, go to Maintenance > Ad Reservations

**Step 2:** Find your reservation and click "Incomplete"

**Step 3:** After submitting your materials, confirm your "Ad Status" is highlighted green and states "COMPLETE"

### CAN I INCLUDE MY A WEBSITE IN MY AD DESCRIPTION?

No. Across the board we do not allow other URLs on our website or in our print ads. This helps us to track and quantify the program for our brokers. If another website URL is included in your description, it will be removed before being published.

### CAN I INCLUDE MORE THAN ONE AGENT NAME OR PHONE NUMBER IN MY AD?

The agent name field has a limited amount of space in each of our ads. Typically that space will only fit one full name. However, we are aware that many properties are co-listed. In this case names can be abbreviated to be the first initial and the last name or just the last names. Only one phone number will fit in our ads.

For example:

J. Smith/L. Rogers — +1 123 555 6789

Smith/Rogers — +1 123 555 6789

### CAN I GET A PHYSICAL COPY OF THE PUBLICATION IN WHICH I ADVERTISED?

Yes. The LPI team is happy to provide one free copy to any advertiser upon request.

### CAN I SEE A PROOF OF MY AD?

Yes. A proof will be sent to the email address that you entered at the time of reservation prior to publishing. This proof is meant to capture only the last minute price changes and correct any production errors, not as an opportunity to rewrite previously submitted ad copy.

### ARE THERE ANY RESTRICTIONS ON PHOTO SUBMISSIONS?

Due to the design nature of the advertising, all photography is subject to approval by the LPI team. Image renderings may be submitted, but are subject to approval based on quality and development stage of the listing. All photography must meet the minimum size requirements for each advertising opportunity. Photos that include watermarks are not accepted.

**Any additional copy or photo changes from what was originally submitted is subject to a \$25 change fee.**

Last minute changes significantly increase our production time and jeopardize our ability to meet the strict publication deadlines. To avoid this fee, please review your ad copy and photo materials thoroughly in LuxeXchange before the materials deadline to ensure accuracy.

### To submit any changes:

- Respond directly to the proof email you receive ([proof@luxuryportfolio.com](mailto:proof@luxuryportfolio.com))
- Include the price and Web ID of the property that needs changes

### ADDITIONAL QUESTIONS?

Reach the entire Luxury Portfolio team at [support@luxuryportfolio.com](mailto:support@luxuryportfolio.com).

Find additional resources at  
[support.luxuryportfolio.com](http://support.luxuryportfolio.com)