



SAN DIEGO HOME/GARDEN LIFESTYLES

presents

Luxury Homes

San Diego Home/Garden Lifestyles is the region's prime source for all things related to Home, Architecture, Interior Design, Décor, Gardening and Entertaining. For more than 34 years, *San Diego Home/Garden Lifestyles* has been deeply committed to strengthening the fabric of San Diego design through award-winning editorial, signature events, media partnerships and charity sponsorships.

Print \$1200/net

San Diego Home/Garden Lifestyles delivers the most sought-after magazine audience available in San Diego: active, engaged affluent readers who pay for a subscription or single copy. SDHGL is mailed to subscribers, distributed to over 655 newsstands, plus 10,000 waiting room copies placed in medical, legal and financial institutions.

We currently reach 323,642 monthly readers.*

Each issue's participating advertisers will be included on section directory as well.

Guidelines

- Homes must be listed at \$2 million+
- High resolution images must be supplied
- Word count: 40 words
- Order of agent listings determined by highest advertising volume per issue. (Tie goes to the agent's highest priced listing)
- Maximum 32 page section

FULL PAGE EXAMPLES




Resort Like Living
 Rancho Santa Fe - \$2,050,000

Stunning, warm contemporary estate privately gated in La Jolla. Custom built in 2010, 5 bedrooms plus 4 baths approx 5,000 sq.ft. Architecturally designed to maximize natural light and indoor-outdoor living.


Picturesque views, lovely gardens with a quiet and private location.

Jane Smith • Smith Associates & Co.
 619 Love That House Lane, San Diego, CA 92101
 858.555.5555 • smith@yournexthome.com



















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SECTION DIRECTORY



Luxury Homes

	Jane Smith Smith Associates & Co.		Jane Smith Smith Associates & Co.
	Bruce Johnson Johnson Associates & Co.		Bruce Johnson Johnson Associates & Co.
	Adrian Moreno Moreno Associates & Co.		Adrian Moreno Moreno Associates & Co.
	Olivia West West Associates & Co.		Olivia West West Associates & Co.
	Jane Smith Smith Associates & Co.		Jane Smith Smith Associates & Co.
	Bruce Johnson Johnson Associates & Co.		Bruce Johnson Johnson Associates & Co.
	Adrian Moreno Moreno Associates & Co.		Adrian Moreno Moreno Associates & Co.
	Olivia West West Associates & Co.		Olivia West West Associates & Co.



Resort Like Living - \$2,050,000

Stunning, warm contemporary estate privately gated in Rancho Santa Fe. Custom built in 2010, 5 bedrooms plus 4 baths approx 5,000 sq.ft. Designed to maximize natural light and indoor-outdoor living.



An Entertainer's Delight - \$2,050,000

Stunning, warm contemporary estate privately gated in La Jolla. Custom built in 2010, 5 bedrooms plus 4 baths approx 5,000 sq.ft. Architecturally designed to maximize natural light and indoor-outdoor living.



Resort Like Living - \$2,050,000

Stunning, warm contemporary estate privately gated in Del Mar Colony. Custom built in 2010, 5 bedrooms plus 4 baths approx 5,000 sq.ft. Designed to maximize natural light and indoor-outdoor living.



An Entertainer's Delight - \$2,050,000

Stunning, warm contemporary estate privately gated in Carmel Valley. Built in 2010, 5 bedrooms plus 4 baths approx 5,000 sq.ft. Architecturally designed to maximize natural light and indoor-outdoor living.

Jane Smith • Smith Associates & Co.
 619 Love That House Lane, San Diego, CA 92101
 858.555.5555 • smith@yournexthome.com



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Digital

Included with Print Advertisement

- All printed advertisements will be included in SDHGL digital edition (digital advertisement included in print rate)
- Digital advertisements will be clickable to your site of choice
- Supplied video can be embedded into digital advertisement
- Available supplied slideshow feature in digital advertisement
- SDHGL subscriber access



Digital Bonus

SDHGL Presents **Luxury Homes**
Digital Magazine

- Real Estate - only included
- Hosted on sandiegohomegarden.com
- Free access to subscribers and non-subscribers alike
- Digital advertisements will be clickable to your site destination
- Supplied video can be embedded into digital advertisement
- High resolution images must be supplied
- Will be promoted on eClub, sandiegohomegarden.com, kusi.com, SDAR monthly newsletter and SDAR Realtor Resource Guide and Affiliate Directory

\$300/page – per for this Digital Luxury Properties Magazine ONLY





BONUS: With 9x Full-Page advertisements in the printed version (within 3 months) , you will receive an informational KUSI-TV *Good Morning San Diego* interview to educate viewers on current real estate trends.

- KUSI TV is San Diego's top local news source
- Interview will be in-studio
- Segment length: 4-5 minutes
- Segment link will be provided

About San Diego Home/Garden Lifestyles:

Our publication reaches 323,642 affluent readers each month as verified by the Media Audit (July-Aug/2012) reports.

San Diego Home/Garden Lifestyles readers* :

- Are affluent with an average yearly household income of \$212,800
- Have a home with an average value of \$818,500
- 94% own their home
- Are loyal. In fact 86% of all subscribers refer back to each issue an average of 1.8 times
- Renew the magazine at a rate of 82%
- 32% keep their magazine copies more than 6 months
- 61% of our readers make a purchase as a result of seeing an ad in the magazine

* 2011 CVC Reader Survey



Shari Caviness Wareham

Special Events Coordinator

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