

# PRESTIGE

## LUXURY COLLECTION & RESORT PROPERTIES INTERNATIONAL

**NEXT AVAILABLE ISSUE: SUMMER 2020 (DISTRIBUTION BEGINS IN JUNE) | DEADLINE TO RESERVE: FRIDAY, MAY 1, 2020**

The Berkshire Hathaway HomeServices Prestige Magazine is a glossy, coffee-table quality publication showcasing luxury and resort properties. It is the centerpiece of a highly effective program designed to reach an affluent audience with the means to make a luxury or resort home purchase.

**Editorial Content** - Most luxury real estate magazines consist solely of luxury home advertisements, which often leave the reader wanting more. Prestige delivers, with luxury lifestyle editorial content to accompany the luxury home advertising. From design to automobiles, fine art to international travel, each issue of Prestige covers luxury lifestyle subjects of interest to high-end consumers. In addition, there are regular editorial features, such as Our View, Design Trends, On Top of the World and Living in Luxury.

**Frequency** - Prestige is published 3 times each year, in the Spring, Summer and Fall.

**Print Distribution – 2 Magazines** Prestige offers a minimum print distribution of 20,000, with copies direct-mailed to affluent U.S. consumers, including individuals with a net worth of \$25 million and higher. Copies are also distributed in domestic and international airline lounges. In addition, copies are sent to the best clients and prospects among those advertising in each issue. For each full page of advertising, 100 copies are mailed to the advertiser's provided list of names and addresses. Furthermore, Prestige is sent to over 2,500 Luxury Collection Specialists and Berkshire Hathaway HomeServices marketing directors, all of whom are in the business of reaching potential buyers interested in making a luxury or resort home purchase.

**Unique Homes Magazine** - Prestige is inserted in its entirety into the full run of Unique Homes magazine. The world's leading luxury real estate magazine, Unique Homes offers a readership of 100,000+, and is sold by subscription and at newsstands both domestically and worldwide.

**Digital Distribution – 2 Magazines** Digital versions of both Prestige and Unique Homes issues are created and distributed online. Advertisers can send a link to both digital publications to any email lists that they maintain, which serves to further the distribution online.

### NEW—CUSTOMIZATION!

For each full page of advertising, we mail 100 customized copies of the issue to your provided list and send 20 customized copies to you. Your picture and contact information appears on the cover of these customized copies.

### NEW—UNLIMITED ONLINE FOR ONE YEAR!

Those with a half page or more in the Prestige Summer 2020 Issue receive a username/password to add their profile and unlimited properties to UniqueHomes.com for one year. (a \$1,795 value)

### NEW—SOCIAL MEDIA EXPOSURE!

Editorial coverage for all advertisers on Uniquehomes.com, with social media exposure included as well.



### NEW—REDUCED RATES!

Ad Rates	1x	3x
Quarter Page	\$550	\$495
Half Page	\$895	\$795
Full Page	\$1,695	\$1,495
2-page spread	\$2,495	\$1,995

PLEASE NOTE: this flyer is available without rate information. Just ask your advertising salesperson for a copy.

**To place an ad, contact your Unique Homes representative or:**

Bruce Griset, Director of Sales  
Unique Homes Magazine  
833-928-9020, bgriset@uniquehomes.com



BERKSHIRE HATHAWAY  
HomeServices

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