

MANSION GLOBAL EXPERIENCE LUXURY

MANSION GLOBAL THE WALL STREET JOURNAL

Mansion Global Experience Luxury gives brands, agents and brokers a one-of-a-kind opportunity to showcase their brand message and exceptional properties to 100,000 of The Wall Street Journal's high net-worth subscribers within the top markets across the United States.

Experience Luxury is printed on hi-brite paper—an ultra-premium, high-quality paper stock— that allows qualified leads a brighter, more enhanced visual of your stunning listing.

For 2023 Berkshire Hathaway HomeServices has secured exclusive rates for full-page color ad units in all five issues of Mansion Global Experience Luxury.

Feb. 25 Winter Issue, **closes Jan. 18**
April 15 Spring Issue, **closes March 08**
July 22 Summer Issue, **closes June 14**

October 14 Fall Issue, **closes Sept. 6**
December 2 Year-End, **closes Oct. 25**

Berkshire Hathaway HomeServices network members receive *exclusive* rates on advertising.

\$895.00 per listing page (each page accommodates 1,2, or 4 listings per page)
\$1,795.00 per supplied page
\$3,595.00 per two-page spread

U.S. Distribution

100,000 Wall Street Journal print subscribers in New York, Los Angeles, San Francisco, Miami, Chicago, Boston, Dallas, and Houston



Contact

To advertise in Mansion Global Experience Luxury,
please contact: Jennifer Yi
Client Director, The Wall Street Journal
jennifer.yi@wsjbarrons.com 310.948.9473

Mansion Global Experience Luxury Archive

To view and download previous issues of Mansion Global Experience Luxury, please click [here](#).

General Information

DISTRIBUTION: 100,000 Wall Street Journal print subscribers of the WSJ Weekend Edition across the following regions:

New York | Miami | LA | SF | Houston | Dallas | Chicago | Boston



EXCLUSIVE BERKSHIRE HATHAWAY HOMESERVICES RATES:

Property Listing - Full Page: \$895.00 Net per page

- Located after the editorial content, organized by location
- Must use provided WSJ listing templates to build creative - InDesign template can accommodate 1, 2 or 4 listings per page)

Premium Ad - Full Page: \$1,795.00 Net per page (supplied page)

Premium Ad - Spread: \$3,595.00 Net per spread (supplied page)

- Located up front, surrounding content articles, before property listings
- Supplied, client branded creative
- Premium positioning and advertorials available by request

Premium Positions (Limited Availability, Net Rates):

- Inside Front Spread: \$4,580.00
- Pre-TOC Spread: \$4,385.00
- Post-TOC Spread: \$4,385.00
- Opposite Welcome Page: \$2,142.50
- Opposite TOC: \$2,142.50
- Center Spread: \$4,385
- Opposite Property Showcase Opener: \$2,142.50
- Inside Back Cover: \$2,142.50

All insert participants receive a digital (PDF) version as added value

Creative Specifications

Page Size: 9.625 in x 10.17 in

Spread Size: 20.125 in x 10.17 in

Binding: Folded

Stock: Hi-Brite

Color: 4-color process

Line Screen: 100

Graphics: All images should be 200 dpi

Please note, your page will appear with a margin around all sides. There is no full bleed on these pages.

ADVERTORIALS

Any of the story content you have created must include "Paid Advertisement" label prominently at the top of the page.

Other Color Quality Reminders:

MAXIMUM COLOR DENSITY | 220%

For optimum results, use Gray Component

Replacement (GCR) when preparing files.

[SNAP ICC](#) newspaper profile is available at wsjmediakit.com, or contact the local ad services bureau.

MAXIMUM FOUR-COLOR BLACK | 90%
Black, 40% Cyan, 32% Magenta, 30% Yellow

TEXT & GRAPHICS | Type should only be surprinted in areas having tint values of 30% or less. Multi-Colored type, and type reversed out of two or more colors should not be smaller than 14 point and should be reversed out of areas having at least 70% tone value in Black, Magenta or Cyan. Remove all colors under reverse to avoid registration problems.

UNSHARP MASKING | Higher levels of unsharp masking should be applied to newspaper advertising where the subject matter permits.

TRANSPARENCIES | Use of transparencies in original files should be avoided due to unpredictable results that create image artifacts when flattened prior to publication. All transparencies must be flattened prior to original file submission.

The Wall Street Journal does not run spot-color inks. All files containing spot color or Pantone elements must be converted to a CMYK ink mix. Not all Pantone colors are able to be matched with CMYK inks.

All files must be sent using the profile provided and as a single page PDF.

For more details, please see the [WSJ Manual Specifications guide](#).

MATERIAL SUBMISSION:

All Print-Ready PDF files should be uploaded to <https://epic.dowjones.com/>