

MEDIA KIT

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

LUXURY PORTFOLIO®

Reach Potential Buyers Worldwide



**TARGETED
ADVERTISING**



**HIGH-NET-WORTH
AUDIENCE**



**EXCLUSIVE
PRICING**

Through your membership with Luxury Portfolio®, 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

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PRINT ADVERTISING

PRINT ADVERTISING

Architectural Digest

For more than 100 years, Architectural Digest, the international authority on design and architecture, offers exclusive access to the world's most beautiful homes—compelling, relevant, and private spaces you won't see anywhere else.

AD inspires millions of affluent readers to redesign and refresh their lives through its multi-platform presence including print and digital editions, social media, and the brand's website.

Your ad will run in individual key markets with options including Chicago/Metro, Palm Springs/Santa Barbara, Manhattan, or South Florida.

AUDIENCE & DISTRIBUTION

- 2.8 Million total print readers
- AD subscribers have a cumulative spending power of \$585 Billion
- For distribution information in specific markets please contact the LP team directly at proof@luxuryportfolio.com

GREAT VALUE

The LP price is 99% off the Architectural Digest rate (typically \$150,000)!



\$1,250 (LARGE) | \$750 (MEDIUM)

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

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
May Issue Market: Chicago/Metro	Tuesday, February 1	Wednesday, February 2
July Issue Market: Palm Springs/ Santa Barbara	Tuesday, March 28	Wednesday, March 29
September Issue Market: Manhattan	Tuesday, May 30	Wednesday, May 31
November Issue Market: South Florida	Tuesday, August 1	Wednesday, August 2

**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

Forbes, Elle Decor, and more through Addy

Through LP'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 Forbes, Harper's Bazaar, Food & Wine, Travel + Leisure, Private Air, Time, Vogue and more!

2. PRICING

Full page print ads start as low as **\$1,830.**

Plus, LP 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 **LP landing page** to get started and take advantage of the LP member discount.* Use an LP 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 LP 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 world class 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
Travel + London Life Edition <i>Publishes: February 1</i>	Tuesday, January 3	Wednesday, January 4
Spring Gardens + International Property Edition <i>Publishes: March 22</i>	Tuesday, February 21	Wednesday, February 22
International Property Edition <i>Publishes: June 28</i>	Tuesday, May 30	Wednesday, May 31
Interiors + International Property Edition <i>Publishes: October 11</i>	Tuesday, September 12	Wednesday, September 13

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PRINT ADVERTISING

Experience Luxury

(Mansion Global supplement)

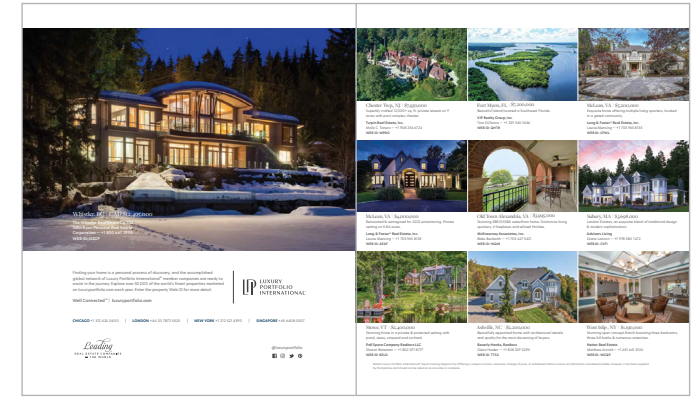
Showcase your exceptional properties in Mansion Global's Experience Luxury supplement, a one-of-a-kind publication inserted into The Wall Street Journal's weekend edition and targeted to high-net-worth subscribers within the most affluent zip codes and markets in the U.S.

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



TRY PAIRING YOUR PRINT SELECTION WITH A DIGITAL OFFERING TO MAXIMIZE EXPOSURE TO YOUR LISTING



\$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 25</i>	Tuesday, January 10	Wednesday, January 11
Spring Edition <i>Publishes: Saturday, April 22</i>	Tuesday, February 28	Wednesday, March 1
Summer Edition <i>Publishes: Saturday, July 22</i>	Tuesday, June 6	Wednesday, June 7
Fall Edition <i>Publishes: Saturday, October 14</i>	Tuesday, August 29	Wednesday, August 30

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PRINT ADVERTISING

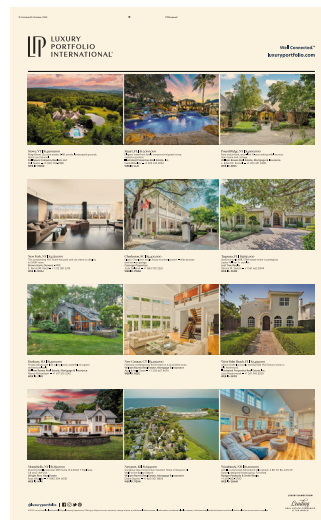
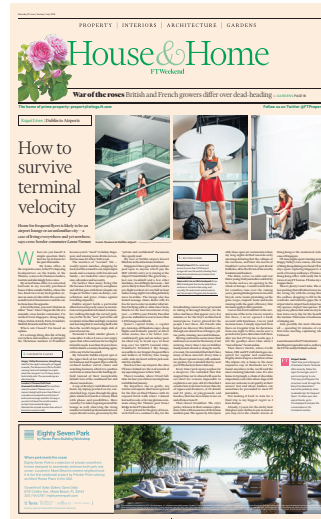
Financial Times

(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 24	Wednesday, January 25
April 15-16	Tuesday, March 28	Wednesday, March 29
July 15-16	Tuesday, June 27	Wednesday, June 28
August 12-13	Tuesday, July 25	Wednesday, July 26
October 14-15	Tuesday, September 26	Wednesday, September 27

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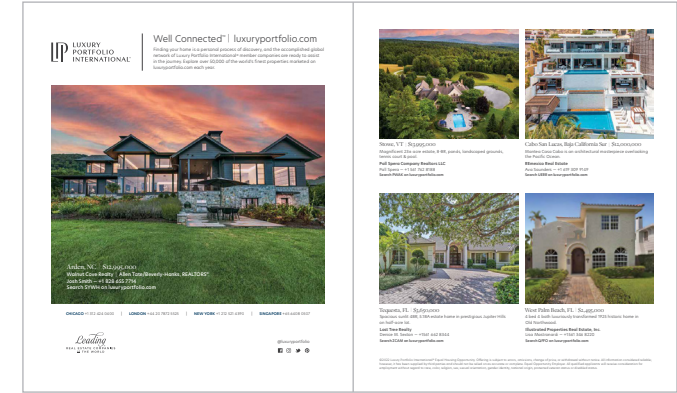
PRINT ADVERTISING

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 9th</i>	Tuesday, January 3	Wednesday, January 4
Artful Escapes <i>Publishes: Tuesday, June 9th</i>	Tuesday, April 4	Wednesday, April 5
The Power of Art & Design <i>Publishes: Tuesday, September 9th</i>	Tuesday, June 27	Wednesday, June 28
Emerging Artists <i>Publishes: Tuesday, December 9th</i>	Tuesday, October 3	Wednesday, October 4

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PRINT ADVERTISING

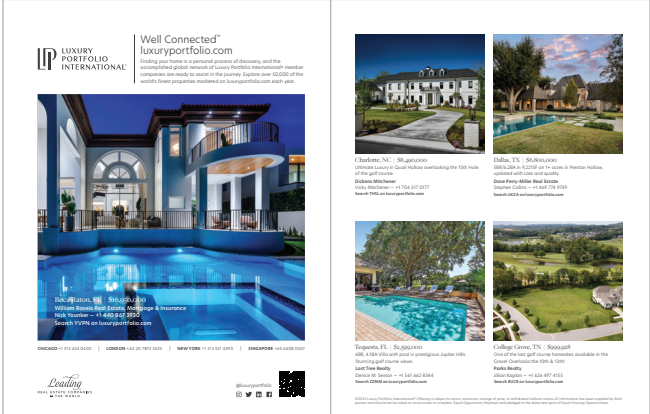
Golf Digest

Golf Digest is the leading brand in golf, boasting the largest digital audience and print circulation in the game. With a mission to help people enjoy every aspect of golf, from how to play, what to play, and where to play, Golf Digest speaks to golf enthusiasts all over the world.

Your ad will run in individual key markets with options including Arizona, Orange County, Manhattan, or Dallas/Ft. Worth.

AUDIENCE & DISTRIBUTION

- 3.6 million total print subscribers
- \$500k average household income
- For distribution information in specific markets please contact the LP team directly at proof@luxuryportfolio.com



\$1,000 (LARGE) | \$650 (MEDIUM)
 Availability per issue: 1 Large, 9 Medium | Cost shown is per property

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
May Issue Market: Arizona	Tuesday, February 1	Wednesday, February 2
June Issue Market: Orange County	Tuesday, February 28	Wednesday, March 1
October Issue Market: Manhattan	Tuesday, June 27	Wednesday, June 28
December Issue Market: Dallas/Ft. Worth	Tuesday, August 29	Wednesday, August 30

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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 LP 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 13 2022	Wednesday, December 14 2022
May/June	Tuesday, February 14	Wednesday, February 15
July/August	Tuesday, April 18	Wednesday, April 19
September/October	Tuesday, June 20	Wednesday, June 21

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PRINT ADVERTISING

Luxury Portfolio Magazine

Luxury Portfolio® magazine includes luxury content, home features, design trends and top listings from LP 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 LP magazine | Cost shown is per property

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
Spring 2023	Tuesday, January 9	Wednesday, January 10
Fall 2023	Thursday, July 6	Friday, July 7

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PRINT ADVERTISING

Luxury Portfolio Magazine

Choose from the various ad options available.

DOUBLE-PAGE SPREAD | \$2,400

FULL PAGE | \$1,500

HALF PAGE & QR CODE | \$1,000

QUARTER PAGE | \$500

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

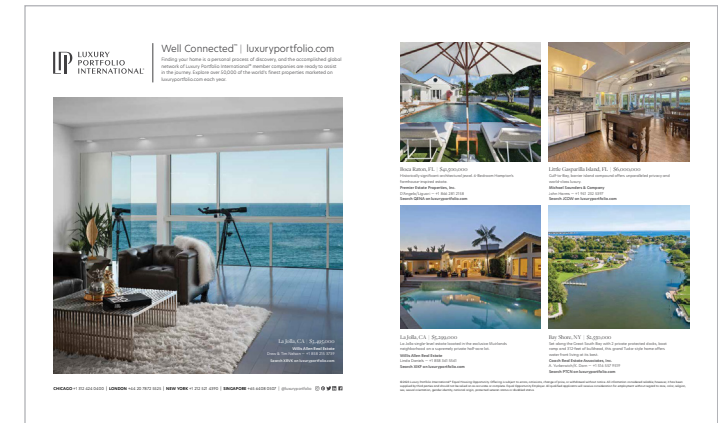
PRINT ADVERTISING

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 6 2022	Wednesday, December 7 2022

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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 »



\$ \$350-\$425 PER PROPERTY

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

Friday, March 17	Tuesday, February 21	Wednesday, February 22
Friday, May 12	Tuesday, April 18	Wednesday, April 19
Friday, July 14	Tuesday, June 20	Wednesday, June 21
Friday, September 15	Tuesday, August 22	Wednesday, August 23
Friday, November 17	Tuesday, October 24	Wednesday, October 25

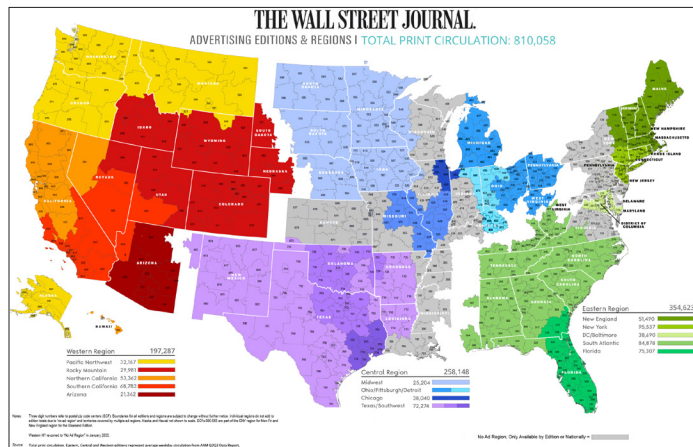
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PRINT ADVERTISING

The Wall Street Journal

(Pricing & Regions)

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



HIGH-DEMAND REGIONS

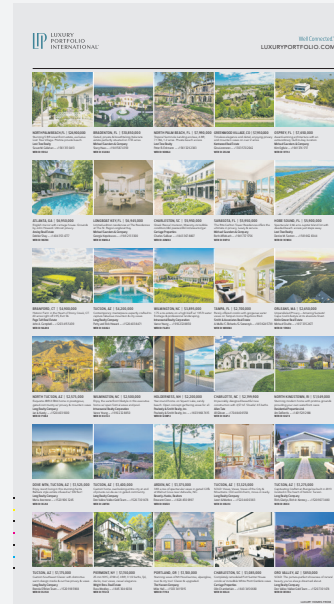
**30
PLACEMENTS
AVAILABLE**

**\$425/property
per region**

- New York

**\$385/property
per region**

- Florida
- New England

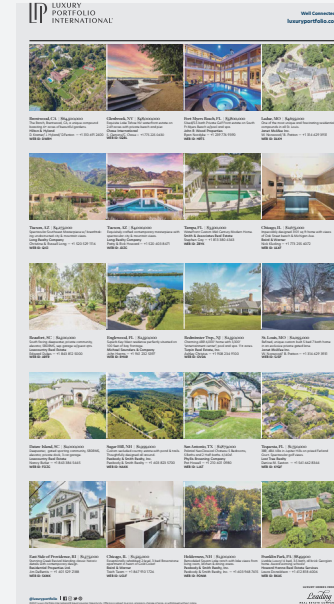


ADDITIONAL TARGETED REGIONS

**20
PLACEMENTS
AVAILABLE**

**\$350/property
per region**

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



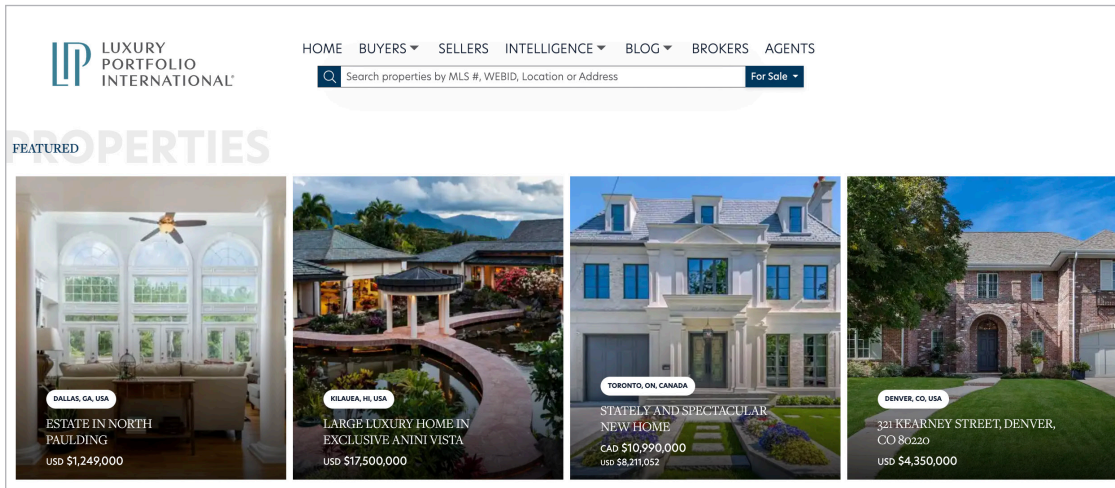
DIGITAL ADVERTISING

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 21 2022	Thursday, December 22 2022
February	Wednesday, January 18	Thursday, January 19
March	Wednesday, February 15	Thursday, February 16
April	Wednesday, March 22	Thursday, March 23
May	Wednesday, April 19	Thursday, April 20
June	Wednesday, May 17	Thursday, May 18
July	Wednesday, June 21	Thursday, June 22
August	Wednesday, July 19	Thursday, July 20
September	Wednesday, August 23	Thursday, August 24
October	Wednesday, September 20	Thursday, September 21
November	Wednesday, October 18	Thursday, October 19
December	Monday, November 20	Tuesday, November 21

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DIGITAL ADVERTISING

Broker Instagram Takeover

Take your social media presence to new heights by reaching Luxury Portfolio's refined Instagram of 22.5k+. For 24 hours, your brokerage brand will take over Luxury Portfolio's coveted Instagram page. LP's experienced social media team will provide one-on-one consulting prior to the takeover to assist with planning engaging content to resonate with our audience and beyond.



What it includes:

- Ability to create Instagram Stories throughout the day
 - Maximum of 10 frames per day
 - Ability to include two affiliate links to brokerage website and/or listing page
- A static image post on LP Instagram profile announcing the takeover in advance to encourage Instagram Story views and engagement
- 1 Reel and 1 static image post up with to 10 frames of selected listings on LP channels on takeover day
- A private consultation with LP's social media team to plan content shared on the day of takeover

Restrictions: Only 1 per company per calendar year

**Additional guidelines will be provided by the LP team*



\$1,000 PER BROKERAGE

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

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
January	Wednesday, December 21 2022	Thursday, December 22 2022
February	Wednesday, January 18	Thursday, January 19
March	Wednesday, February 15	Thursday, February 16
April	Wednesday, March 22	Thursday, March 23
May	Wednesday, April 19	Thursday, April 20
June	Wednesday, May 17	Thursday, May 18
July	Wednesday, June 21	Thursday, June 22
August	Wednesday, July 19	Thursday, July 20
September	Wednesday, August 23	Thursday, August 24
October	Wednesday, September 20	Thursday, September 21
November	Wednesday, October 20	Thursday, October 19
December	Monday, November 20	Tuesday, November 21

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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 LP 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, January 31	Wednesday, February 1
April	Tuesday, March 14	Wednesday, March 15
May	Tuesday, April 18	Wednesday, April 19
June	Tuesday, May 16	Wednesday, May 17
July	Tuesday, June 13	Wednesday, June 14
August	Tuesday, July 11	Wednesday, July 12
September	Tuesday, August 15	Wednesday, August 16
October	Tuesday, September 12	Wednesday, September 13

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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

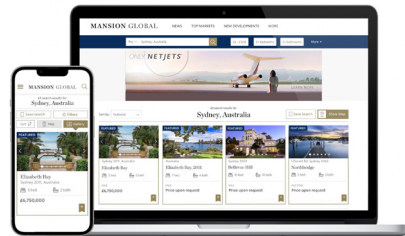
— BARRON'S | PENTA —
 8.5M Monthly Unique Visitors
 30M Monthly Page Views

— 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 20 2022	Wednesday, December 23 2022
February	Tuesday, January 24	Wednesday, January 25
March	Tuesday, February 21	Wednesday, February 22
April	Tuesday, March 21	Wednesday, March 22
May	Tuesday, April 25	Wednesday, April 26
June	Tuesday, May 23	Wednesday, May 24
July	Tuesday, June 20	Wednesday, June 21
August	Tuesday, July 25	Wednesday, July 26
September	Tuesday, August 22	Wednesday, August 23
October	Tuesday, September 26	Wednesday, September 27
November	Tuesday, October 24	Wednesday, October 25
December	Tuesday, November 21	Wednesday, November 22

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DIGITAL ADVERTISING

Instagram Reels Collaboration

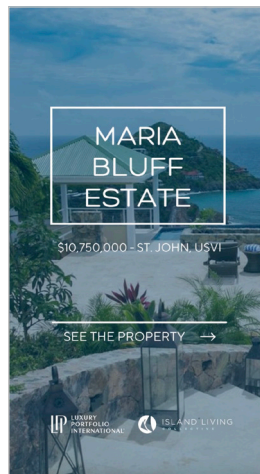
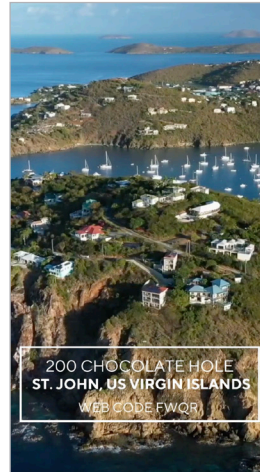
Video is the future of not only Instagram, but social media at large as platforms continue to adjust their algorithms to favor video content over traditional images. Instagram Reels are the most optimal way to showcase your stunning listing to Luxury Portfolio's Instagram high caliber audience of over 22k followers. Send our team a high-resolution video with no text overlays under 2 minutes in length. It will then be custom edited for peak engagement and framed with LP's co-branded Reel template, including your brokerage logo, web code, and location information.

LP's social media team will provide you with the Instagram Reel video file to repurpose as you please and utilize across your brokerage social media channels .

Restrictions: Only 2 per company per month
 *Must not be the same listing



Scan for an example



\$250 PER REEL

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

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
January	Wednesday, December 21 2022	Thursday, December 22 2022
February	Wednesday, January 18	Thursday, January 19
March	Wednesday, February 15	Thursday, February 16
April	Wednesday, March 22	Thursday, March 23
May	Wednesday, April 19	Thursday, April 20
June	Wednesday, May 17	Thursday, May 18
July	Wednesday, June 21	Thursday, June 22
August	Wednesday, July 19	Thursday, July 20
September	Wednesday, August 23	Thursday, August 24
October	Wednesday, September 20	Thursday, September 21
November	Wednesday, October 18	Thursday, October 19
December	Monday, November 20	Tuesday, November 21

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DIGITAL ADVERTISING

Listing Syndications & Affiliated Websites

Automatic digital promotion for listings

Included in LP membership, all properties on 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 to sync to all websites. Not all listings are included on all websites; see pricing thresholds and additional criteria noted.

THE WALL STREET JOURNAL. wsj.com	MANSION GLOBAL mansionsglobal.com	BARRON'S PENTA barrons.com and Penta online	COUNTRY LIFE countrylife.co.uk	MarketWatch marketwatch.com
FINANCIAL TIMES propertylistings.ft.com	JAMES EDITION jamesedition.com	居外 Juwai.com juwai.com	Leading REAL ESTATE COMPANIES OF THE WORLD leadingre.com	WeChat



Local Advertising: Lifestyle-Targeted Banner Ads through Addy

Through LP'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.**

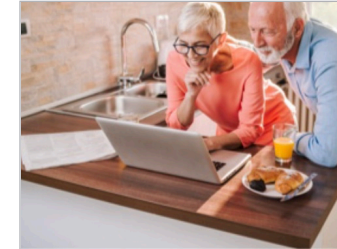
Plus, LP members receive 10% off! Cost varies per market. Check the Addy website for options available in your selected area.

3. HOW TO ACCESS AND PLACE YOUR ORDER:

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

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

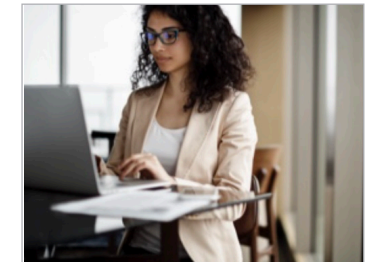
**Non-U.S. targeting can be custom created through an Addy representative.area.*



Reach
Affluent Home Hunters
based on their online browsing behavior



Reach
Affluent Investors
based on their online browsing behavior



Reach
Busy Professionals
based on their online browsing behavior

LP Digital Bundle

One purchase, multiple points of promotion

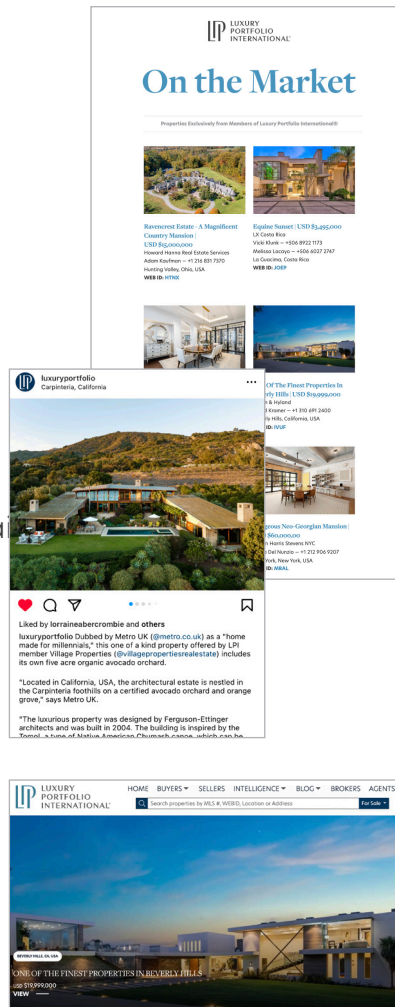
Maximize the exposure for your listing on luxuryportfolio.com through the LP Digital Bundle.

EACH PURCHASE INCLUDES

1. LP homepage slideshow (second carousel)
2. Listing feature in monthly On the Market email newsletter
3. A social media post across LP channels; Instagram, Facebook, LinkedIn, and Twitter
(Additional details on following page)

QUALIFICATIONS & RESTRICTIONS

- Listing must be live on luxuryportfolio.com
- Not applicable to land only listings
- Maximum of three (3) listings per company allowed each month



\$750

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

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
January	Wednesday, December 21 2022	Thursday, December 22 2022
February	Wednesday, January 18	Thursday, January 19
March	Wednesday, February 15	Thursday, February 16
April	Wednesday, March 22	Thursday, March 23
May	Wednesday, April 19	Thursday, April 20
June	Wednesday, May 17	Thursday, May 18
July	Wednesday, June 21	Thursday, June 22
August	Wednesday, July 19	Thursday, July 20
September	Wednesday, August 23	Thursday, August 24
October	Wednesday, September 20	Thursday, September 21
November	Wednesday, October 18	Thursday, October 19
December	Monday, November 20	Tuesday, November 21

**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.*

DIGITAL ADVERTISING

LP Digital Bundle (Continued)

\$750 INCLUDES:

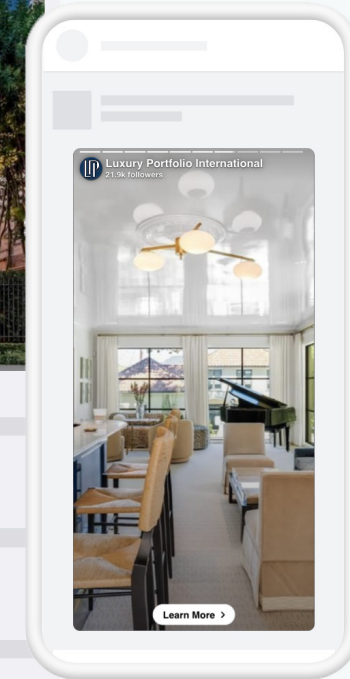
- Your property featured in the second homepage slideshow on luxuryportfolio.com for the entire month
- One post for featuring the property on the LP social media channels (Instagram, Facebook, LinkedIn, and Twitter) within the month purchased with up to 10 curated image frames. Includes your detailed listing description and brokerage 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
- Social Display Banner advertisements of your property run on popular publisher webpages (news, lifestyle, entertainment, business, etc.) that house display banner space.
- Social display banners run for 30 days in two sizes, 300x250 and 300x600
- The banner ads will be linked to the listing page on luxuryportfolio.com, directly driving web traffic to your listing
- Banner ads target affluent consumers with an interest in real estate in the U.S., Europe, and Asia-Pacific

WHAT ARE SOCIAL DISPLAY BANNER ADVERTISEMENTS?

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

WHERE WILL THE SOCIAL DISPLAY 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.



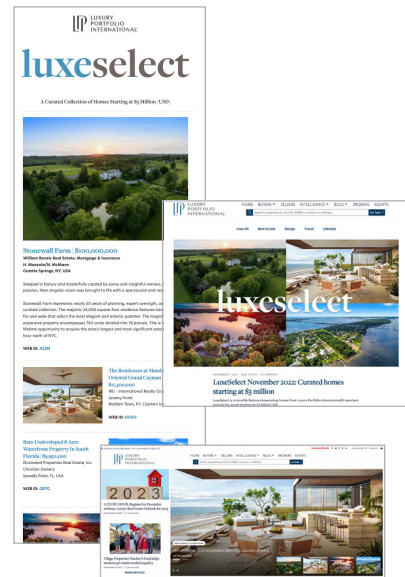
DIGITAL ADVERTISING

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 LP website
3. LP 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 12	Wednesday, December 21 2022	Thursday, December 22 2022
February 9	Wednesday, January 18	Thursday, January 19
March 9	Wednesday, February 15	Thursday, February 16
April 13	Wednesday, March 22	Thursday, March 23
May 11	Wednesday, April 19	Thursday, April 20
June 8	Wednesday, May 17	Thursday, May 18
July 13	Wednesday, June 21	Thursday, June 22
August 10	Wednesday, July 19	Thursday, July 20
September 7	Wednesday, August 23	Thursday, August 24
October 12	Wednesday, September 20	Thursday, September 21
November 9	Wednesday, October 18	Thursday, October 19
December 7	Monday, November 20	Tuesday, November 21

** 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

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 is product is not accessible in the European Economic Area (EEA). Banner ads will not serve to consumers in the EEA.

BANNER AD TARGETING

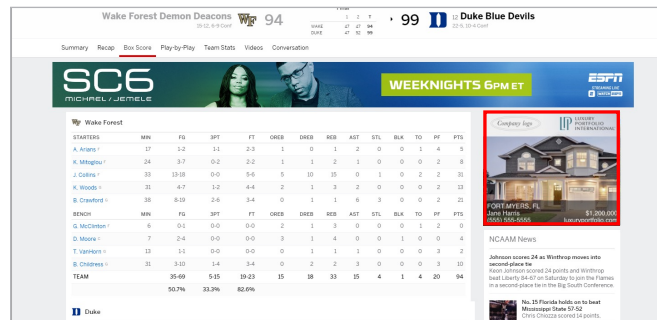
The Adwerx banner ads utilizes "retargeting" to follow your audience around the internet and will be shown to people browsing relevant content and real estate related websites.

It will also appear on:  

REQUIRED AD MATERIALS

The banner ad will be populated with information from the listing page on luxuryportfolio.com:

- 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

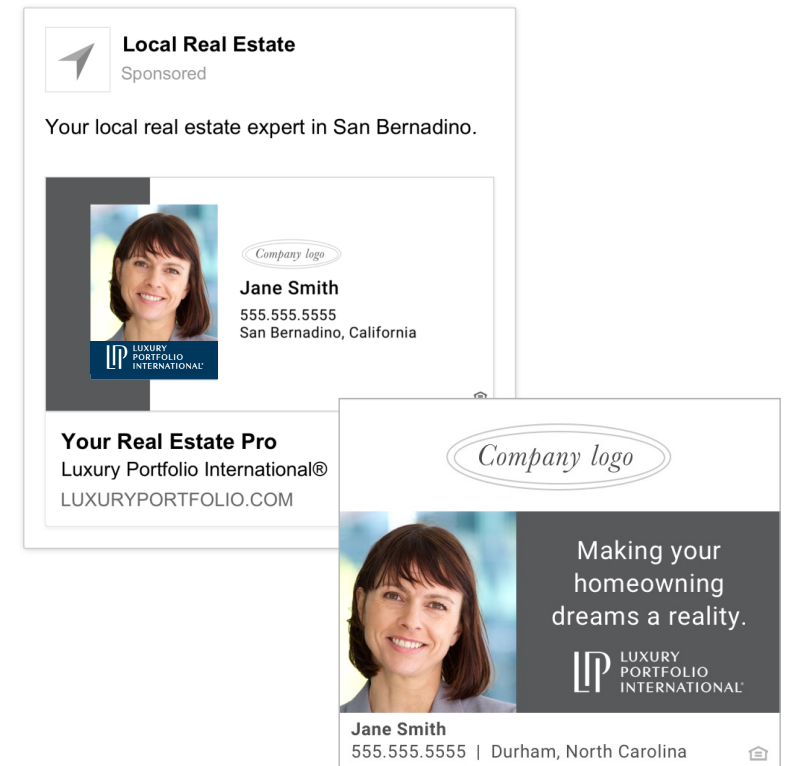
The banner ad will be populated with information from the listing page on luxuryportfolio.com:

- 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

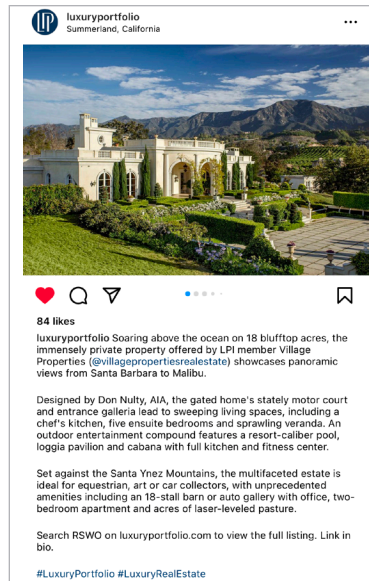
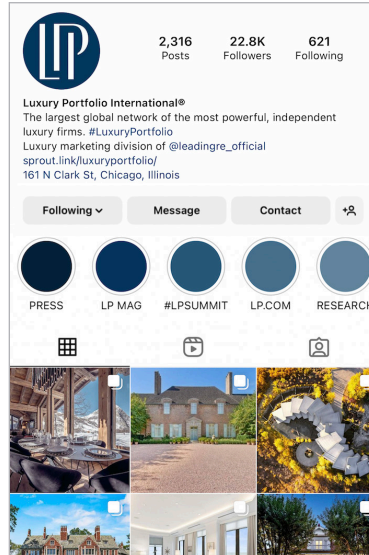
Image Post on LP Social Media

Take advantage of Luxury Portfolio’s refined audience on our various social platforms by featuring your listing in a carousel image post. Provide as many listing photographs as you wish, and our social media team will select the 10 strongest visuals. We will curate your property images to stand out on Instagram, Facebook, LinkedIn, and Twitter and provide customized post captions to draw in our audience. With a combined social media channel following of 77,000+, showcase your listing to the eyes who matter most.

Restrictions: Only 2 per company per month
 *Must not be the same listing



Scan for an example



\$150 PER PROPERTY

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

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
January	Wednesday, December 21 2022	Thursday, December 22 2022
February	Wednesday, January 18	Thursday, January 19
March	Wednesday, February 15	Thursday, February 16
April	Wednesday, March 22	Thursday, March 23
May	Wednesday, April 19	Thursday, April 20
June	Wednesday, May 17	Thursday, May 18
July	Wednesday, June 21	Thursday, June 22
August	Wednesday, July 19	Thursday, July 20
September	Wednesday, August 23	Thursday, August 24
October	Wednesday, September 20	Thursday, September 21
November	Wednesday, October 18	Thursday, October 19
December	Monday, November 20	Tuesday, November 21

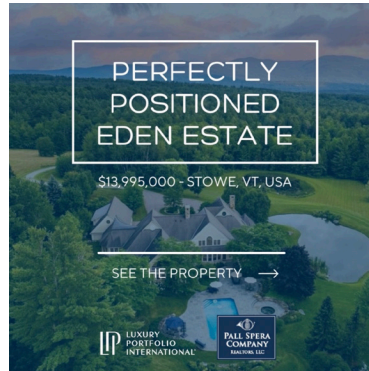
**All ad cancellations must be made prior to the reservation close date; otherwise charges will still be incurred. All co-op ads and photography are subject to approval by Luxury Portfolio.*

DIGITAL ADVERTISING

Video Post on LP Social Media

You've already produced an amazing listing video, now showcase it on Luxury Portfolio's social media channels, LinkedIn, Facebook, and Twitter. Video content is the most engaging way to showcase your luxury listing to LP's robust audience. Simply provide us with your text and watermark free high-resolution property video and our team will insert it into a custom co-branded video template to give your video a luxurious, unique flair.

*Restrictions: Only 2 per company per month
Must not be the same listing



Scan for an example



**RECOMMENDED PAIRING:
INSTAGRAM REELS
COLLABORATION**



\$275 PER VIDEO

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

ISSUE	RESERVATIONS CLOSE*	MATERIALS DUE
January	Wednesday, December 21 2022	Thursday, December 22 2022
February	Wednesday, January 20	Thursday, January 19
March	Wednesday, February 15	Thursday, February 16
April	Wednesday, March 22	Thursday, March 23
May	Wednesday, April 19	Thursday, April 20
June	Wednesday, May 17	Thursday, May 18
July	Wednesday, June 21	Thursday, June 22
August	Wednesday, July 19	Thursday, July 20
September	Wednesday, August 23	Thursday, August 24
October	Wednesday, September 20	Thursday, September 21
November	Wednesday, October 18	Thursday, October 19
December	Monday, November 20	Tuesday, November 21

**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 LP ADVERTISING

ABOUT LP ADVERTISING

Materials & Advertising Specifications

LP'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 LP 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

UPLOAD YOUR MATERIALS FOR THE RESERVATION IN LUXEXCHANGE

To edit or upload materials, go to Advertising Toolbox > Ads in Progress

← / 📁 / Manage Ads / Edit Ad

Skip and Add Later

Advertisement Information

Advertising Agent

Phone Number

Email

Description

The glamorous outdoor living area with crystal-clear pool & spa, a fabulous gourmet kitchen, tropical landscaping and city views stretching over 180 degrees will captivate you from every angle.

4 characters remaining

Photo

Primary Photo

Dele



ABOUT LP ADVERTISING

Advertising FAQs

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 ADVERTISE A RENTAL PROPERTY?

No. We do not allow rental properties in our print/digital advertising nor rental affiliation through third party services.

CAN I EDIT THE BROKERAGE NAME ON MY AD?

No. LP advertisements must include the broker of record as displayed on luxuryportfolio.com.

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 LP 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 in the proof chat prior to publishing. This proof is meant to capture only the last minute price changes and correct any production errors.

ARE THERE ANY RESTRICTIONS ON PHOTO SUBMISSIONS?

Due to the design nature of the advertising, all photography is subject to approval by the LP 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.

Find additional resources at
support.luxuryportfolio.com