



Yachts International readers are highly affluent, educated and luxury-oriented. The magazine publishes four issues each year which are distributed at major yacht/boat shows around the world, in addition to 15,000+ subscribers.

ADDITIONAL BOAT SHOW DISTRIBUTION
Winter Issue: Miami International Boat Show
Spring Issue: Palm Beach & St. Barths Bucket
Summer Issue: Cannes Yachting Festival & Monaco Yacht Show
Fall Issue: Fort Lauderdale International Boat Show (FLIBS)
(Pending schedule changes related to COVID-19)

AUDIENCE & DISTRIBUTION

- Yacht owners and high-net-worth individuals
- Readers' median net worth is \$7.2 million
- 91% are home owners, with 66% owning two or more properties
- 73% own luxury cars

LUXURY PORTFOLIO INTERNATIONAL Well Connected.SM
 Finding your home is a personal process of discovery, and the accomplished global network of Luxury Portfolio InternationalSM member companies are ready to assist in the journey. Explore over 50,000 of the world's finest properties marketed on luxuryportfolio.com each year. Enter the property Web ID for more detail.
 LUXURYPORTFOLIO.COM

Leading REAL ESTATE COMPANIES OF THE WORLD

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@luxuryportfolio

\$800 (Large) | \$500 (Medium)
 Availability per issue: 1 Large, 9 Medium | Cost shown is per property

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
Winter Issue (Publishes: Thursday, February 25)	Wednesday, January 6	Thursday, January 7
Spring Issue (Publishes: Wednesday, April 7)	Wednesday, February 10	Thursday, February 11
Summer Issue (Publishes: Wednesday, September 15)	Wednesday, July 28	Thursday, July 29
Fall Issue (Publishes: Wednesday, November 3)	Wednesday, September 22	Thursday, September 23

* 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 publication all co-op ads and photography are subject to approval by Luxury Portfolio.

Materials & Advertising Specifications

Find additional resources at support.luxuryportfolio.com

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.

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.

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)

Country Life: 80 char.

Financial Times: 84 char.

FOUR: 84 char.

Luxury Portfolio magazine:

- Full: 1,000 characters
- Quarter: 300 characters

LuxeSelect (LG): 112 char.

Unique Homes: 112 char.

Yachts International: 112 char.

WSJ: 84 char.

Upload your materials for the reservation in LuxeXchange

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

Advertisement Information

Advertising Agent

Phone Number

Email

Advertising City

22 characters remaining

Description

1000 characters remaining

Photo Uploader (Total photo required: 5)

Choose Files No file chosen

Upload

Uploaded photos must be JPEG (.jpg or .jpeg) format and will be re-sized for optimal viewing.

Minimum height 1800 pixels, minimum width 2700 pixels and dpi 300 required.

Advertising FAQs

Find additional resources at support.luxuryportfolio.com

How do I reserve an ad?

STEP 1: Log into your LuxeXchange account at 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)
- Include the price and Web ID of the property that needs changes

Additional questions?

Reach the entire Luxury Portfolio team at support@luxuryportfolio.com.