

# LUXURY HOME

MAGAZINE

Hawai'i KAUAI • OAHU • MAUI • MOLOKAI • LANAI • BIG ISLAND

AFFILIATE ADVERTISER

## MEDIA KIT 2019

EFFECTIVE & PROVEN MARKETING SOLUTIONS



SHOWCASING HAWAII'S LUXURY HOMES



BRANDING REALTORS IN THE HAWAII REAL ESTATE MARKET



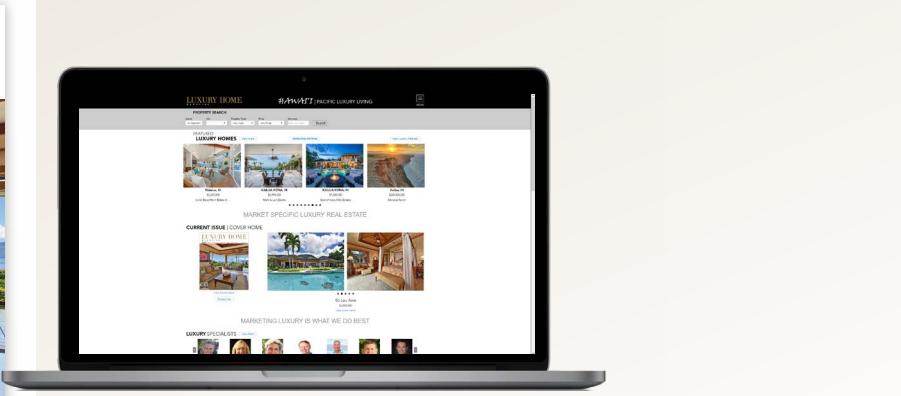
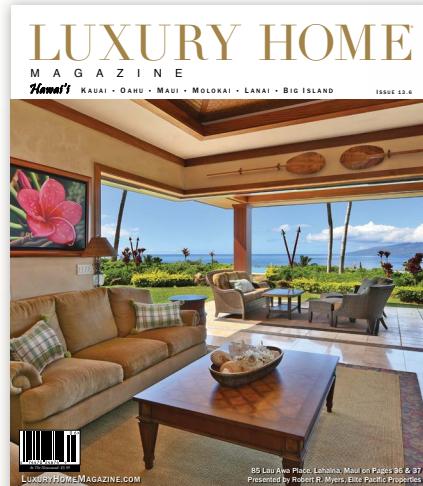
# VALUE ADDED

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

**Luxury Home Magazine**<sup>®</sup> 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, 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](http://LuxuryHomeMagazine.com)

In addition to our fantastic local print distribution channels, *Luxury Home Magazine*<sup>®</sup> 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*<sup>®</sup> represents your business on multiple platforms, from social media to blogs. This gives you local, national, and international exposure. *Luxury Home Magazine*<sup>®</sup> 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)

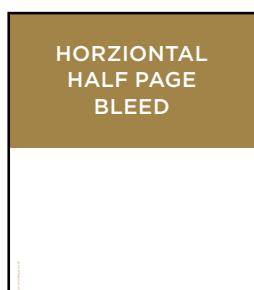
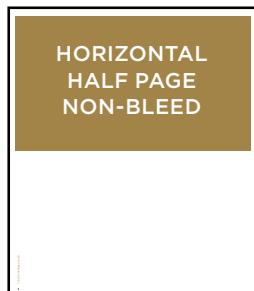
# RATES, SPECS & CIRCULATION

## ADVERTISING RATES

**Full Page**  
1x \$3,350  
3x \$2,850  
6x \$2,250



**Half Page**  
1x \$2,450  
3x \$2,050  
6x \$1,650



**TWO-PAGE SPREAD BLEED**

**Two-Page Spread**  
1x \$5,100  
3x \$4,600  
6x \$4,000

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

### Advertising Specifications

	<b>Width</b>	<b>Height</b>
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"
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

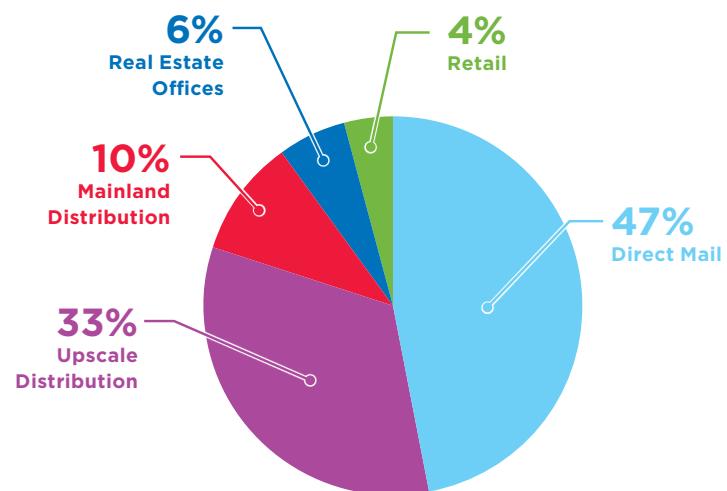
*Luxury Home Magazine*® only accepts high-resolution (minimum 300dpi), press-ready PDF or EPS files. Please follow these guidelines when creating a final file:

- 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 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).
- 15,000+ 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.
- 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.



To learn more about driving leads to your listing, visit:

808.499.5491 | info@lhmhi.com | www.LuxuryHomeMagazine.com



## Space Reservation & Deadlines

# 2019

Reservation  
Deadline

Ad Copy and  
Photos Due

Circulation  
Begins

Issue 14.1

February/March



**01/16/19**

02/27/19

Issue 14.2

April/May



**03/15/19**

04/17/19

Issue 14.3

June/July



**05/03/19**

06/12/19

Issue 14.4

August/September



**07/10/19**

08/14/19

Issue 14.5

October/November



**09/06/19**

10/16/19

Issue 14.6

December/January



**11/08/19**

12/18/19