

# EXCLUSIVE

## *Home Worldwide*

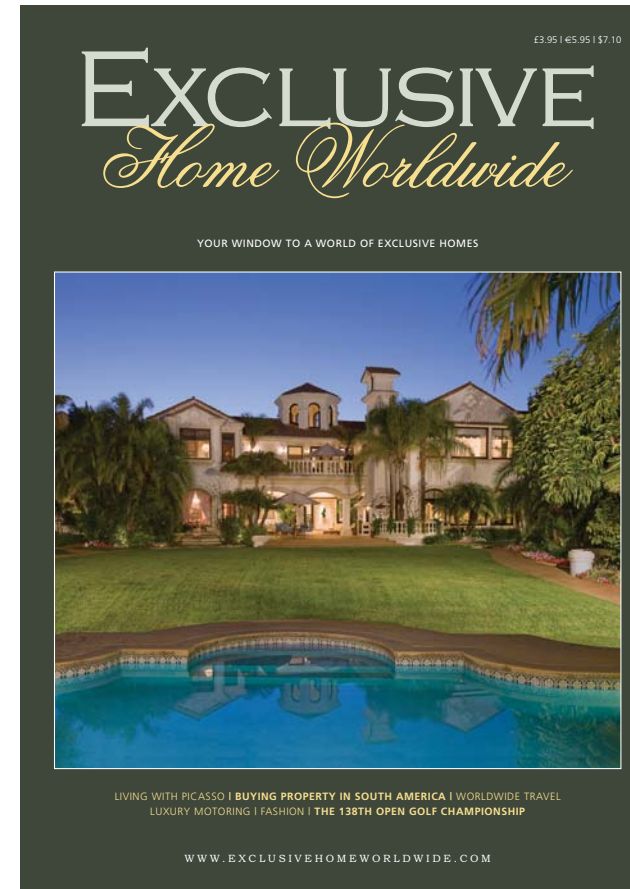
MEDIA PACK

Life abroad. It's something that many people consider but Exclusive Home Worldwide isn't concerned with the many – rather the few. In fact, our focus is entirely on an affluent, privileged audience with the financial freedom to sample and explore life's most deluxe experiences.

### What is Exclusive Home Worldwide?

Exclusive Home Worldwide is a one-stop read for discerning individuals, those considering buying and investing in new property abroad, or simply looking for the last-word in luxurious developments. It will offer a privileged and selective overview of each country and territory – the pros and the cons, as well as valuable local insight. We're accessing this market by making Exclusive Home Worldwide available through the most privileged of distribution channels, including 5\* hotels, Business and First Class airport lounges.

Exclusive Home Worldwide, Big Spark Publishing, Publishing House  
3 Bridgebank Industrial Estate, Taylor Street, Horwich, Bolton BL6 7PD, UK  
[www.exclusivehomeworldwide.com](http://www.exclusivehomeworldwide.com)



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### The vision

Our mission is to produce a high quality title to meet the expectations of a sophisticated and exclusive audience. The production values will be sumptuous with a lush 300gsm cover and text of 100gsm silk. Perception with this audience is everything and our aim is to deliver a deluxe reading experience. That's why we're enlisting the help of respected writers including Louisa Fletcher one of the UK's foremost experts on property and the title will be helmed by Dave Beevers one of the UK's leading editors with an impressive record of new launches. The title will both resonate for and understand its target audience – an audience already well acquainted with upscale designer products and bespoke services and with a hunger for more. Most importantly, our brand will be able to access an exclusive and high net worth audience.

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### Distribution of 49,500 magazines

Underpinning the whole Life Abroad experience is a bespoke and targeted distribution which embraces the following channels:

Heathrow First Class Lounges	3,000
Heathrow Business Lounges	4,500
UK 4 and 5 Star Hotels and exclusive establishments	13,500
Eurostar First Class Lounges	2,000
European 5 Star Hotels	19,500
Stansted First Class Lounge	500
Realtor offices worldwide	6,500
	<hr/>
	49,500

### Demographics

We estimate our demographics to be:

Male	56%
Female	44%
Core age group	35 - 70
Socio economic	AB

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### Property Advertising Rates

DPS	£7,500
OBC	£4,750
IBC	£4,250
IFC	£4,250
Special positions	£3,950
Page	£3,500
Half page	£1,995

Series discounts on request

Sponsorship positions on request

Advertising agency commission 10%

### Contact details

Advertising:

UK Tel: +44 (0)1204 478817

[sales@bigsparkpublishing.co.uk](mailto:sales@bigsparkpublishing.co.uk)

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### Schedule 2009/2010

November	Winter	Artwork by 15th November
February	Spring	Artwork by 13th February
May	Summer	Artwork by 15th May
August	Autumn	Artwork by 14th August

### Technical details

DPS:	276mm (high) x 432mm (wide)	+ 5mm bleed
Page:	276mm (high) x 216mm (wide)	+ 5mm bleed
Half page (land):	125mm (high) x 196mm (wide)	
Half page (vert):	256mm (high) x 95mm (wide)	
Cover stock:	300gsm	
Text stock:	100gsm	

### Advertisement submission

Ads to be supplied in digital format: Acrobat pdf High-res (300dpi) all colours CMYK. Please ensure that the transparency is flattened.

Any questions contact: [production@bigsparkpublishing.co.uk](mailto:production@bigsparkpublishing.co.uk)