



Abode2

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

Media Pack 2024

01 Key Facts

- No.1 Google Ranking luxury property magazine
- 147,600 ABCI HNW readership per issue
- Reader demographic - high earning professionals aged 30-65
- 50,000 circulation
- Print edition (3 per annum) delivering three months targeted brand exposure per issue
- Digital edition (3 per annum) for International Newsstand for all devices
- Themed special editions (2 per annum) for the International Newsstand
- Average 22,000 session views with 14,000 unique visitors per month
- Premium distribution channels through Select Publishing
- 57,000 HNW subscriber base

Contact

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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.
Joesph Violi, Group General Manager 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.
Mike O'Reilly, Director of Sales, Hospitality and
Real Estate Developments Kohler Co

Abode2 offer a highly creative and
targeted approach to brand advertising -
a highly professional organisation with a
personal touch
Melissa Farrington Boals, Head of Sales
Coldwell Banker Lightbourn Realty – Bahamas

Abode2 has its finger on the global
property pulse - a superior publicising
forum for foreign investors.
Christopher Ellison London Management
Company - Managing Director

A breath of publication fresh air in the
luxury real estate arena - a top tier
publication with editorial gravitas
John Mycroft, Managing Director Elysium
Properties – Spain

A quality publication that defines luxury in
the real estate arena - a high value, cost
effective marketing medium
Dawn Cavanah - Hobbs, Owner and Founder
Appassionata – Italy

Abode2 luxury property magazine offers
the best in terms of informed editorial
content and local expertise.
Muffin Stollmeyer, Barbados Sotheby's
International Realty

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.
Phillippe Gambarelli, 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 Select Publishing distribution network to connect the wealthiest and most affluent buyers and 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 selected WH Smith Travel outlets.
- 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 circulation as British Airways Media Partner to Terminal 5. **Batch and Refresh display stands at Heathrow, Gatwick and Stansted airports.**
- Subscriptions - our private list of 57,000 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	
Issue date:	Spring/Summer, Autumn, Winter
Circulation:	50,000
Pagination:	264 pages
Target Audience:	AB1 adults 30-65
Format:	Full-colour coffee-table glossy
Readership:	147,600 per issue
Cover Price:	£6.50

04 Distribution Summary

READERSHIP

147,600 per issue ABC1 (high-wealth individuals aged 35 - 65) – available to buy in selected WH Smith Travel outlets nationwide + premium retail outlets throughout London and the South East including Selfridges and Harrods - cover price £6.50

Controlled Circulation to Harley Street clinics and airport first class and business lounges, leading luxury hotel groups including IHG, The Luxury Collection Hotel Group and Destination Kohler ensure maximum exposure to a qualified audience.

International distribution through Barnes and Noble in the USA across 184 stores, including concession outlets in New York, Dallas, Naples, Denver and Seattle.

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

CONTROLLED CIRCULATION OUTLETS

Private Jets – batch and refresh in executive lounge/ reception areas including Oman VIP, Qatar VIP, Royal Air and Private Members Clubs in Europe via the Capital Club Group.

CIRCULATION

50,000 circulation comprising:

RETAIL DISTRIBUTION

70% UK 30% Overseas

CONTROLLED CIRCULATION

Through Gold Key Media

INTERNATIONAL RETAIL DISTRIBUTION OUTLETS

Retail distribution tailored per issue - to tie in with magazine 'location' themes. 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

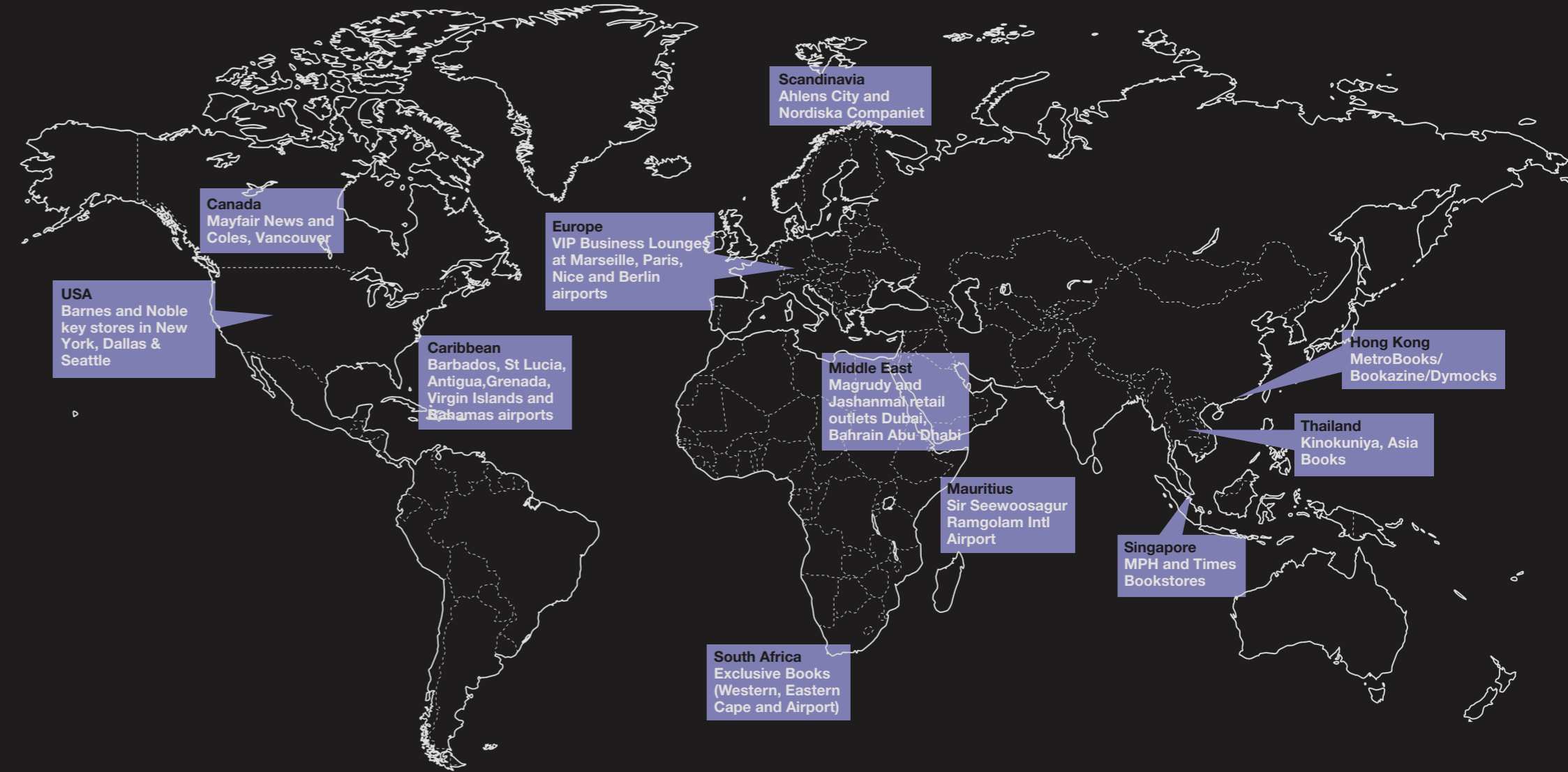
Sir Seewoosagur Ramgolam Intl Airport

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

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Artwork Specification

ARTWORK SERVICE

If you wish to use our in-house artwork service, (nominal creative charge applies) 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 Julia@abode2.com. 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) 203 915 2336
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)	420 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 102mm	



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: £220 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 £7,750 for 6 pages

Abode2 Advertorials

Full colour page	£2,375
Double colour page	£4,250

07 Advertising Rates



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)	£695 for 6 months
Standard	£495 for 6 months
Homepage Banner (sitewide)	£POA per month
Homepage MPU (sitewide)	£POA per month

E-BULLETIN

When lead generation is a top priority – an Abode2 bespoke e-campaign enables you to target dedicated marketing content to our 57,000 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 Banner

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

E-Bulletin Advertising Rates

SOLUS Sponsorship - £2,495 + VAT
(includes header banner, on-line company profile and FRONT COVER banner image)

Single header banner - £995 + VAT

Single footer banner - £695 + VAT

08 Advertising Rates

EDM CAMPAIGN

When lead generation is a top priority – an Abode2 bespoke EDM campaign enables you to target dedicated marketing content to our 50,000 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
- 147,600 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

- 57,000 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



09 Forward Features 2024

WATERFRONT LIVING

Global Marina Resorts Showcase
Designer Yachts

DESTINATION LONDON

Branded Residences
Bayswater and Fitzrovia
Luxury Rentals

ISLAND IDYLLS

Balearics
Channel Islands
Sardinia, Sicily and Elba

LUXURY CARIBBEAN

Bahamas
Bermuda
St Lucia
Barbados

DESIGN AND INTERIORS

Tricia Guild Designers Guild
Multi-Generation Living

EDUCATION & SCHOOLS

Open Days Showcase
International Schools – Leading Through
Excellence
Art and Drama Schools

COOL BRITANNIA

West Country
Cotswolds
Norfolk and Suffolk

DESTINATION USA

Florida
New York
California

DESIGNER HOMES

Self-Build Showcase Architectural
Trends

SPAIN, FRANCE & PORTUGAL

Relocation Essentials
Luxury Villa Rentals

RETIRE IN STYLE

Where to Retire Abroad
New UK Resort Developments

OUTDOOR LIVING

Garden Offices and Gym
Orangeries and Conservatories

ARGENTINA & BELIZE

Buenos Aires
Coastal Retreats

CITY ESCAPES

Paris
Lisbon
Madrid

SMART HOMES

AV & Sound System Showcase
Home Security

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 e-marketing mailing to our 57,000 HNW database.

Gold Sponsor

- Dedicated online feature on Abode2.com web portal – announcing partner sponsor tie up
- 300-word plus image carousel Directory Listing profile on Abode2.com web portal (for 12 months)
- Affiliate logo on Abode2.com web portal
- Corporate branding on event hard copy and e-invites
- Social media pre and post event campaign to Abode2 160,000 HNW follower base
- Four-page editorial feature in both print and digital editions to coincide with the event
- Complimentary VIP invites for corporate hospitality purposes
- Dedicated area at the event venue for small group presentations and one-to-ones
- Feature inclusion in post event EDM campaign to Abode2 57,000 HNW database AND guest list for lead generation

Silver Sponsor

- Dedicated online feature on Abode2.com web portal – announcing partner sponsor tie up
- Corporate branding on event hard copy and e-invites
- Double page (DPS) editorial feature in both print and digital editions to coincide with the event
- Dedicated area at the event venue for small group presentations and one-to-ones
- Feature inclusion in post event EDM campaign to Abode2 57,000 HNW database AND guest list for lead generation.

Bronze Sponsor

- Corporate branding on hard copy and e-invites
- Dedicated area at the event venue for small group presentations and one-to-ones
- Feature inclusion in post event EDM campaign to Abode2 57,000 HNW database AND guest list for lead generation





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

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