

# LUXURY HOME<sup>®</sup>

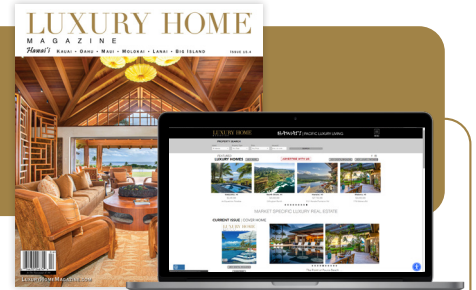
M A G A Z I N E

KAUAI • OAHU • MAUI • MOLOKAI • LANAI • BIG ISLAND

*Hawai'i*

## AFFILIATE ADVERTISER MEDIA KIT 2022

EFFECTIVE & PROVEN MARKETING SOLUTIONS



SHOWCASING HAWAII'S LUXURY HOMES



BRANDING REALTORS IN THE HAWAII REAL ESTATE MARKET





# VALUE ADDED

## THE MOST EFFECTIVE ADVERTISING MARKETING SOLUTION TO SHOWCASE YOUR LUXURY HAWAII BUSINESS

*Luxury Home Magazine®* is a quality bimonthly publication that highlights Hawaiian luxury homes and the lifestyle that accompanies them. We are targeted to an affluent audience that acquires and has an affinity for Hawaii's luxury lifestyle.

We are known nationally and in Hawaii because of our handsomely designed, oversize pages. Our format allows for your business to be presented clearly and with style.

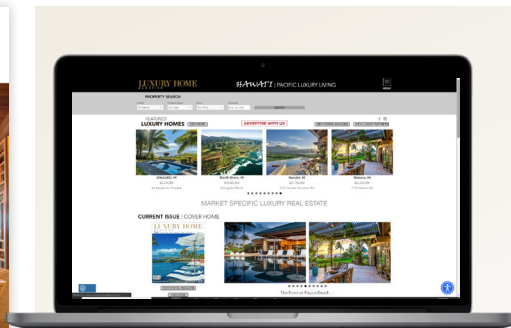
The combination of our design with durable semi-gloss pages in rich, full color, has maximum impact on potential clients.

Our quality branding and presentation provides our advertisers with longevity and proven results.



### IN PRINT

- Oversize, high-quality print ad, size: 10.5" x 12"
- Market Specific to Hawaii plus additional national branding exposure across the United States
- The only Hawaiian "Real Estate & Luxury Lifestyle" publication in Hawaii available for sale at bookstores and on newsstands
- Direct mailed with special labeling to advertiser's top 25 clients and prospects
- Placement with the concierges of 15+ top luxury hotels and resorts across Hawaii
- Circulated statewide on all islands
- Additional marketing support with pre-announcement postcards of LHM presence sent to advertiser's addresses of choice
- Brands advertisers as knowing the luxury market; your consistent ad communicates your brand presence to prospective clients.
- Print support with extra copies of the magazine as needed for business, tradeshow, open houses, and more
- Digital support with high- and low-resolution logos for branding, and PDFs of advertisement for flyers and brochures



### ONLINE

#### **LuxuryHomeMagazine.com**

In addition to our fantastic local print distribution channels, *Luxury Home Magazine®* has one of the strongest digital platforms available for marketing luxury properties worldwide. With more than 20 affiliated publications printed across the nation, readers from all markets are directed to our websites, and in turn, your business.

**Search Engine Optimization (SEO):** We are on the first page of websites including Google, Yahoo!, and Bing under search terms such as Luxury Homes, Hawaii Luxury Real Estate, and more.

**Multiple Digital Platforms:** *Luxury Home Magazine®* represents your business on multiple platforms, from social media to blogs. This gives you local, national, and international exposure. *Luxury Home Magazine®* is also available through a digital edition, allowing you to e-mail our web-based magazine to out-of-area clients.

Visitors to our sites can also enjoy features that will further promote you and your business:

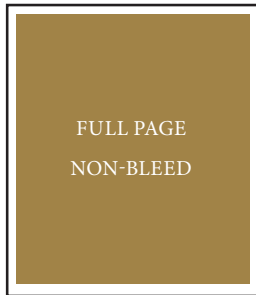
- Interactive digital issues
- Company profiles
- Links to your personal website
- Ability to host video tours and link to virtual tours
- Printable flyers



To learn more about driving leads to your listing, visit:  
808.499.5491 | [info@lhmhi.com](mailto:info@lhmhi.com) | [www.LuxuryHomeMagazine.com](http://www.LuxuryHomeMagazine.com)

# RATES, SPECS & CIRCULATION

## ADVERTISING RATES



Full Page  
6x \$2,250



Two-Page Spread  
6x \$4,000

### BACK COVER - \$5,500

Reserved for advertisers with a six-issue agreement. Must refresh ad design at least once every other issue.

### GATEFOLD - \$2,295

Rate is per page with a 4-page minimum.

\* There will be an additional 10% charge for premium placement  
All prices are net + tax

### Advertising Specifications

| Advertising Specifications | Width | Height |
|----------------------------|-------|--------|
| Publication Trim Size      | 10.5" | 12"    |
| Full Page Non-Bleed        | 10"   | 11.5"  |
| Full Page Bleed            | 10.5" | 12"    |
| Double Page Bleed          | 21"   | 12"    |

Bleed is an additional 0.25" on all sides.

These are not included in the listed measurements.

## DIGITAL FILE REQUIREMENTS

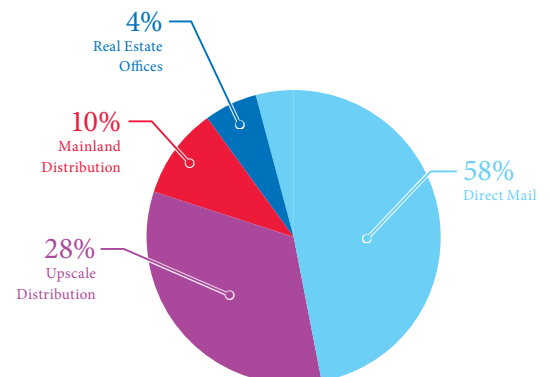
*Luxury Home Magazine*® only accepts high-resolution (minimum 300dpi), press-ready PDF or EPS files. Please follow these guidelines when creating a final file:

- Outline all fonts and flatten all layers in your file prior to saving.
- Convert all images to CMYK. **RGB, LAB, ICC and Spot colors are NOT allowed.**
- Embed all component files and resources (linked EPS and TIFF images).
- Output a hard copy color proof of ad to test photo quality. Inkjet and laser prints are not acceptable.
- Submit via FTP upload (contact [info@lhmhi.com](mailto:info@lhmhi.com) for current upload information).

## CIRCULATION & DISTRIBUTION

As an advertiser, the most important component to an effective return on investment is circulation and distribution. Get the unique benefits of the most comprehensive and targeted upscale distribution in Hawaii's current market.

- *Luxury Home Magazine*® is printed 6x a year, bimonthly.
- **45,000+** readers each issue (3x reader pass-along).
- **12,000+** magazines are printed each issue.
- **7,000+** magazines are direct mailed to our private list of finely targeted high net-worth individuals locally in Hawaii and across the nation. Owners or previous owners of high-end Hawaiian property, current or past renters of luxury homes, etc. Locally mailed to Hawaii's top CEOs, business leaders, celebrities, high net-worth households, affluent, and influential residents. Direct mailed to advertiser's select top clients anywhere in Hawaii or the mainland.
- **3,300+** magazines are distributed to high-end venues and upscale businesses such as Luxury Resorts & Spas, Select Hotels, Golf Courses, Luxury Car Dealerships, Elective Medical/Surgery Centers, and Select Retailers.
- **1,200+** magazines are distributed to the mainland at airline lounges, luxury auctions, special events, trade shows, and real estate offices.
- **500+** magazines are distributed to the top real estate offices throughout the area.



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## Space Reservation & Deadlines

# 2022

Reservation  
Deadline

Ad Copy and  
Photos Due

Circulation  
Begins

Issue 17.1

February/March



**01/19/22**

02/25/22

Issue 17.2

April/May



**03/09/22**

04/15/22

Issue 17.3

June/July



**05/04/22**

06/10/22

Issue 17.4

August/September



**07/06/22**

08/12/22

Issue 17.5

October/November

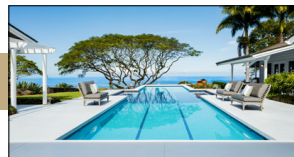


**09/07/22**

10/14/22

Issue 17.6

December/January



**11/02/22**

12/14/22

# RATES & CIRCULATION

## LHM HAWAII ADVERTISING RATES

|                 |         |
|-----------------|---------|
| 6 Issues        |         |
| Full Page       | \$2,250 |
| Two-Page Spread | \$4,000 |

Please note LHM Hawaii is published bimonthly (6x annually). Monthly prices are shown for budgeting information; however, all rates are per consecutive issue and will not be divided for payment purposes. All rates are net and do not reflect tax or agency fees.

## FULL-PAGE ADS & TWO-PAGE SPREADS

- Price includes standard layout and page design including a proof provided via e-mail.
- All advertisers will appear online on the LHM website, along with an agent photo, a link to your personal website, and any videos or virtual tours you may have.
- All listings will be featured online with up to five (5) photos of each home.

### COVER PACKAGE - \$4,600

Includes front cover, two-page spread inside the magazine, and featured home placement on [LuxuryHomeMagazine.com](http://LuxuryHomeMagazine.com). Reserved for advertisers with a minimum four-issue membership.

### BACK COVER - \$5,500

Reserved for advertisers with a six-issue agreement. Must refresh ad design at least once every other issue.

### GATEFOLD - \$2,295

Rate is per page with a 4-page minimum.

### DELUXE PAGE - \$775

Complement your full-page ad with an adjacent full-page image that effectively creates a two-page spread. Photo must be high-quality, large file size, and pass editorial approval. May include limited text and Realtor or company name. Available to advertisers with a six-issue membership.

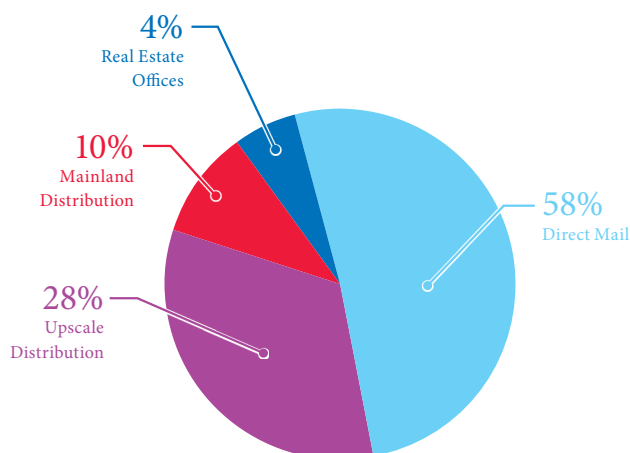
\*All listings will also be represented on [LuxuryHomeMagazine.com](http://LuxuryHomeMagazine.com)

## CIRCULATION & DISTRIBUTION

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## IN PRINT | DIRECT MAILED

- *Luxury Home Magazine*® is printed 6x a year, bimonthly.
- **45,000+** readers each issue (3x reader pass-along).
- **12,000+** magazines are printed each issue.
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- **3,300+** magazines are distributed to high-end venues and upscale businesses such as Luxury Resorts & Spas, Select Hotels, Golf Courses, Luxury Car Dealerships, Elective Medical/Surgery Centers, and Select Retailers.
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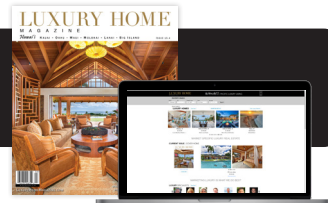


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# RATES, CIRCULATION & CALENDAR



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## ONLINE | LUXURYHOMEMAGAZINE.COM

In addition to our fantastic local print distribution channels, *Luxury Home Magazine*® has one of the strongest digital platforms available for marketing luxury properties worldwide. With more than 20 affiliated publications printed across the nation, readers from all markets are directed to our websites, and in turn, your company.

**Search Engine Optimization (SEO):** We are on the first page of popular search engines with terms such as Luxury Homes, Hawaii Luxury Real Estate, and more.

**Multiple Digital Platforms:** *Luxury Home Magazine*® represents your listings on multiple platforms, from social media to blogs. This gives you local, national, and international exposure. *Luxury Home Magazine*® is also available through a digital edition, allowing you to e-mail our web-based magazine to out-of-area clients.

**Additionally:** Visitors to our site can also enjoy features that will further promote you and your business.

- Interactive digital issues
- Company profiles
- Links to your personal website
- Ability to host video tours and link to virtual tours
- Printable flyers

## 2022 PUBLICATION DATES & DEADLINES

| Issue Number                   | 17.1  | 17.2  | 17.3  | 17.4  | 17.5  | 17.6  |
|--------------------------------|-------|-------|-------|-------|-------|-------|
| Reservation & Ad Copy Deadline | 01/19 | 03/09 | 05/04 | 07/06 | 09/07 | 11/02 |
| Approx. Circulation Date       | 02/25 | 04/15 | 06/10 | 08/12 | 10/14 | 12/14 |

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LHM  
SOCIAL  
MEDIA





## LUXURY HOME MAGAZINE - HAWAII™ AFFILIATE ADVERTISER RESERVATION AGREEMENT

This contract and reservation is initiated on \_\_\_\_\_, between Luxury Home Magazine of Hawaii™, (hereafter referred to as LHM) and \_\_\_\_\_, hereafter referred to as The Client. The Client has agreed to the following service from LHM beginning with Vol. \_\_\_\_\_ Issue \_\_\_\_\_:

Number of Pages \_\_\_\_\_

**Advertising Options for FULL pages**

☐ 6 issues (12 months) each consecutive issue \$2,250 + tax

**Advertising Options for TWO-PAGE spread**

☐ 6 issues (12 months) each consecutive issue \$4,000 + tax

☐ **Front Cover Package \$4,600 + tax**

*Includes two full interior pages featuring the cover home and featured placement on the LHM Hawaii website (www.LuxuryHomeMagazine.com/hawaii).*

☐ **Back Cover \$5,500 + tax**

*All ads that are full page, receive placement on the LHM Hawaii website, and on client request a high-resolution PDF of the ad for print purposes (not to be duplicated in whole or in part in other publications).*

**Special Notes****PAYMENT: CREDIT CARD AUTHORIZATION**

A credit card must be on file for every client to ensure prompt payment for services rendered. Credit cards will be automatically run initially upon receipt of completed contract and subsequently one week prior to reservation deadline. A zero balance invoice will be issued as your receipt after your payment has been received.

☐ **Use my credit card each issue. I understand that credit cards are automatically run initially upon receipt of completed contract and subsequently one week prior to reservation deadline.**

Type: ☐ Visa ☐ MasterCard ☐ American Express (subject to additional 2% service fee)

Name as it appears on card: \_\_\_\_\_

Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3-Digit Security Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: Alt. Phone: \_\_\_\_\_

E-mail for Invoice: \_\_\_\_\_

Signature: \_\_\_\_\_

Luxury Home Magazine® Hawaii  
501 Fourth Street #854  
Lake Oswego, OR 97034  
808.499.5491  
info@lhmhi.com  
LuxuryHomeMagazine.com



## TERMS AND CONDITIONS:

**PAYMENT** – All rates quoted are per consecutive issue. Exceptions are granted on case-by-case basis and must be in writing from LHM. A credit card must be on file for every client to ensure prompt payment for services rendered. Credit cards will be automatically run initially upon receipt of completed contract and subsequently one week prior to reservation deadline. A zero balance invoice will be issued as your receipt after your payment has been received. No reminder of payment due will be sent prior. LHM will provide you notice should your credit card be declined and you will have 3 business days to remedy the situation or your contract will be cancelled. Should you opt to pay by check, it must be in writing and approved by LHM. Check payers will be invoiced immediately with a payment deadline. There is a \$10/day fee for late payment up to \$250 and a \$50 fee for bounced checks. Additionally, should payment not be received within 7 days of the deadline as specified on the invoice or should your check bounce, your credit card will be run automatically for the full amount plus any penalties incurred. Special Discounts may not be applied with other offers. Payment by checks must have postage dated by reservation deadline date. See reservation calendar for dates. Special discounts may not be applied with other discounts.

**MATERIAL SUBMISSION** – LHM will facilitate and tailor the design of The Client page to fit LHM specified templates. Template design is strictly enforced. Custom charges will apply for any special modifications of materials received. All supplied photography must contain authorization from the photographer to The Client and photo credit must be submitted. LHM retains the right to reuse submitted photography for marketing purposes. All spelling, grammar and content will be the sole responsibility of The Client. If no changes to the current ad running are received by the ad reservation deadline for the upcoming issue, and the upcoming issue is within contract, then the ad will run as an exact reprint. All change requests must be in writing to [ads@lhmhi.com](mailto:ads@lhmhi.com). Ad deadlines and related information can be found in the publishing schedule. Unless expressly prohibited, all materials submitted to LHM may be used to promote and market the magazine via web and print.

**COPYRIGHT** – Luxury Home Magazine® is a division of LHM Media Group. All rights are reserved. Reproduction in whole or part without written permission is prohibited. Luxury Home Magazine® is a registered trademark of Sunshine Publications, Inc. Materials and/or formats in the magazine may not be reproduced in any form without written consent from the Publisher. Cancellation – As with all other publications, advertisers are afforded discounts based on volume and predictable advertisement revenue. We pass these savings to our advertising customers. All cancellations must be in writing and acknowledged by LHM. Should you choose to rescind on your contract, there is a \$250 fee per issue for the balance of your contract. Additionally, you will be charged in arrears for the difference of your contract rate and the current open rate for all issues run previously. This sum will be charged in full immediately on receiving written cancellation notice of your contract. 30-day notice prior to reservation deadline for any given issue is required. Cancellation notice received less than 30 days prior to deadline will go into effect the subsequent issue; you will also remain responsible to provide materials and pay the full rate for the current issue.

**FINE PRINT** – If any legal action and/or other proceeding is brought to construe, interpret or enforce the terms of this Contract, or otherwise arises out of its execution, the prevailing party shall be entitled to recover from the losing party such party's reasonable litigation costs and expenses, including but not limited to attorney fees and expert witness fees, at trial, in any arbitration or bankruptcy proceedings, on all levels an appellate review and for post-judgment matters. This contract contains the final and entire understanding between the parties with respect to its subject matter and is intended to be an integration of all prior negotiations and understandings. The parties shall not be bound by any terms, conditions, statements, warranties, or representations not contained in this contract. No change or modification of this Contract shall be valid unless it is in writing and is signed by both parties. Unless expressly prohibited upon submission, all images used in LHM may be reproduced for marketing materials in print and online for promotion of the publication.

Luxury Home Magazine® Hawaii  
501 Fourth Street #854  
Lake Oswego, OR 97034  
808.499.5491  
[info@lhmhi.com](mailto:info@lhmhi.com)  
[LuxuryHomeMagazine.com](http://LuxuryHomeMagazine.com)

Client (Print Name)

Client Signature

Date

Luxury Home Magazine - Hawaii