

# LUXURY HOME

MAGAZINE

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

## MEDIA KIT 2019



EFFECTIVE & PROVEN MARKETING SOLUTIONS



SHOWCASING HAWAII'S LUXURY HOMES



BRANDING REALTORS IN THE HAWAII REAL ESTATE MARKET



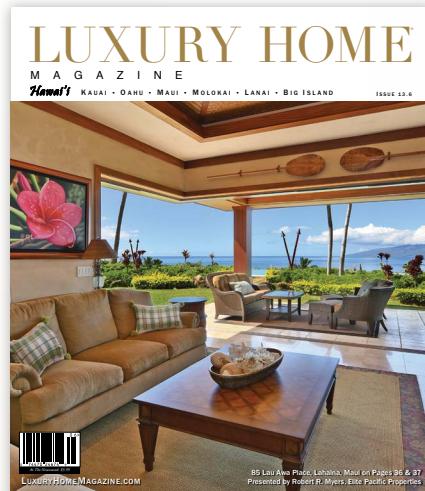
# VALUE ADDED

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

**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.

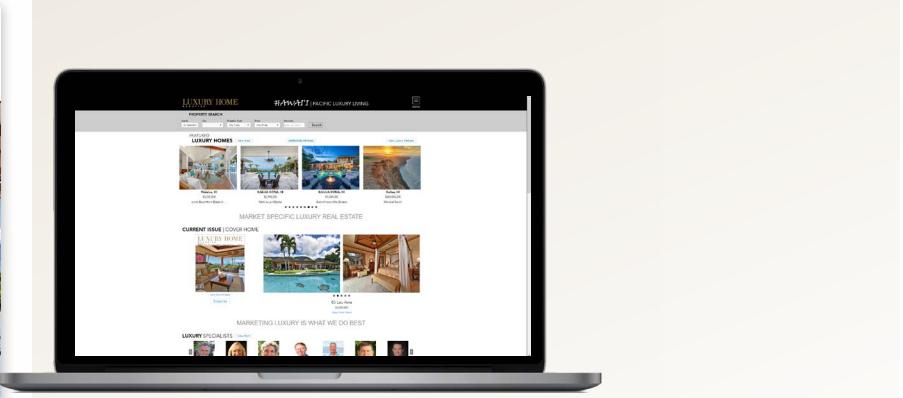
We are known nationally and in Hawaii because of our handsomely designed, oversize pages. Our format allows for your listings to be presented clearly and with style. The combination of our design with durable semi-gloss pages in rich, full color, has maximum impact on potential buyers.

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 each 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**<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 listing.

**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*<sup>®</sup> represents your listings 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 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:

808.499.5491 | [info@lhmhi.com](mailto:info@lhmhi.com) | [www.LuxuryHomeMagazine.com](http://www.LuxuryHomeMagazine.com)

# RATES & CIRCULATION

## LHM HAWAII ADVERTISING RATES

	2 Issues	4 Issues	6 Issues
<b>Full Page</b>	<b>\$2,195</b> (\$1097.50/mo.)	<b>\$1,895</b> (\$947.50/mo.)	<b>\$1,595</b> (\$797.50/mo.)
<b>Half Page</b>	<b>\$1,495</b> (\$747.50/mo.)	<b>\$1,295</b> (\$647.50/mo.)	<b>\$1,195</b> (\$597.50/mo.)
<b>Two-Page Spread</b>	<b>\$3,790</b> (\$1,895.00/mo.)	<b>\$3,490</b> (\$1,745.00/mo.)	<b>\$3,190</b> (\$1,595.00/mo.)

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.

## 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 - \$4,500

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

### BACK COVER - \$4,900

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

### GATEFOLD - \$2,150

Rate is per page with a 4-page minimum.

### DELUXE PAGE - \$750

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.

### SELECT PAGES - \$250 additional

Preferred/guaranteed placement within the magazine.

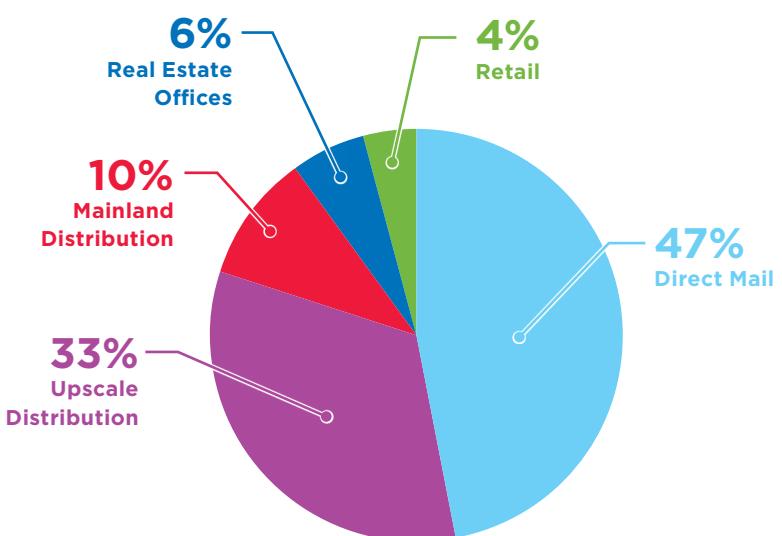
\*All listings will also be represented on LuxuryHomeMagazine.com

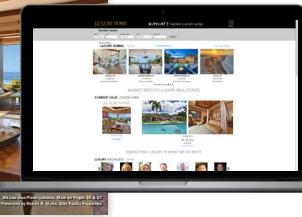
## CIRCULATION & DISTRIBUTION

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. Half-page ads will not feature custom headers or custom layouts.

## IN PRINT | DIRECT MAILED

- *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.





# Space Reservation & Deadlines 2019

Issue 14.1		01/16/19	02/27/19
Issue 14.2		03/15/19	04/17/19
Issue 14.3		05/03/19	06/12/19
Issue 14.4		07/10/19	08/14/19
Issue 14.5		09/06/19	10/16/19
Issue 14.6		11/08/19	12/18/19