



BERKSHIRE HATHAWAY
HomeServices
Florida Properties Group

LUXURY
COLLECTION

LUXURY ADVERTISING

Every luxury consumer is different, but there are areas where their interests naturally converge. Our curated set of local, national and international publications target the world's elite and showcase the fine residences and estates that are represented by the **Berkshire Hathaway HomeServices** network.

LUXURY HOME MAGAZINE

TARGETED PRINT MARKETING | 100,000+ readers each issue and 17,500+ magazines direct mailed to the area's most influential residents including professional athletes, celebrities, CEO's, dignitaries, and into targeted affluent households. 7,500+ magazines distributed to high-end venues and upscale businesses throughout the Greater Tampa Bay and surrounding areas.

DIGITAL MEDIA | 2,000,000+ social media yearly impressions. Each advertised listing is automatically uploaded to our comprehensive national website **LuxuryHomeMagazine.com**, where visitors can enjoy and interact with additional features that help further promote you and your listings. Each issue is posted online as a carbon copy of the printed book, with interactive links in an **Online Digital Edition**. Luxury Home Magazine features our client advertisements daily on **Facebook, Instagram, and Twitter** to our growing audience.

RATE: \$1,000/half page (2X) | \$1,900/full page (2X)

Berkshire Hathaway HomeServices Florida Properties Group features a minimum of one full page in each bimonthly issue. Individual properties can be featured on the company page for just \$150.



PRESTIGE MAGAZINE

Prestige Magazine is a glossy, coffee-table-quality publication for showcasing luxury and resort properties. Prestige Magazine is not only a first-class listing tool; it is also an effective medium for reaching a high-end audience with the means to make a luxury and/or resort home purchase.

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 \$19 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. Furthermore, Prestige is sent to over 2,500 Luxury Collection Specialists and Berkshire Hathaway HomeServices marketing directors. Prestige is also 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. Prestige is published 3 times each year, in the Spring, Summer and Fall.

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.

RATES: \$919/half page | \$1,750/full page | \$3,500/2-page spread



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TAMPA BAY BUSINESS AND WEALTH

Tampa Bay Business & Wealth is a monthly publication that reaches 15,000+ CEO's in Hillsborough, Pinellas, Sarasota, Manatee and Polk counties, with the ability to add 30,000 more in Miami-Dade, Broward and Palm Beach counties as well. TBBW has the largest circulation of business-focused publication in the market. Their audience includes business owners, presidents, C-Level executives and senior-level management. Join the conversation on in-depth looks at the people behind the biggest business news and deals in Tampa Bay.

58,500 readers each issue

15,000 Total Distribution

RATE: \$3,045/quarter page | \$4,170/ half page | \$5,435/full page



DU PONT REGISTRY

Unlike other publications that rely solely on newsstand distribution, duPont REGISTRY Luxury Living in Tampa Bay magazine is mailed directly to the clientele you want to reach. More than 28,000 homes with a value between \$500,000 to \$20,000,000 receive the magazine directly.

The duPont REGISTRY publications have some of the highest pass-along rates in the industry. A single copy of duPont REGISTRY Luxury Living in Tampa Bay is read by multiple individuals. The contents and quality make it a perfect coffee-table publication.

Quality bookstores and newsstands throughout Tampa Bay carry the magazine, as well as, exclusive hotels, select newsstands, private jet centers, spas and doctors' offices giving duPont REGISTRY Luxury Living in Tampa Bay complete market saturation.

**RATE: \$995/1/8 page | \$1,545/quarter page | \$2,595/half page
\$3,995/full page | \$6,795/two-page spread**

