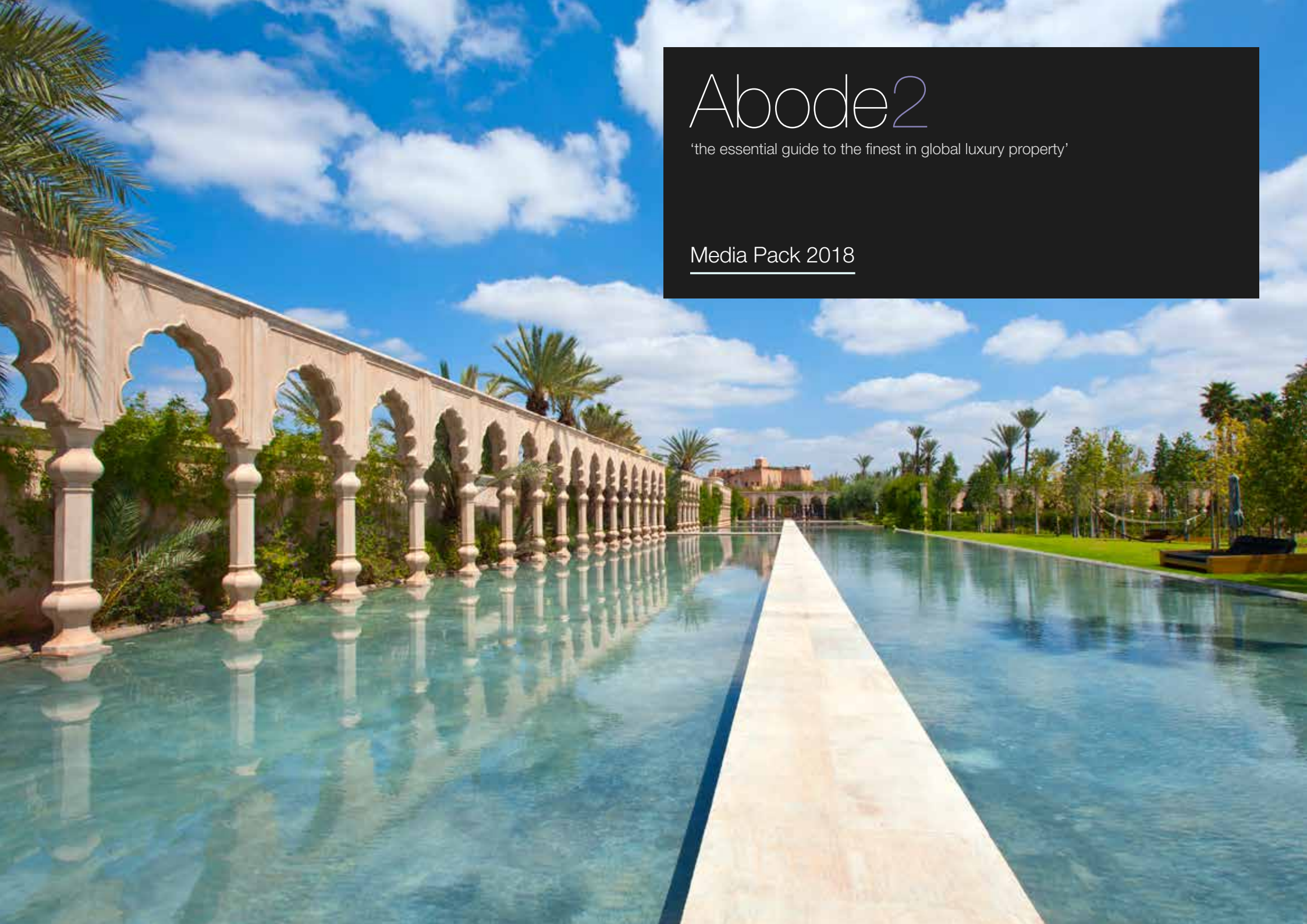


Abode2

'the essential guide to the finest in global luxury property'

Media Pack 2018



01 Key Facts

- No.1 Google Ranking luxury property magazine
- 230,000 ABCI HNW readership per issue
- Reader demographic - high earning professionals aged 30-65
- 50,000 copies per issue
- Print edition (3 per annum) delivering four months targeted brand exposure per issue
- Digital edition (3 per annum) for International Newsstand for all devices
- Themed special digital editions (3 per annum) for the international Newsstand.
- Average 14,000 page views per month with 5,000 unique visitors
- Premium distribution channels through COMAG Condé Nast Group
- 35,000 HNW subscriber base

Contact

James Sweeney, Advertising Manager
James.sweeney@abode2.com +44 (0) 207 183 8982



/AbodeTwo



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abode2.com

02

Client Testimonials

100% satisfaction over multiple issues – Abode2 is a key-note publication going forward in Chesterton's corporate marketing strategy.

Mike Nichols, Managing Director
Chesterton Estate Agents Gibraltar

Delighted with Abode2 coverage to date for UNNA Luxury Resorts & Residences – a premium publication with a HNW international reach.

Alistair Brown, Director UNNA Luxury Resorts and Residences Barbados

Abode2 adopts an inspired approach to editorial and advertising content – an excellent route to market for raising brand awareness.

Helen Parker, Director of Sales, Marketing and Real Estate Developments Kohler Co

Abode2 offers the best in terms of informed editorial content. A tremendous platform for us to promote some of the world's finest residential developments. The publication's innovative website and rich media App adds even greater reach in the digital world.

Melissa Farrington Boals, Head of Sales
Coldwell Banker Lightbourn Realty – Bahamas

I can recommend the quality of the product which certainly fills a much needed gap in the market. Premium editorial & a beautifully designed product has generated a fantastic platform for advertisers & results to date are strong.

Nick Baum, Board Director and Client Services Director
Ad Connection London

An excellent route to market both in print and digital formats – Abode2 offers a premium marketing platform for reaching a HNW UK and overseas investor audience.

Andre Gini, Head of Marketing Marriott Grand Residences 47 Park Street London





"The home should be the
treasure chest of living"
Le Corbusier

03 Media Information

Abode2 is the No.1 Google ranking luxury property magazine focusing exclusively on the finest luxury homes and residential developments across the globe for investment, lifestyle, rental and retirement purposes.

The premier platform for placing your properties, products and services in the hands of a qualified demographic – we deliver a premium international audience of high wealth individuals who are actively seeking the right real estate fit.

Abode2 utilises targeted circulation through the COMAG Condé Nast Group distribution network to connect the wealthiest and most affluent buyers sellers of luxury resort and development real estate - driving sales and increasing brand awareness with a new audience every day.

How?

- The magazine is available to buy in flagship retail outlets Harrods and Selfridges and premium UK newsagents WH Smith.
- International distribution through Barnes and Noble in the USA, in addition to retail distribution in Hong Kong, Singapore, the Caribbean, Canada, Asia, South Africa and the Middle East.
- Controlled distribution to the UK's top 100 banking and legal blue-chips, leading luxury hotels and resorts, First and Business Lounges at International Airports, private Members and Country Clubs, and luxury Spas and Health Clubs ensure maximum exposure to a qualified audience.
- Subscriptions - our private list of 35,000 finely targeted individuals CEOs, business leaders, high net-worth households, affluent and influential private investors are among those that receive our publication.
- App version of the magazine for the International Newsstand for Apple, Android and Kindle applications.
- In-depth feature articles compiled by the UK's top property columnists.
- Abode2 has one of the strongest digital platforms available for marketing luxury real estate, products and services. Our combination of Web 2.0 technology, search engine optimisation (SEO) and social network connections make Abode2 the most complete package for marketing luxury resort living.



KEY DETAILS	
Frequency:	3 times a year
Issue date:	April, August and December
Print run:	50,000 per issue
Pagination:	226 pages
Target Audience:	ABC1 adults 30-65
Format:	Full-colour coffee-table glossy
Readership:	230,000 per issue
Cover Price:	£4.95

04 Distribution Summary

READERSHIP

230,000 per issue ABC1 (high-wealth individuals aged 35 - 65) – available to buy in WH Smith UK outlets nationwide + premium retail outlets throughout London and the South East including Selfridges and Harrods - cover price £6.95

Controlled Circulation to the UK's top 100 banking and legal blue-chips, Harley Street clinics and airport first class and business lounges, leading luxury Hotels and Spas ensuring maximum exposure to a qualified audience.

International distribution through Barnes and Noble in the USA, in addition to retail distribution in the Middle East, Hong Kong, Singapore, Canada, the Caribbean, Asia, Scandinavia, Brazil, Malta and Gibraltar.

App version of magazine for the International Newsstand for Apple, Android and Kindle applications.

CONTROLLED CIRCULATION OUTLETS

Dedicated 'voucher copy' display stands positioned in TOP 100 Corporates main foyers – including HQ Barclays Wealth, Accenture, DTZ and Grant Thornton International - five month batch and refresh (Jan-May + June-November).

Private Jets – batch and refresh in executive lounge/reception areas including Oman VIP, Qatar VIP, Royal Air.

Airlines – batch and refresh retail display stands in First and Business Class

CIRCULATION

50,000 copies per issue comprising:

RETAIL DISTRIBUTION

60% UK 40% OVERSEAS

CONTROLLED CIRCULATION

Through Gold Key Media (COMAG - Conde Nast Group)

PLUS

SUBSCRIPTIONS

Our private list of - 12,000 high net-worth households, affluent and influential private investors are among those that receive an annual magazine subscription. Lounges including Emirates, BA, Virgin, Cathay Pacific, Qantas and American Airlines.

INTERNATIONAL RETAIL DISTRIBUTION OUTLETS

Newsagent outlets and bookstores in prime footfall city centre and airport locations including:

USA

Barnes and Noble
Hong Kong
MetroBooks/Bookazine/Dymocks

Singapore

MPH and Times Bookstores

Thailand

Kinokuniya, Asia Books

Scandinavia

Ahlens City and Nordiska Companiet

Canada

Jim Pattison and Coles

South Africa

Exclusive Books

Mauritius

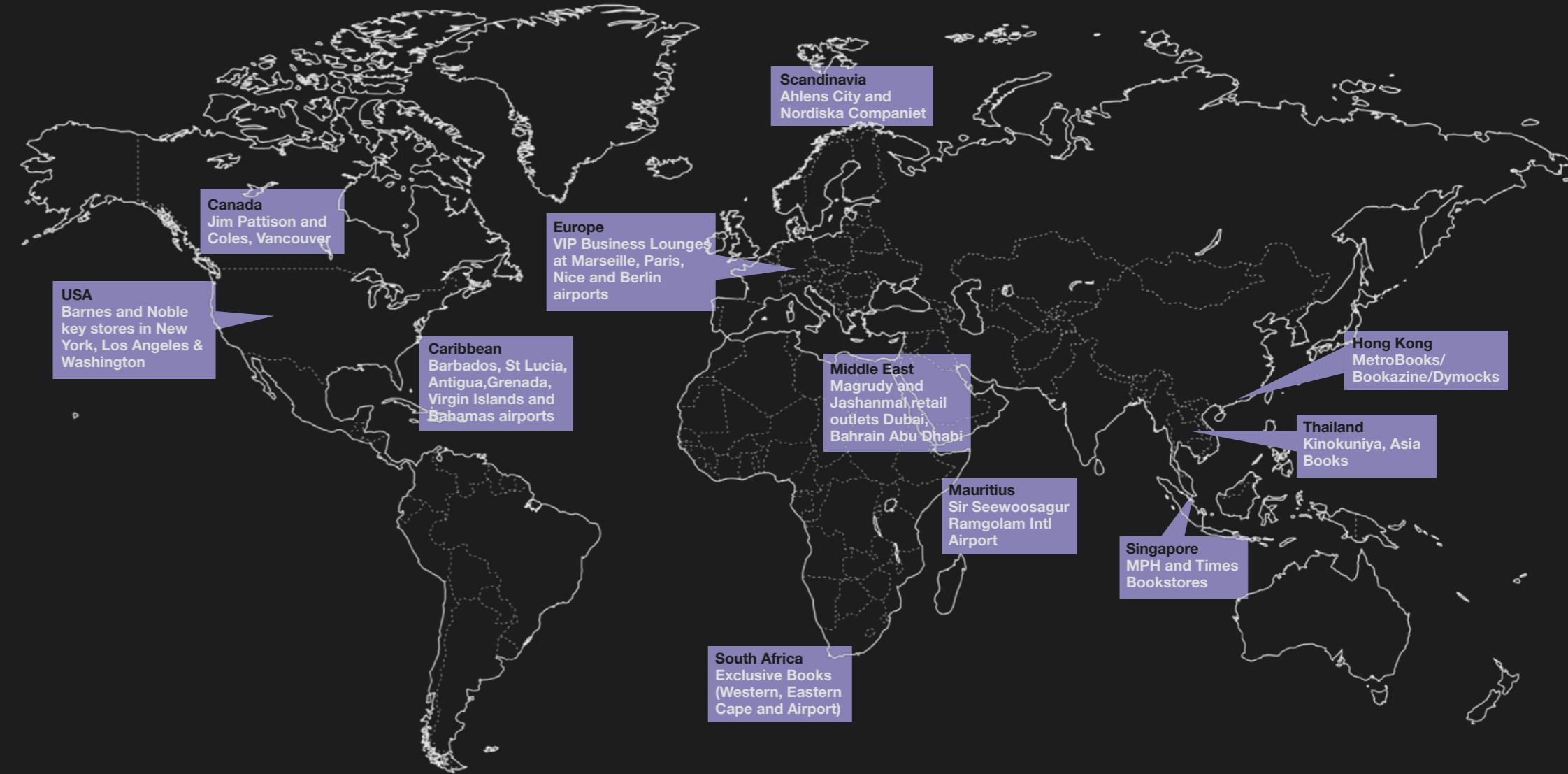
Sir Seewoosagur Ramgolam Intl Airport

Caribbean

Barbados, St Lucia, Antigua, Grenada, Virgin Islands and Bahamas airports

Middle East

Magrudy and Jashanmal retail outlets Dubai, Bahrain Abu Dhabi





05 Editorial Content

Feature sections:

Europe
The Americas
The Caribbean
Asia/Malaysia
Africa and The Middle East
Australia and New Zealand
Canada
Retirement Living
Destination Ski
Winter Sun
Luxury Villas Rentals
Fractional Ownership
Golf Resort Property
Luxury Rentals – UK and Overseas
Home Design and Interiors

Abode2 is the only seasonally updated property guide dedicated to helping you find that perfect second-home or investment bolthole. Packed with practical information - honest location appraisals, detailed case studies and 'how to' buyer advice, it's a must read for anyone serious about investing in luxury real estate be it for investment, lifestyle, rental or retirement purposes.

The magazine offers distilled advice from a mix of expert sources; acknowledged property specialists, investors and owners, all with detailed local knowledge of the destinations, resorts and developments featured.

- Country-specific resort reports: the top resort/development communities and why they're worth considering including new build, re-sale, and off-plan
- Reality check: buyers share their second-home 'journeys'
- Investment criteria for non-nationals
- The lifestyle-culture-social (LSC) mix: what's hot and what's not about each location
- Footnotes: accessibility, leisure and culture attributes, property choice, value for money and risk and reward factors

06

Artwork Specification

ARTWORK SERVICE

If you wish to use our in-house artwork service, we will require copy instructions and a selection of high-resolution (300dpi) images. Please see the Production Data section above for acceptable file formats.

Please send all files to the Production Editor colin@v-creative.co.uk. We can also download files from ftp websites such as www.hightail.com or www.dropbox.com

For further information on production matters please e-mail or call our production department:

+44 (0) 203 9152343
www.abode2.com

PRODUCTION DATA

Digital Files

- Files should be supplied as a high resolution PDF and should adhere to PDF/X-1a standards please see: www.pass4press.com
- All files should be 300dpi, CMYK, have fonts embedded and transparency flattened.
- A colour proof is advised to accompany digital files.
- Editorial images should be supplied as maximum quality CMYK JPGs, with a resolution of 300dpi @100%

ADVERTISING SIZES

	Dimensions (wxh)	Bleed (wxh)
Full page (bleed must be included)	210 x 265mm	216 x 271mm
DPS (bleed must be included)	410 x 265mm	426 x 271mm
1/2 page horizontal (bleed must be included)	210 x 132mm	216 x 138mm
1/2 page horizontal	183 x 115mm	
Preferred Supplier - 1/2 page horizontal	180 x 100mm	
Preferred supplier - Full Page	180 x 220mm	
Portfolio - 1/4 page	85.5 x 120mm	



SPECIAL POSITIONS

	Dimensions
Front Cover	210 x 297mm*
Outside Back Cover	210 x 297mm*
Inside Back Cover	210 x 297mm*
Inside Front Cover DPS	420 x 297mm*
Contents Facing	210 x 297mm*

Gatefold

Premium advertising slot that will showcase your presence in Abode2 to our HNW readers. A great way to maximise your property, resort with an extra-wide advert that will grab the reader's attention. For one insertion the price is £6,995+ vat.

Inserts

Based on inserts up to 10g in weight. Loose inserts: £35 per 1,000 x full print run. Bound-in: Price on application. Based on size and weight.

Front-cover gatefolds, internal gatefolds and advertising promotions are available subject to quotation. All advertisements are in pounds sterling and subject to VAT at the rate applicable at the time of invoicing.

Series Discounts

Two issue booking	(-10%)
Three issue booking	(-20%)
Four issue booking	(-30%)

Sponsorship Opportunities

Sponsored Supplements & Guides published with the magazine and distributed in a wallet with the print edition

Special Report - within Magazine

From £8,750 for 6 pages

Abode2 Advertorials

Full colour page	£3,475
Double colour page	£5,995

DIGITAL & ONLINE ADVERTISING OPTIONS

Abode2.com offers full-spectrum branding and marketing opportunities tailored to individual client needs, from Home Page display advertising - Banners, Button and Billboards through to content marketing with lead capture facility.

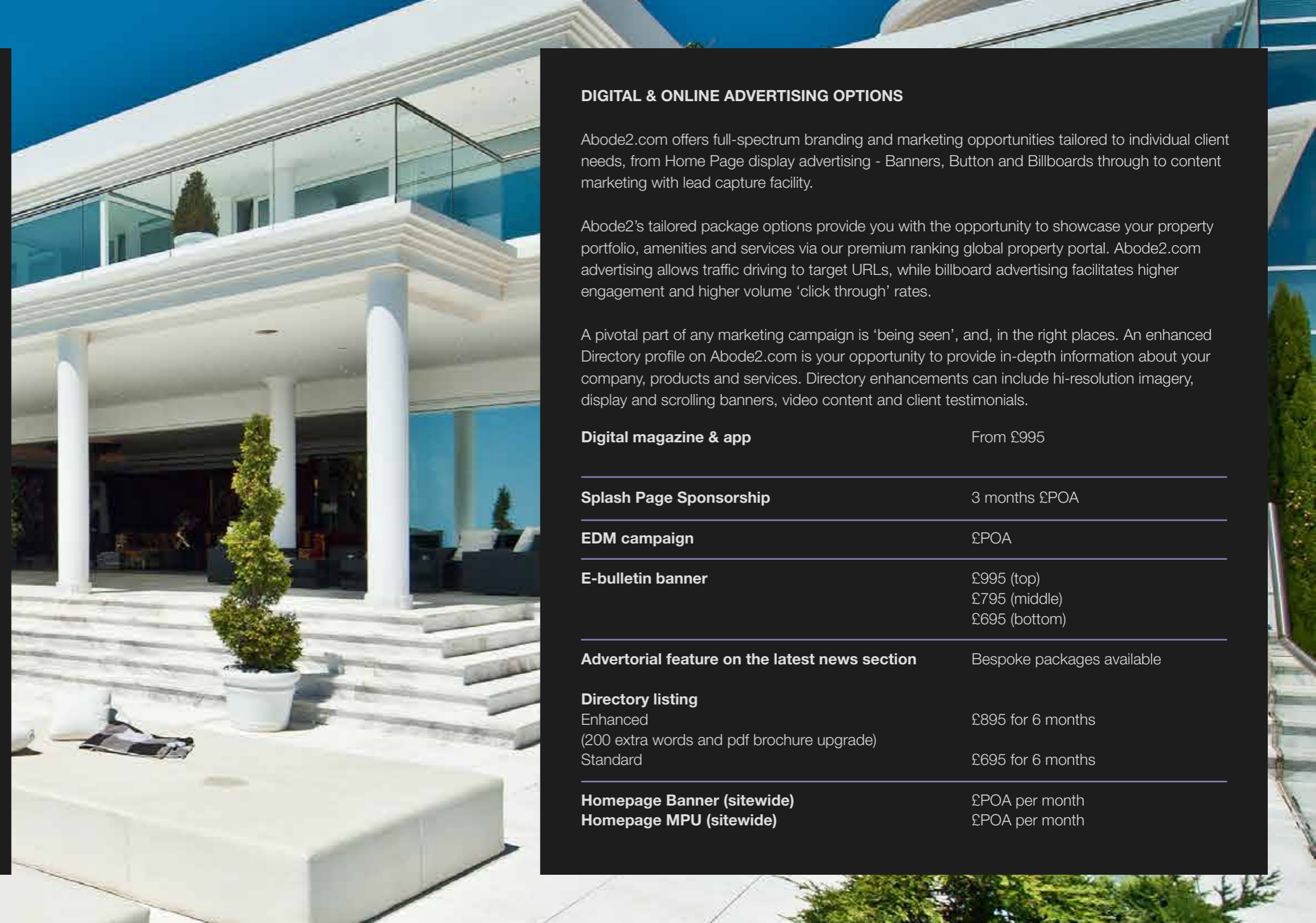
Abode2's tailored package options provide you with the opportunity to showcase your property portfolio, amenities and services via our premium ranking global property portal. Abode2.com advertising allows traffic driving to target URLs, while billboard advertising facilitates higher engagement and higher volume 'click through' rates.

A pivotal part of any marketing campaign is 'being seen', and, in the right places. An enhanced Directory profile on Abode2.com is your opportunity to provide in-depth information about your company, products and services. Directory enhancements can include hi-resolution imagery, display and scrolling banners, video content and client testimonials.

Digital magazine & app	From £995
Splash Page Sponsorship	3 months £POA
EDM campaign	£POA
E-bulletin banner	£995 (top) £795 (middle) £695 (bottom)
Advertorial feature on the latest news section	Bespoke packages available
Directory listing	
Enhanced (200 extra words and pdf brochure upgrade)	£895 for 6 months
Standard	£695 for 6 months
Homepage Banner (sitewide)	£POA per month
Homepage MPU (sitewide)	£POA per month

07

Advertising Rates



E-BULLETIN

When lead generation is a top priority – an Abode2 bespoke e-campaign enables you to target dedicated marketing content to our 25,000 registered database of HNW named subscribers. Campaigns can be specifically tailored by job title, location and sector to maximise response uptake. Abode2 e-campaign open rates average 35%, consistently outperforming the industry average of 21%.

Abode2.com offers full-spectrum branding and marketing opportunities tailored to individual client needs. Display advertising - through banners that have a 'click through' lead capture facility.

An e-bulletin provides you with the opportunity to showcase your property portfolio, amenities and services via our premium ranking global property portal. Abode2.com advertising allows traffic driving to target URLs, while billboard advertising facilitates higher engagement and higher volume 'click through' rates.

Sizing Specifications Banners

(468x60) supplied as a tif, jpeg, png or gif file

E-Bulletin Advertising Rates

SOLUS Sponsorship - £2,795 + VAT
(includes header banner, on-line company profile and FRONT COVER banner image)

Single header banner - £995 + VAT

Single footer banner - £695 + VAT

2018 Forward Features Schedule

MARCH Fractional Ownership
A/work deadline 30th March

APRIL Finance Matters
A/work deadline 6th April

MAY Marina Living
A/work deadline 26 April

JUNE Luxury Villa Rentals
A/work deadline 18th June

JULY Island Hopping
A/work deadline 23rd July

AUGUST Design & Interiors
A/work deadline 27th August

SEPTEMBER Relocation
Focus on Australia & New Zealand
A/work deadline 17th September

OCTOBER Thailand
A/work deadline 22nd October

NOVEMBER Winter Sun
A/work deadline 19th November

DECEMBER Ski Escapes
A/work deadline 17th December

EDM CAMPAIGN

When lead generation is a top priority – an Abode2 bespoke EDM campaign enables you to target dedicated marketing content to our 25,000 registered database of HNW named subscribers.

Campaigns can be specifically tailored by job title, location, theme and sector to maximise response uptake.

Abode2 SOLUS open rates average 30-35%, consistently outperforming the industry average of 21%. Brand advertisers typically see a CTR of 3-7%.

A bespoke EDM campaign provides you with the opportunity to showcase your property portfolio, amenities and services via our premium ranking global property portal. Abode2.com advertising allows traffic driving to target URLs, while billboard advertising facilitates higher engagement and higher volume 'click through' rates.

Abode2.com offers full-spectrum branding and marketing opportunities tailored to individual client needs. Display advertising - through banners have a 'click through' lead capture facility.

Abode2 Snapshot Profile

- Number One Google ranking Luxury Property Magazine
- 230,000 HNW global readership per issue
- 68% of our subscriber database are CEO's, Co Shareholders/Directors* ·
- 76% are aged between 40-64*
- 34% are from Banking, Legal & Finance Industries *
- 60% are UK/London based, 14% Europe, 10% Russia, 10% Asia and 6% USA*
- 68% are multiple home owners (UK and overseas)*

*Abode2 audience survey 2015

Abode2 EDM Snapshot Profile

- 35,000 registered database of HNW named subscribers
- SOLUS open rates average 30-35%
- Branded SOLUS campaigns CTR average 3-7%

Sizing Specification Banners

(468 x 60) supplied as a tif, jpeg, png or gif file

EDM Rates

SOLUS - £1,795 + VAT

Solus Bulletin x2 - £2,995 + VAT

Solus Bulletin x3 - £4,295 + VAT

Please note SOLUS are limited to one bespoke mailing per calendar month

08

Advertising Rates



09 Forward Features 2018

WATERFRONT LIVING

Top Global Marina Resorts
Prestige London Expo

EXCLUSIVE ESCAPES

Sardinia, Marrakech, Tuscany, Ibiza

DESTINATION LONDON

Prime Central London Concierge
Living Bespoke Interiors

LUXURY RENTALS

Private Villa Special Report Island Idylls

DESTINATION LONDON

Prime Central London Luxury Rentals
Bespoke Interiors

DESIGN AND INTERIORS

John Hitchcox Exclusive Interview Home +
Garden Design Trends Smart Home Technology

PORTFOLIO LIVING

Fractional Ownership

SOUTH AFRICA

Capetown
The Garden Route
Golf and Game Reserves

VIRGIN ISLANDS

British Virgin Islands
US Virgin Islands

ALTERNATIVE INVESTMENTS

Dublin, Barcelona, Rome, Vienna

DESTINATION SCOTLAND

Highlands + Islands
Edinburgh
St. Andrews - the home of golf

CAYMAN ISLANDS

Grand Cayman
Stone Island
Seven Mile Beach

10 Events

Exclusive invite-only networking mixer events – qualified guest list in attendance to include HNW investors, real estate service providers, sector specialist media and PR agents and private clients from the worlds of banking, wealth management and finance, architecture and interior design.

As event host, Abode2 is responsible for all planning and logistical aspects of the event – including pre and post event promotion and publicity. As a Marquee sponsor, you would be provided with a bespoke ‘road-map’ countdown from sponsor branded ‘Save the Date’ e-alerts through to post event delegate database access.

Gold Sponsor

- Branded pre-event online and e-bulletin teaser campaign to include ‘headline speaker’ profile
- Bespoke corporate branding
- One-to-one introductions to selected keynote investor clients
- Complimentary VIP invites for corporate hospitality purposes
- Corporate literature to be included in delegate goody bag ‘take away’
- Database access for lead generation
- Company banner and online Directory listing on Abode2.com web portal

Silver Sponsor

- Branded corporate feature profile in pre-event online and e-bulletin teaser publicity campaign
- Presentation showcase
- One-to-one introductions to selected keynote investor clients
- Corporate branding at venue ‘welcome points’
- Complimentary VIP invites for corporate hospitality purposes
- Corporate literature to be included in delegate goody bag ‘take away’

Bronze Sponsor

- Branded corporate profile preevent online and e-bulletin teaser publicity campaign
- One-to-one introductions to selected keynote investor clients
- Complimentary VIP invites for corporate hospitality purposes
- Company literature to be included in goody bag ‘take away’





FEATURE CONTENT

Be creative with your brand reach using rich, personalised content. A stunning corporate branded digital edition comprising:

- rich media photo-gallery pop ups, videos, hi-resolution imagery
- personalised full-length feature articles
- latest company and product news
- product launch exclusives
- full-colour display support advertising
- call-to-actions

FORMAT AND REACH

Your magazine will be accessible from all mobile devices. Abode2's HTML5 Mobile Viewer has all the powerful features of a native app. That means you can swipe to flip pages, tap or pinch to zoom, watch videos, listen to music, navigate through links, share with customers, and instantly download the magazine edition, all via the mobile browser.

Your Special Edition magazine will be available to download from the International Newsstand housed on Abode2's dedicated Subscriptions Page. This includes Special Edition Header, Issue content summary and profile.

CORPORATE E-MARKETING

In addition – your bespoke digital edition will be yours for unlimited use for all future e-marketing campaigns to clients and customers for:

- SOUS EDM campaigns
- E-Newsletter circulars
- Embedded hotlinks in presentation documents

11 Digital Magazine Special Edition

For clients who wish to maximise their brand presence and showcase specialist/exclusive feature content to a HNW International audience – the Abode2 Digital Magazine Special Edition format delivers a single corporate brand 14-page magazine with bespoke feature content all designed and collated in-house by Abode2.

Abode2 Special Edition delivers an interactive publication which brings your brand and products to life. Using one tool, for all platforms, for all devices, ensures your target audience will enjoy the best reading experience on smartphone, tablet and desktop. A personalised issue with International Newsstand presence including – Apple Store, Amazon and Google Play.



Abode2

James Sweeney, Advertising Manager

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