

LUXURY HOME

MAGAZINE

MEDIA KIT

Hawaii

Effective & Proven Marketing Solutions



Showcasing Hawaii's Luxury Homes

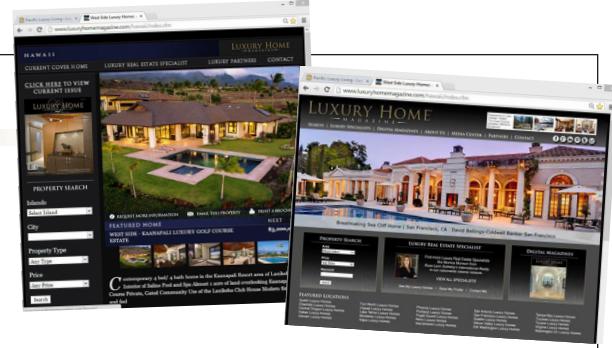


Branding Realtors in the Hawaii Real Estate Market



VALUE ADDED

The Most Effective Advertising Marketing Solution to Showcase Your Luxury Hawaii Real Estate



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 listings 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 buyers.

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 listing sent to advertiser's addresses of choice
- Brands advertisers as knowing the luxury market; your consistent ad communicates your brand presence to prospective buyers and sellers.
- Print support with extra copies of the magazine as needed for business, tradeshows, 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 listing.

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 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.

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

- 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:
LuxuryHomeMagazine.com

LuxuryHomeMagazine • Main: 866.853.2474 • Fax: 866.845.3457 • info@lhmhi.com

LuxuryHomeMagazine.com

LHM Hawaii Advertising Rates

	2 Issues	4 Issues	6 Issues
Full Page	\$1,995 (\$997.50/mo.)	\$1,785 (\$892.50/mo.)	\$1,595 (\$797.50/mo.)
Half Page	\$995 (\$497.50/mo.)	\$895 (\$447.50/mo.)	\$795 (\$397.50/mo.)

Please note that 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.**

Full Page Ads

- 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.

Half Page Ads

- Price includes standard layout, one (1) listing on half-page and up to three (3) photos.
- Page design includes a proof provided via e-mail.
- All listings will appear online on the LHM website, along with an agent photo, a link to agent's personal website, and any videos or virtual tours you may have.
- Half-page ads will not feature custom headers or custom layouts.

Cover Package - \$3,900

Includes front cover, two (2) page spread inside the magazine, and featured home placement on LuxuryHomeMagazine.com. Reserved for advertisers with a minimum four-issue agreement.

Gatefold - \$2,150 per page, per consecutive issue

Premier Pages - \$250 additional

Pages 4 & 5, center spread, surrounding insert, opposite of index, and inside left and right of back cover

Select Pages - \$150 additional

Preferred/Guaranteed Placement

Back Cover - \$4,900

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

*All listings will also be represented on LuxuryHomeMagazine.com

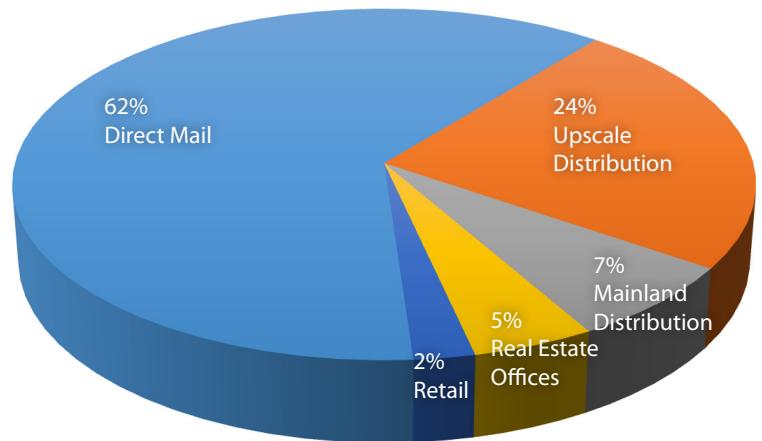


Circulation & Distribution

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.

In Print | Direct Mailed

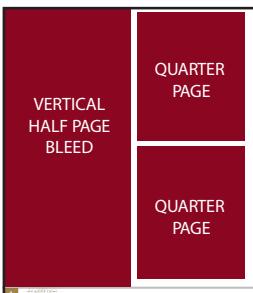
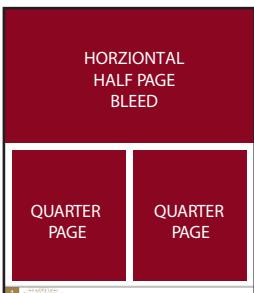
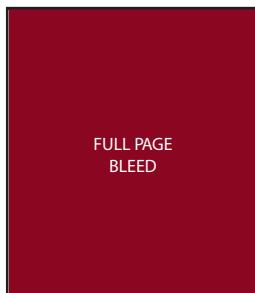
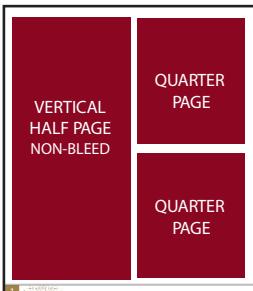
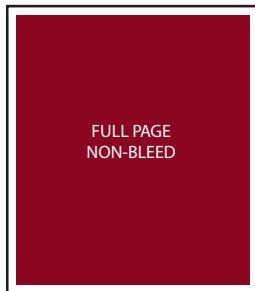
- *Luxury Home Magazine*® is printed 6x a year, bimonthly.
- **60,000+** readers each issue (3x reader pass-along).
- **15,000+** magazines are printed each issue.
- **5,000+** magazines are direct mailed to our private list of finely targeted high net-worth individuals locally in Hawaii and across The 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.
- **5,000+** 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.
- **1,500+** magazines are distributed to The Mainland at airline lounges, luxury auctions, special events, trade shows, and real estate offices.
- **1,000+** magazines are distributed to the top real estate offices throughout the area.
- **500+** magazines for miscellaneous distribution.



Affiliate Advertisers

Advertising Prices

FULL PAGE		HALF PAGE (Vertical or Horizontal)		QUARTER PAGE	
1x	\$3,350	1x	\$2,450	1x	\$1,850
3x	\$2,850	3x	\$2,050	3x	\$1,550
6x	\$2,250	6x	\$1,650	6x	\$1,250



FULL PAGE
BLEED
(REALTOR SECTION)

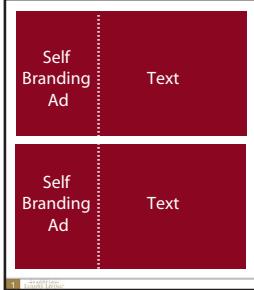
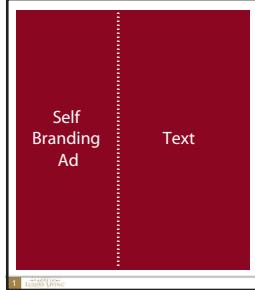
Advertising Specifications	Width	Height
Publication Trim Size	10.5"	12"
Full Page Non-Bleed	10"	11.5"
Full Page Bleed	10.5"	12"
Half Page Horizontal Bleed	10.5"	5.5"
Half Page Horizontal Non-Bleed	9.5"	5.25"
Half Page Vertical Non-Bleed	4.6"	10.75"
Half Page Vertical Bleed	5"	11.5"
Quarter Page	4.6"	5.25"

Bleed is an additional 0.25" on all sides.

These are not included in the listed measurements.

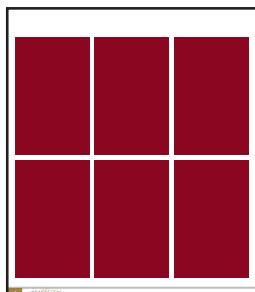
Advertiser Prices

FULL PAGE		HALF PAGE	
3x	\$1,950	3x	\$975
6x	\$1,750	6x	\$875



Advertiser Specifications
Full Page Self-Branding Ad Write-Up: 350-400 Words + Two Photos
Width: 2.75" Height: 10.75"
Half Page Self-Branding Ad Write-Up: 100-150 Words + One Photo
Width: 2.75" Height: 5.25"

Luxury Resource Center Prices



1/6 PAGE
6x \$600

Digital File Requirements

Luxury Home Magazine® only accepts high-resolution, 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 facilitate color matching. Inkjet and laser prints are not acceptable.
- E-mail ads@lhmhi.com for FTP upload information.

* There will be an additional 10% charge for premium placement

* All prices are net + tax

Luxury Resource Specifications	Width	Height
1/6 Page	3"	5"



Space Reservation & Deadlines 2018

Reservation
Deadline

Ad Copy and
Photos Due

Circulation
Begins

Issue 13.1

February/March



01/19/18

02/27/18

Issue 13.2

April/May



03/09/18

04/18/18

Issue 13.3

June/July



05/04/18

06/13/18

Issue 13.4

August/September



07/06/18

08/15/18

Issue 13.5

October/November



09/07/18

10/17/18

Issue 13.6

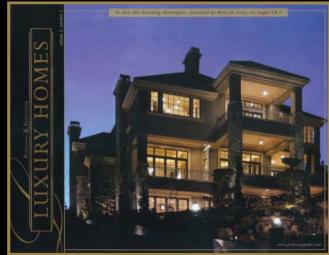
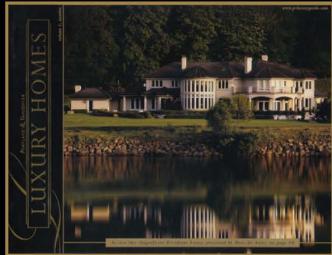
December/January



11/02/18

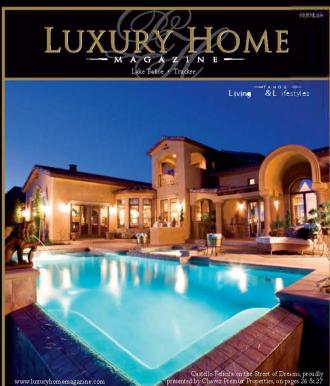
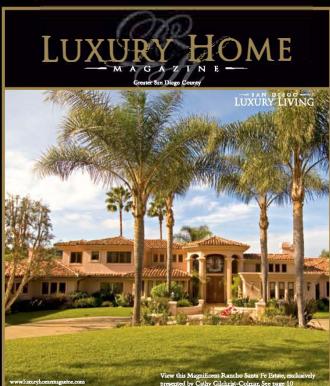
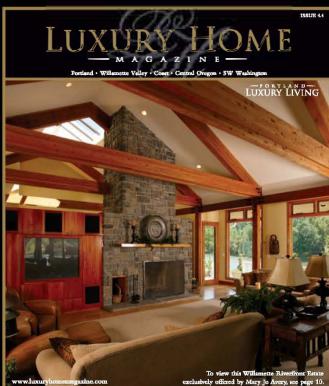
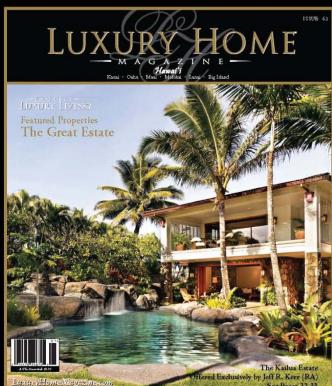
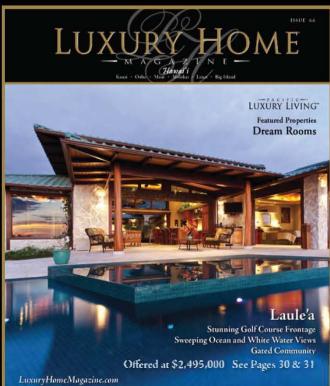
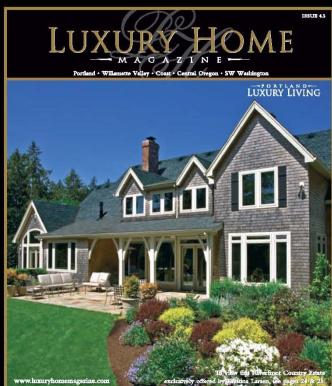
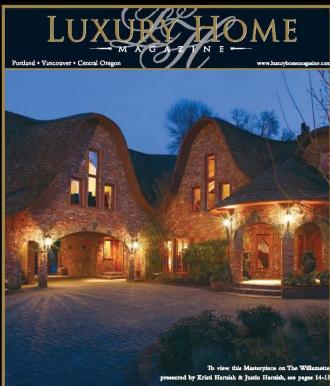
12/13/18

Powerful • Targeted • Proven



Luxury Home Magazine® is the leader in the market specific presentation of luxury homes and the luxury lifestyle. Our publication is an oversize "Coffee Table Magazine"™ featuring beautiful photography of exceptional homes with an easy-to-read layout. We utilize the most effective methods of targeted delivery to the wealthiest and most affluent buyers and sellers of luxury real estate. We are devoted to providing the highest quality of homes, goods, and services available to our readers.

Luxury Home Magazine®—the definitive publication for luxury real estate.



In Print • Direct Mailed • Online Digital Media™

LuxuryHomeMagazine.com | LuxuryHomeMagazineBlog.com