

Christie's International Real Estate magazine

2016 Media kit

Welcome to Christie's International Real Estate magazine.
A publication that invites attention.



Christie's, the world's leading art house, is a name that speaks of extraordinary art, unparalleled expertise, and international glamor. The Christie's International Real Estate network, dedicated to the marketing and sale of luxury residential real estate worldwide, achieves sales in excess of \$117 billion annually. Indeed, the marketing of fine art and high-end properties has proved to be a natural combination, resulting in a real estate marketing powerhouse driven by the passion and success of the Christie's name and the local connections and expertise of our broker network. By cultivating this unique balance of worldwide scope with a personal touch, Christie's International Real Estate has become a global authority on marketing exceptional properties.

Christie's International Real Estate magazine delivers exclusive access to the clientele of Christie's and Christie's International Real Estate, creating an unprecedented level of visibility to buyers and sellers of high-value properties. Your message will be delivered to a select, private, and qualified group of readers who are proven purchasers of luxury goods, collectors of fine art, and investors in multimillion-dollar properties – the most affluent demographic, who are notoriously difficult to reach.

Produced four times a year, this industry-leading publication has an annual readership of approximately one million with articles that draw on the Christie's brands' rich heritage and expertise. Our editorial content covers the arts, leisure, international cultural events, and the world of ultra-luxury, including jewelry, watches, fashion, automotive, yachts, aviation, home decor, and electronics – all alongside an unrivaled showcase of the world's most exclusive real estate.

CHRISTIE'S
INTERNATIONAL REAL ESTATE

For advertising bookings call
Glenn Karaban
Tel. +1 212 840 0660
gkaraban@christies.com

Christie's International Real Estate
20 Rockefeller Plaza, New York, New York 10020
Tel. +1 212 468 7182, Fax +1 212 468 7141
www.christiesrealestate.com

Christie's International Real Estate magazine

Editorial themes 2016/17

APRIL - JUNE 2016 – THE GOOD LIVING ISSUE

- “Team Lifestyle” – the butlers, PAs, house managers, personal trainers that contribute to our wellbeing
- “Some Like It Hot” – saunas and steam rooms • “Travel’s New Dawn” – the trend for sustainable luxury travel
- “Animal Attraction” – the new wave of artists to watch who feature animals as their subjects
- Wine feature – Pacific Northwest spotlight

Publication date: March 15
Reserve by: January 22
Submit artwork by: February 8

JULY - SEPTEMBER 2016 THE OUTDOOR ISSUE – LAUNCH OF REDESIGN

- Final features list TBC w/c Feb 8
- Property / Design – gardens and green walls
- Architecture – site-embracing integrated designs
- Art – landscape art, from classical to contemporary
- Lifestyle – trends in yacht design, plus the world’s most luxurious marina destinations
- Wine – organic and biodynamic vineyards

Publication date: June 15
Reserve by: April 18
Submit artwork by: May 6

OCTOBER - DECEMBER 2016 – THE TECHNOLOGY ISSUE

- Architecture – how innovative, high-tech materials are influencing planning & design
- Art – video art, from Warhol and Naumann to Viola and Wearing
- Bespoke Living – 3D modeling and customization in tailoring
- Wine – all the latest kit, from smart fridges to apps

Publication date: September 15
Reserve by: July 20
Submit artwork by: August 8

JANUARY - MARCH 2017 – THE ESCAPE ISSUE

- Property / Design – “fantasy” properties including ranches and equestrian estates
- Travel – activity and golf vacations
- Lifestyle – private islands and aviation
- Spa style – how to design your own home retreat
- Art – space and the solar system

Publication date: December 15
Reserve by: October 21
Submit artwork by: November 7

IN EVERY ISSUE

The Digest - Luxury Lifestyle News

- Design / interiors / furniture
- Bespoke Living: profile of a maker / craftsperson
- Luxury travel
- Gastronomy: Q&A with chef / foodie / vintner / restaurateur
- A Christie’s expert on... collecting and buying advice

Property

- Cover property feature/shoot, plus destination spotlight
- Second property feature/shoot

Architecture

- Profile of a notable architect or practice
- Additional feature or comment within property features

Art

- Profile and portrait of a noteworthy artist in their studio
- Feature on a genre, discipline or trend

Wine

- Focus on a different wine region, trend, varietal each issue
-

ADVERTISING INQUIRIES

Glenn Karaban, Manager of Advertising Sales
Tel. +1 212 840 0660 (direct) Email: gkaraban@christies.com

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Clientele profile

Christie's International Real Estate



KEY STATS

Average value of featured properties in magazine:
\$9,650,000

Average reader age:
40-55 years

FREQUENCY

Published quarterly, with issues in
March
June
September
December

CIRCULATION

59,000 copies

READER CHARACTERISTICS

- Ultra-high-net-worth and high-net-worth professionals
- Enjoy a high quality of life
- Experienced global travelers
- Owners of multiple properties
- Married/cohabiting/supporting families

TYPICAL READER JOB TITLES INCLUDE

Chairman
President
Non-Executive Director
Board Member
Managing Director
Head of Department
Senior Vice President

Unparalleled distribution

DIRECT MAIL TO CHRISTIE'S AND CHRISTIE'S INTERNATIONAL REAL ESTATE CLIENTELE – 14,000 COPIES

The magazine is mailed to select Christie's and Christie's International Real Estate clients and is available at more than 450 sales held by Christie's each year. The auction house commands a worldwide presence with 10 salerooms and 53 offices in 32 countries, including London, New York, Paris, Dubai, Hong Kong, and Shanghai.

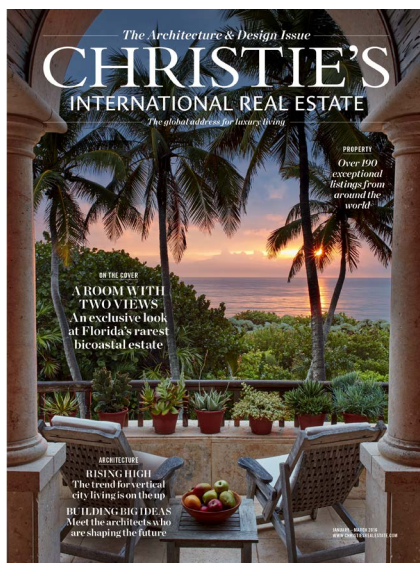
CHRISTIE'S INTERNATIONAL REAL ESTATE AFFILIATE NETWORK – 27,750 COPIES

The magazine is distributed directly to the clientele of Christie's International Real Estate by our network of exclusive Affiliates, consisting of more than 1,200 real estate offices in over 40 countries in North America, South America, Europe, Africa, Asia, and Australasia:

- Canada (British Columbia, Ontario, and Quebec)
- Islands (Bahamas, Barbados, Bermuda, Cayman Islands, Dominican Republic, Puerto Rico, Saint Barthelemy, Turks & Caicos Islands, and US Virgin Islands)
- Europe (Austria, France, Greece, Ireland, Italy, Monaco, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the UK)
- Asia and Oceania (Australia, Fiji, Hong Kong, Maldives, New Zealand, and Singapore)
- Africa (Morocco and South Africa)
- Central America (Belize, Costa Rica, Mexico, and Panama)
- South America (Argentina, Brazil, Colombia, and Uruguay)
- Central and Western, USA (Arizona, California, Colorado, District of Columbia, Hawaii, Idaho, Montana, Nevada, Texas, Utah, and Wyoming)
- Northeastern, USA (Connecticut, Maine, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Virginia, West Virginia, and Vermont)
- Southeastern, USA (Florida, Georgia, North Carolina, and South Carolina)



Bonus bespoke distribution



AIRPORT LOUNGES AND HOTELS – 14,000 COPIES

The magazine is also distributed at private jet lounges, Business and First Class lounges and five-star hotels in the following global hubs:

- All Qatar airline first-class cabins
- London, UK: Five-star hotels, spas, private clubs, gyms, medical centers, restaurants, and First Class airport lounges
- Paris, France: First Class airport lounges and five-star hotels
- Amsterdam, Netherlands: First Class airport lounges and five-star hotels
- Geneva and Zurich, Switzerland: First Class airport lounges and five-star hotels
- Rome and Milan, Italy: First Class airport lounges and five-star hotels
- Dubai and Abu Dhabi: First Class airport lounges, five-star hotels, spas, and private clubs
- Hong Kong and Beijing: Five-star hotels
- NYC, USA: First Class airport lounges and five-star hotels
- Miami, LA, Chicago, Dallas, and Washington DC, USA: Five-star hotels

SELECT BOOKSTORES / NEWSSTANDS – 4,000 COPIES

The magazine is found on shelves in the Property section of an extensive worldwide network of leading retail outlets and newsstands, including the leading high-end book and magazine retailers in the following regions:

- Canada (Alberta, British Columbia, Ontario, and Quebec)
- Central America (Mexico)
- Europe (France, Germany, and the UK)
- Middle East (UAE)
- Central and Western, USA (Arkansas, Alaska, Arizona, California, Colorado, District of Columbia, Hawaii, Idaho, Illinois, Kansas, North Dakota, Nebraska, Nevada, Texas, Utah, Washington, and Wyoming)
- Northeastern, USA (Connecticut, Maine, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Virginia, West Virginia, and Vermont)
- Southeastern, USA (Florida, Georgia, North Carolina, and South Carolina)

EVENTS – 1,250 COPIES

In addition, the magazine is available at Christie's partners' events worldwide. The scheduled events for the first part of 2016 are: Gnack Launch Party at SxSW – Austin, TX; Pebble Beach Automotive Week – Pebble Beach, CA; and The Tennis Channel's screening of *Barn Stormers* – Indian Wells, CA.

Christie's International Real Estate magazine: Advertising rates and specifications

ADVERTISING RATES (NET)

| | | | |
|--|-------------|----------------------------------|-----------------------------|
| Full page | US\$ 11,850 | Double-page spread | US\$ 22,700 |
| Back cover | US\$ 15,850 | Inside front cover/page 3 spread | US\$ 26,700 |
| Inside front cover | US\$ 14,850 | Other guaranteed placements | Add 10% to page/spread rate |
| US-only distribution (limited availability) | | | |
| Full page | US\$ 6,850 | Double-page spread | US\$ 11,850 |

Please contact us for discounts on block bookings and bespoke advertising solutions

| Issue | Published on | Booking deadline | Material deadlines |
|--------------------|---------------------|-------------------|--------------------|
| April - June | March 15th 2016 | January 22nd 2016 | February 8th 2016 |
| July - September | June 15th 2016 | April 18th 2016 | May 6th 2016 |
| October - December | September 15th 2016 | July 20th 2016 | August 8th 2016 |
| January - March | December 15th 2016 | October 21st 2016 | November 7th 2016 |

TECHNICAL SPECIFICATIONS

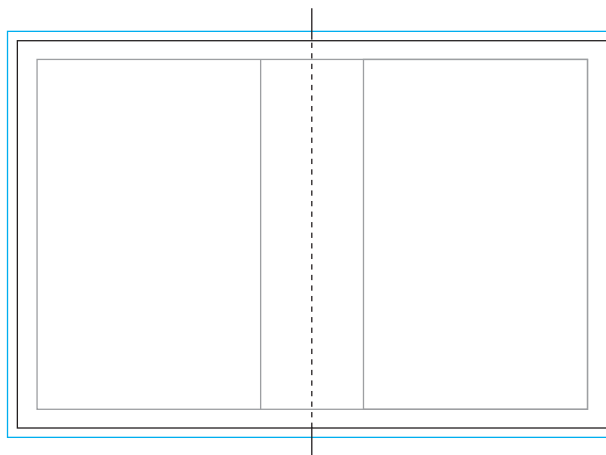
Full page (h x w)

| | |
|-----------|-------------|
| Trim | 280 x 210mm |
| Bleed | 286 x 216mm |
| Type area | 260 x 180mm |

Double-page spread (h x w)

| | |
|-----------|--------------|
| Trim | 280 x 420mm |
| Bleed | 286 x 426mm |
| Type area | 260 x 400mm* |

*Allow 40mm at fold



PRODUCTION SPECIFICATIONS

Advertisements are only accepted as single-page PDFs in composite CMYK format, saved using the [PDF/X-1a:2001] preset ensuring the compatibility setting is Acrobat 4 (PDF 1.3).

- Pages must include a 3mm bleed and text should be inset at least 8mm from the edge of the page
- Images must be CMYK, with a minimum resolution of 300dpi and saved as a TIFF (.tif) or an EPS (.eps)
- A digital proof should be provided with all advertisements
- Finished artwork should be emailed to advertising@christiesrealestate.com

DIGITAL

- As an added benefit, all advertisements in the magazine are included in the digital version and provided online at www.christiesrealestate.com/magazine
- Stay tuned for more exciting digital advertising opportunities in the near future