

# RATES, CIRCULATION & CALENDAR



## AFFILIATE ADVERTISER RATES

	1 Issue	3 Issues	6 Issues
<b>Full Page</b>	<b>\$3,375</b>	<b>\$2,875</b>	<b>\$2,250</b>
<b>Half Page</b>	<b>\$2,475</b>	<b>\$2,075</b>	<b>\$1,650</b>
<b>Two-Page Spread</b>	<b>\$5,125</b>	<b>\$4,625</b>	<b>\$4,000</b>

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.

## 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.
- Submit via FTP upload (contact info@lhmhi.com for current upload information).

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

### COVER PACKAGE - \$4,500

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 - \$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 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](http://LuxuryHomeMagazine.com)

## 2020 PUBLICATION DATES & DEADLINES

Issue Number	15.1	15.2	15.3	15.4	15.5	15.6
<b>Reservation &amp; Ad Copy Deadline</b>	01/15	03/13	05/06	07/08	09/09	11/04
<b>Approx. Circulation Date</b>	02/26	04/15	06/17	08/19	10/21	12/16

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)

## 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.

## 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

LHM  
SOCIAL  
MEDIA

