

# Luxury Collection Media Rates



## BERKSHIRE HATHAWAY HOMESERVICES 2015 BRAND-ADVANTAGED MEDIA RATES

As a Berkshire Hathaway HomeServices agent you benefit from the relationship that HSF Affiliates LLC has with some of the most prestigious luxury collection publications. Not only are your rates much lower than your competitors, your ad is always supported by Berkshire Hathaway HomeServices brand advertising in each publication.

### DuPont Registry

Monthly Publication

Digital Advertising Also Available

Distribution: 219,000

|               | BHHS RATE | STANDARD RATE | YOU SAVE |
|---------------|-----------|---------------|----------|
| 2-Page Spread | \$ 3,595  | \$ 6,195      | \$ 2,600 |
| Full Page     | \$ 1,995  | \$ 3,595      | \$ 1,600 |
| Half Page     | \$ 1,095  | \$ 1,995      | \$ 900   |
| Third Page    | \$ 795    | \$ 1,295      | \$ 500   |

### Unique Homes

Published 6 Times Per Year

Digital Advertising Also Available

Ads picked up from Prestige Magazine

Readership: 100,000

|           | BHHS RATE | STANDARD RATE | YOU SAVE |
|-----------|-----------|---------------|----------|
| Full Page | \$ 1,695  | \$ 3,295      | \$ 1,600 |
| Half Page | \$ 895    | \$ 1,825      | \$ 930   |

### Robb Report – Collection

Published 6 Times Per Year

Premium Positions Available

Multiple Insertion Discounts Available

Insertions on BHHS Page for \$750 each or \$5900 for full page

Digital Advertising Also Available

Distribution 108,000

|              | BHHS RATE | STANDARD RATE | YOU SAVE |
|--------------|-----------|---------------|----------|
| Full Page    | \$ 2,495  | \$ 5,245      | \$ 2,749 |
| Half Page    | \$ 1,650  | \$ 3,460      | \$ 1,810 |
| Single Space | \$ 295    | \$ 604        | \$ 309   |

### Robb Report – Home & Style

Published 6 Times Per Year

Premium Positions Available

Multiple Insertion Discounts Available

Digital Advertising Also Available

Distribution: 114,000

|              | BHHS RATE | STANDARD RATE | YOU SAVE |
|--------------|-----------|---------------|----------|
| Full Page    | \$ 2,495  | \$ 5,245      | \$ 2,749 |
| Half Page    | \$ 1,650  | \$ 3,460      | \$ 1,810 |
| Single Space | \$ 295    | \$ 604        | \$ 309   |

### Wall Street Journal

Published Daily

Mansion Section Published Every Friday

BHHS Property Listing Ad – 6 Times Per Year - \$500 Per Listing

Distribution: 3,500,000

See *REsource Center for Regional Rates*.

### Prestige Magazine

BHHS Proprietary Magazine – listings and compelling editorial

Published 3 Times Per Year – Spring, Summer, Fall

Inserted 3 Times Per Year Into Unique Homes – no additional cost

Distribution: 20,000 + Unique Homes readership

|  | BHHS COST |
|--|-----------|
| Full Page (includes same ad in Unique Homes) | \$ 1,750  |
| Half Page (includes same ad in Unique Homes) | \$ 925    |



**BERKSHIRE HATHAWAY**  
HomeServices

*Good to know®*