

RATES, CIRCULATION & CALENDAR

Pacific Luxury Living Advertising Rates

Advertising Prices	Full Page	Half Page
	1x \$3,350	1x \$2,450
	3x \$2,850	3x \$2,050
	6x \$2,250	6x \$1,650

Advertorial Prices	Full Page	Half Page
	3x \$1,950	3x \$975
	6x \$1,750	6x \$875

Please note that LHM Hawaii is published bi-monthly (6x annually). Monthly prices are shown for budgeting information; however, **all rates are per consecutive issue and will not be divided for payment purposes.**

Digital File Requirements

Luxury Home Magazine® only accepts hi-resolution, press-ready PDF or EPS files. Please follow the following 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 facilitate color matching. Inkjet and laser prints are not acceptable.
- Submit via CD (not to be returned) or email: ads@lhmhi.com for FTP upload information.

Cover Package - \$3,900

Includes front cover, two (2) page spread inside the magazine, and featured home placement on LuxuryHomeMagazine.com. Reserved for advertisers with a minimum four issue agreement.

Gatefold - \$2,150 per page, per consecutive issue

Premier Pages - \$250 additional

Pages 4 & 5, center spread, surrounding insert, opposite of index, and inside left and right of back cover

Select Pages - \$150 additional

Preferred/Guaranteed Placement

Back Cover - \$4,900

Reserved for advertisers with a six issue agreement. Must refresh ad design at least once every other issue.

*All listings will also be represented on LuxuryHomeMagazine.com

2017 Publication Dates & Deadlines

Issue Number	12.1	12.2	12.3	12.4	12.5	12.6
Reservation & Ad Copy Deadline	01/20	03/10	05/05	07/07	09/08	11/03
Approx. Circulation Date	02/28	04/19	06/14	08/16	10/18	12/13



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.

In Print | Direct Mailed

- **60,000+** readers each issue. (*Luxury Home Magazine*® is printed 6x a year, bi-monthly).
- **21,000+** magazines printed each issue.
- **13,000+** 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.
- **2,000+** magazines are distributed to the top real estate offices throughout the area.

Online

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.

Search Engine Optimization (SEO): We are on the first page of websites including Google, Yahoo! and Bing under search terms such as: Luxury Homes, Hawaii Luxury Real Estate, and more.

Multiple Digital Platforms: *Luxury Home Magazine*® represents your business in 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 email 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

