

THE WALL STREET JOURNAL. MANSION GLOBAL

Berkshire Hathaway HomeServices 2021 Network Agent Opportunities

Wall Street Journal and Mansion Global Digital and Print

As a part of Berkshire Hathaway HomeServices 2021 marketing campaign, network members enjoy special rates on advertising in The Wall Street Journal and online at Mansion Global. Turn-key digital and print options give you a competitive advantage in the market.



WALL STREET JOURNAL RESULTS*

\$1.4 million

Projected budget for next primary residence purchase, which is **+37% more than the current primary residence.**

4 million

Of Mansion Global **readers in the U.S.** plan to build/buy a home in the next 12 months.

93% of readers agree,

"The Wall Street Journal is an appropriate environment for luxury real estate listings."

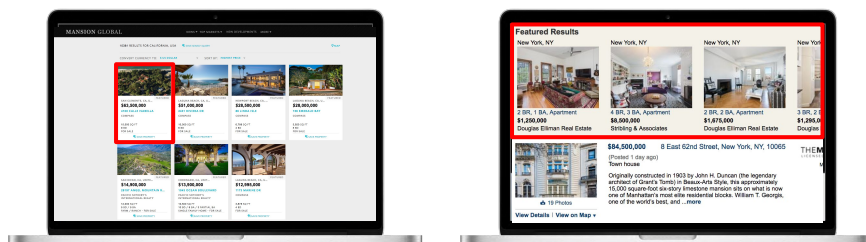
\$332,000

Average U.S. Household Income of Mansion Global users

The Wall Street Journal and Mansion Global reach an active, affluent audience of real estate enthusiasts who not only have the ability to participate in the market, but also have the desire to consume quality content.

DIGITAL OPPORTUNITY: FEATURED RESULTS UPGRADES

Served at the top of the page, the top of the search results list (WSJ.com), or searched market (MansionGlobal.com). Up to four Featured Results appear on each page, regardless of the user's search filters.



Pricing:
\$500 for 90 days

Berkshire Hathaway HomeServices 2021 Rates

Eastern Edition - Color, GROSS/NET

NETWORK AGENT PRINT OPPORTUNITY

Promote your properties in Friday's Mansion section in **Distinctive Properties & Estates**.

Reservations due the Tuesday before each Friday publication.

Rates below include type setting fees, additional regions also available.

1 column (1.68") x 3"

National: \$2,210.54 (\$1,878.96)
 Eastern: \$1,811.74 (\$1,539.98)
 Northeast: \$974.59 (\$828.40)
 New York: \$918.11 (\$780.39)
 New England: \$536.58 (\$456.09)
 Wash/Balt: \$337.07 (\$286.51)
 Southern: \$692.42 (\$588.56)
 So. Atlantic: \$404.21 (\$343.58)
 Florida: \$410.18 (\$348.66)

1 column (1.68") x 2"

National: \$1,472.70 (\$1,252.64)
 Eastern: \$1,207.82 (\$1,026.65)
 Northeast: \$649.73 (\$552.27)
 New York: \$612.07 (\$520.26)
 New England: \$357.58 (\$304.06)
 Wash/Balt: \$224.71 (\$191.01)
 Southern: \$461.62 (\$392.37)
 So. Atlantic: \$269.47 (\$229.05)
 Florida: \$273.46 (\$232.44)

QUARTER PAGE

3 columns (5.35") x 10"

National: \$21,368.59 (\$18,163.30)
 Eastern: \$17,513.45 (\$14,886.43)
 Northeast: \$9,421.06 (\$8,007.90)
 New York: \$8,875.04 (\$7,543.79)
 New England: \$5,186.94 (\$4,408.90)
 Wash/Balt: \$3,258.32 (\$2,769.58)
 Southern: \$6,693.43 (\$5,689.42)
 So. Atlantic: \$3,907.34 (\$3,321.24)
 Florida: \$3,965.11 (\$3,370.35)

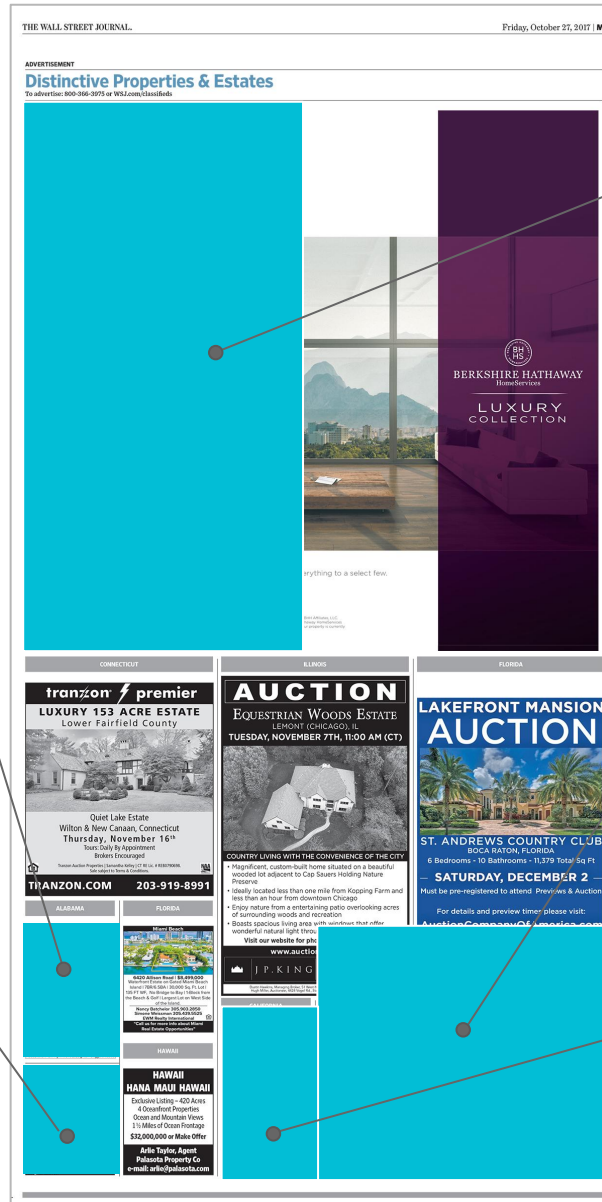
EIGHTH PAGE

3 columns (5.35") x 5"

National: \$11,052.72 (\$9,394.81)
 Eastern: \$9,058.68 (\$7,699.88)
 Northeast: \$4,972.96 (\$4,142.02)
 New York: \$4,590.54 (\$3,901.96)
 New England: \$2,682.90 (\$2,280.47)
 Wash/Balt: \$1,685.34 (\$1,432.54)
 Southern: \$3,462.12 (\$2,942.80)
 So. Atlantic: \$2,021.04 (\$1,717.88)
 Florida: \$2,050.92 (\$1,743.28)

1 column (1.68") x 4"

National: \$2,947.39 (\$2,505.28)
 Eastern: \$2,415.65 (\$2,053.30)
 Northeast: \$1,299.46 (\$1,104.54)
 New York: \$1,224.14 (\$1,040.52)
 New England: \$715.44 (\$608.12)
 Wash/Balt: \$449.42 (\$382.01)
 Southern: \$923.23 (\$784.75)
 So. Atlantic: \$538.94 (\$458.10)
 Florida: \$546.91 (\$464.88)



To place a print ad, digital ad or to discuss advertising opportunities, please contact your local rep or sales.realestate@wsj.com.

See advertising regions at classifieds.wsj.com in the Info Center.