



MARKET TITLE SPONSOR PROGRAM

LUXURY
GUIDE

LUXURY NETWORK, INC

PUBLISHING | MARKETING | NETWORKING | BUSINESS DEVELOPMENT

WHO WE ARE

Founded in 2010, Luxury Network, Inc. has evolved from solely publishing *South Florida Luxury Guide* into a multidimensional publishing, marketing, networking and business development firm for high-end businesses in various affluent markets throughout the United States. Our quarterly print and digital *Luxury Guide* publications showcase the latest trends in real estate, home design, art, cars, yachts, private jets, fashion, jewelry, electronics, worldwide travel destinations and more. Additionally, the guides keep readers informed about local happenings, events and the newest restaurants and nightlife spots. This premium content is duplicated and further expanded upon via our website, newsletters and social media platforms.

OUR MISSION

We connect high-end businesses with affluent consumers and strategic business referral partners through targeted digital and print marketing, cross-industry collaborations and networking.

OUR NICHE

Luxury Guide is not a traditional magazine. Our variety of curated “all things luxury” content acts as a resource that readers can refer back to multiple times, ensuring our clients’ advertisements are viewed more frequently.



➔ PRIVILEGES OF HAVING YOUR OWN LUXURY MAGAZINE

Becoming a Market Title Sponsor will grant your business many of the benefits of owning a turnkey direct-mail print and digital publication without the hassles and expenses of producing your own (plus your logo on the front cover). By promoting your products (and/or real estate listings) alongside our curated editorial content, you'll reach an engaged audience and stand out in a competitive market. What's more, you can resell your unused pages that come with being a Market Title Sponsor to other agents or businesses, leverage them for trade opportunities, donate them to charity or place them in our guaranteed “buy-back” page program.

OUR AUDIENCE PROFILE

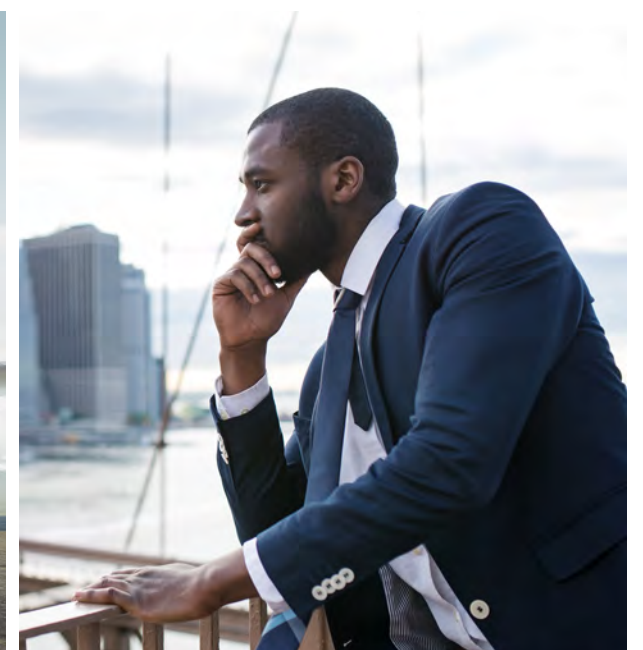
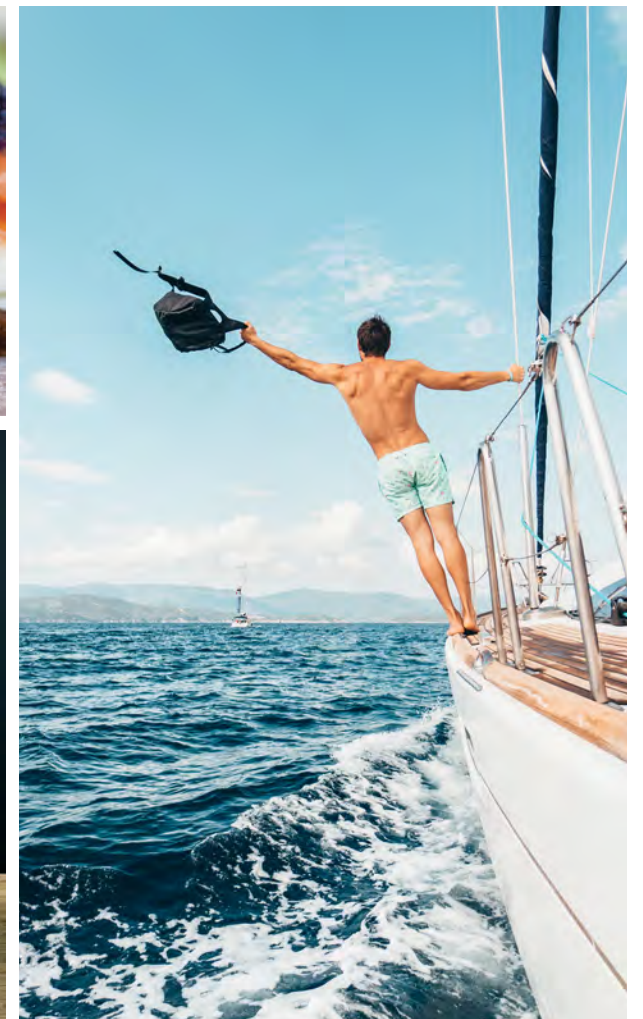
- OWN MULTIPLE HOMES
- INVEST IN REAL ESTATE
- ENTREPRENEURS / OWN BUSINESSES
- HOLD C-LEVEL POSITIONS
- CARRY BOARD OF DIRECTOR ROLES

OUR AUDIENCE LIFESTYLE

- FLY PRIVATE
- OWN YACHTS
- TRAVEL OFTEN
- PLAY GOLF
- DINE OUT FREQUENTLY
- ATTEND ARTS & CULTURAL EVENTS
- SUPPORT PHILANTHROPIC CAUSES

OUR INDUSTRY NETWORK

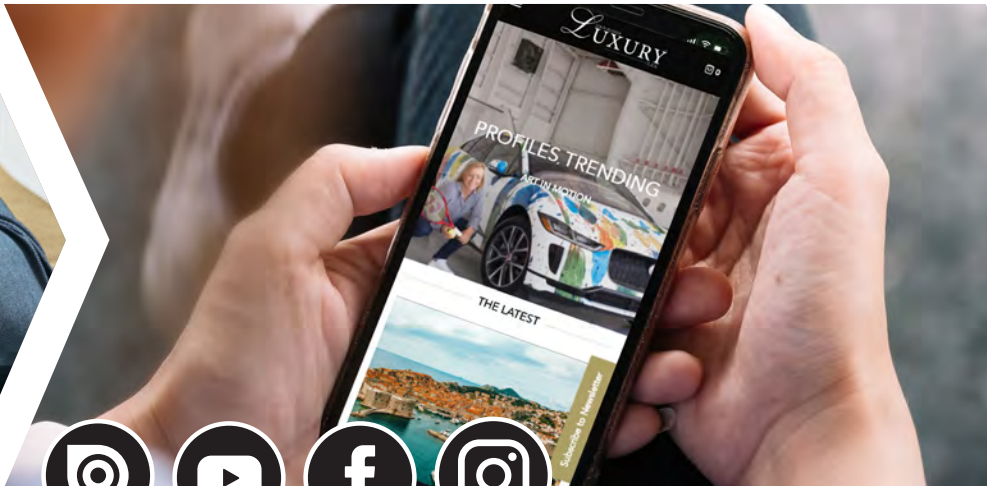
- INTERIOR DESIGNERS
- ARCHITECTS
- HOME BUILDERS
- REAL ESTATE AGENTS
- RESIDENTIAL CONCIERGES



PRINT



DIGITAL



NETWORKING



READERSHIP

20,000 - 40,000

Circulation 10,000 - 20,000*

75%-90%
DIRECT MAIL

New Markets: 90%
Existing Markets: 75%

HOMEOWNERS

\$300K+ Reported HHI
\$1 Million+ Home Value
\$1 Million Net worth**

PROFESSIONAL
INDUSTRIES

Interior Designers
Architects
General Contractors
Realtors

10%-25%
DELIVERED

New Markets: 10%
Existing Markets: 25%

HIGH-PROFILE
LOCATIONS

Hotels & Condos
Private Aviation Airports
Real Estate Offices
Car Dealerships
Golf Resorts & Country Clubs
Yacht Clubs & Marinas

EVENTS & SHOWS

Philanthropic Galas
Boat & Yacht Shows
Luxury & Exotic Car Shows

VIEWERSHIP

70,000 - 120,000

Excludes Viral Shares

ONLINE
DISTRIBUTION

DIGITAL EDITIONS

WEBSITE

E-NEWSLETTERS

SOCIAL MEDIA

YOUTUBE

Read us on issuu

100M Monthly Unique Visits

BUSINESS
COLLABORATIONS

PROFESSIONAL NETWORKING

Virtual Networking Events
Business Referral & Collaboration Luncheons
Cocktails & Connections Events

CROSS-PROMOTION MARKETING

Business-to-Business Collaborations
Experiential Event Coordination

INTERIOR DESIGNER LIAISON

Facilitate Showroom Visits
Virtual Home & Design Showcases

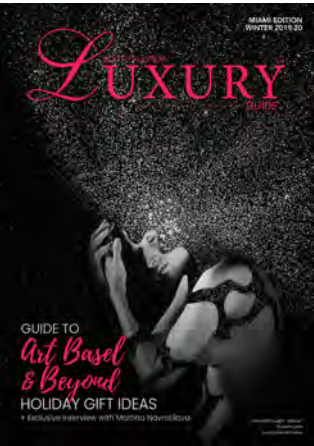
TRAINING & DEVELOPMENT

Team Sales & Networking Training

Existing markets benefit from the above. New markets benefit from cross-market and cross-industry collaborations and business referrals via virtual networking events.

**Database criteria can be adjusted based on Market Sponsor request.
Data provided by Salesgenie. *2X print readership pass-along.

QUARTERLY EDITIONS



WINTER



FALL



SPRING



SUMMER

EDITORIAL CALENDAR

SPECIAL FEATURES

WINTER (DEC-JAN-FEB)

- Guide to Art Week
- Ultimate Holiday Gift Guide
- Guide for the Bride
- Winter Fashion Trends

SPRING (MAR-APR-MAY)

- Real Estate
- Interior Design & Home Inspirations
- Mother’s Day Gift Guide
- Spring Fashion Trends

SUMMER (JUN-JUL-AUG)

- Destinations & Local Staycations
- Wellness & Beauty
- Father’s Day Gift Guide
- Summer Fashion Trends

FALL (SEPT-OCT-NOV)

- Cars & Motorcycles
- Yachts
- Technology & Toys
- Fall Fashion Trends

IN EVERY ISSUE

HAPPENINGS

- Play: Events, Concerts & Shows
- Enrich: Arts & Culture
- Taste: Restaurants, Bars & More
- Unwind: Spas & Wellness

LIFESTYLE

- Destinations / Travel
- Golf / Yachts

TRENDS

- Cars
- Home Decor & Design
- Real Estate
- Technology
- Timepieces
- Wellness & Beauty

SHOP

- Gifts / Jewelry & Fashion

OTHER

- Giving Back / Charities
- Interviews / Social Pages

CURATED CONTENT

Luxury Lifestyle at Your Fingertips

Our quarterly guides reach the most affluent consumers and design trade professionals. Each issue showcases the latest trends in home design, real estate, cars, yachts, private jets, art, fashion, jewelry and electronics while keeping readers informed about upcoming events, the newest restaurants and nightlife spots and must-visit worldwide destinations.

DESTINATIONS

Faith, Fashion & La Dolce Vita

ITALY

Everything seems better in this tempting Mediterranean land: The homemade pasta tastes better. The wine straight from the vineyards smells better. Even the afternoon light that caresses the centuries-old architecture looks better. From rolling plains to towering mountains and quaint seaside towns, this boot-shaped country has plenty to discover.

BY CHRISTIE GALEANO-DEMOTT



VENICE

This romantic coastal city is built on more than 100 islands, so don't expect any car rides during your visit. Instead, Venice is known for its more than 400 bridges spanning about 170 canals.

STAY: The five-star **San Clemente Palace Kempinski** sits on a private island just minutes from the Venetian shore. This former monastery is now a 190-room hotel surrounded by verdant gardens. [kempinski.com/venice](#)

ENRICH: Start exploring at St. Mark's Square, home to the immense, awe-inspiring **St. Mark's Basilica**. The square is a gateway point into the maze of meandering paths throughout the city. Other must-sees include the modern art at the **Peggy Guggenheim Collection** and the waterfront gardens of the **Venice Giardini**.

PLAY: An iconic gondola ride is a must for any visitor to Venice and a great way to see the inner workings of this floating city. Sit back, relax, and take in the sights all around you.

UNWIND: A visit to the **Merchant of Venice Spa** at San Clemente Palace Kempinski will leave you feeling relaxed and rejuvenated after a busy day of sightseeing. The spa offers a variety of treatments in addition to a steam room, a sauna and a color-therapy shower.

TASTE: Make reservations at one of the two dining options at the lavish **Aman Venice**, the luxury hotel made famous by hosting George and Amal Clooney's wedding: the "secret" **Canal Garden** restaurant overlooking the banks of the Grand Canal or upstairs at **Arva**. [amanavenice.com](#)

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SPECIAL FEATURE

2021 McLaren Elva

MILLION-DOLLAR LISTING

AUTOS TOPPING THE \$1 MILLION MARK



2021 McLaren Elva

Taking a page from Ferrari's playbook, McLaren is rolling out a limited-run, open-air supercar for 399 of its best customers. Inspired by the McLaren F1, a car of the 1990s, the Elva elevates the driving experience by getting rid of "unnecessary" items such as a roof, windows and even a windshield, which may not be exactly road legal in Florida. Featuring a carbon-fiber monocoque chassis and mid-engine configuration, the 804-horsepower twin-turbo V-8 will make you forget about life's worries.

MSRP: \$1.7 million (estimate) | TOP TRACK SPEED: 200+ mph
ENGINE: 4.0-liter twin-turbo V-8 | HORSEPOWER: 804 | 0-60 MPH: Under 3 seconds

2021 Aston Martin V-12 Speedster



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2021 ASTON MARTIN V-12 SPEEDSTER

Aston Martin has joined Ferrari and McLaren in the windshield-less car segment with the gorgeous new V-12 Speedster. Like its Italian rival, it has a big V-12 in front of the driver, while all 700 horsepower go to the rear wheels exclusively. The beautifully sculpted body features a unique division between driver and passenger, which evokes the brand's old race cars of yore. Only 88 units will be produced.

MSRP: \$1 million (estimate) | TOP TRACK SPEED: 186 mph
ENGINE: 5.2-liter twin-turbo V-12 | HORSEPOWER: 700
0-60 MPH: 3.5 seconds

IMAGES COURTESY ASTON MARTIN, MCLAREN

BECOME A MARKET TITLE SPONSOR

For 10 years, *Luxury Guide* has been successfully capturing the attention of the wealthiest consumers with our unique, curated content delivered through direct-mail publications and digital platforms. As we expand nationwide, we are offering select exclusive businesses the opportunity to align with our brand and our proven strategy via a turnkey publication.

WHAT’S INCLUDED:

FRONT COVER

Your logo and tagline placed on front cover

SPONSOR LETTER

A note from you to our readers

BUSINESS SPOTLIGHT EDITORIAL

One dedicated editorial on your business (issue of choice)

DEDICATED PAGES

Sponsors get allocated pages inside the guide for their own preferred use (includes premium placement)

New Market: 25% | Existing Market: 10%-15%

USE PAGES FOR:

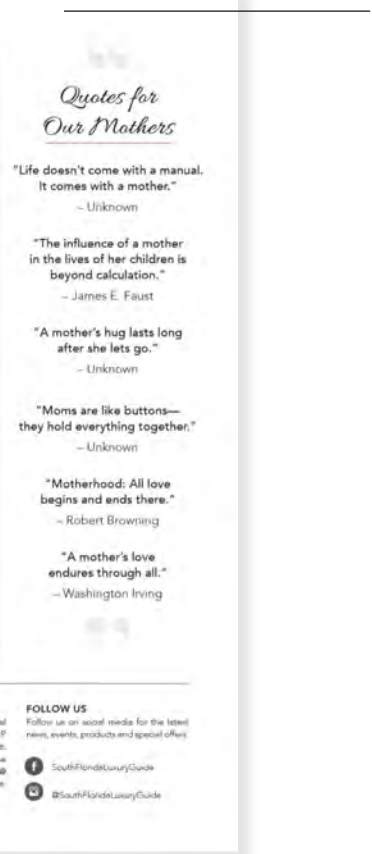
- Self-Marketing:** Promote your own products and/or services.
- Resell:** Generate income to subsidize marketing costs or turn a profit.
- Leverage:** Trade with vendors and partners for products or services.
- Donate:** Gift pages to your charity of choice.
- Return:** Place pages in our guaranteed “buy back” program.

NETWORK ACCESS

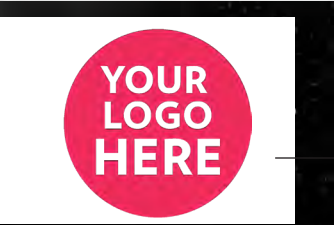
Gain access to a network of cross-market and cross-industry partners for collaboration and business referral opportunities.



FULL-PAGE LETTER FROM THE SPONSOR



LOGO & TAGLINE ON FRONT COVER



WHY BECOME A MARKET SPONSOR?

YOUR OWN TURNKEY PUBLICATION

Uniquely deliver your marketing message directly to your target market without the hassle and expense of producing your own publication.

STAND OUT IN A CROWDED MARKET

Showcase your catalog of products with our unique “magalog” (magazine-catalog) concept, which incorporates your products alongside editorial content that engages readers more frequently thanks to a variety of lifestyle topics.

INCOME-PRODUCING MARKETING PLATFORM

Subsidize your marketing expenses by reselling your unused advertising pages that come with being a sponsor to complementary businesses, independent agents or strategic alliances. Or place these pages in our guaranteed “buy-back” page program.

BLOCK COMPETITION / REGIONAL EXCLUSIVITY

Dominate your market. Be the first business to claim your region and benefit from industry and market exclusivity, blocking any competition from being included in the guide.

HEIGHTENED VISIBILITY & CREDIBILITY

Enhance your brand recognition by aligning with an established luxury publication that will heighten your company’s visibility, solidify your credibility and get your message in front of an income-qualified audience

LUXURYGUIDEUSA.COM

KEEPING YOU CONNECTED, NO MATTER WHERE YOU ARE



CLAIM YOUR MARKET TODAY.

TOP INDUSTRIES THAT BENEFIT

Stand Out in a Crowded, Competitive Market

Use this unique platform as a marketing tool to reach new clients and as a re-marketing tool to stay in front of existing clients.

REAL ESTATE COMPANIES / BROKERS

Real estate companies and brokers are perfect businesses for this program. Brokers can resell unused pages to their agents and other alliance partners such as mortgage companies, bankers, real estate attorneys, etc.

DEVELOPERS / HOME BUILDERS

Developers and home builders can benefit from this program, particularly if they have multiple projects in one market. Additionally, they can resell unused pages to strategic or alliance partners involved with the project (i.e., flooring, kitchen cabinets, closets, window treatments) and leverage the sales by offering to distribute guides within the sales center and to each of their buyers.

REALTORS

High-revenue producing Realtors benefit from this program by using pages for their own marketing use. Additionally, any unsold pages can be sold back to real estate agents on their team or vendor partners, leveraged for trade on business or personal needs or charity donation.

MALLS / MULTIPLE PRODUCT BUSINESSES

Malls or companies that sell or represent many manufacturers under their umbrella can create a “magalog” that showcases a catalog of products in a magazine format, which offers a variety of content and engages readers more frequently.

FINANCIAL SERVICE COMPANIES

Banks or credit card processing companies that service luxury businesses can add discounted pages to a benefits package for their clients, serving as a closing tool to gain new clients.

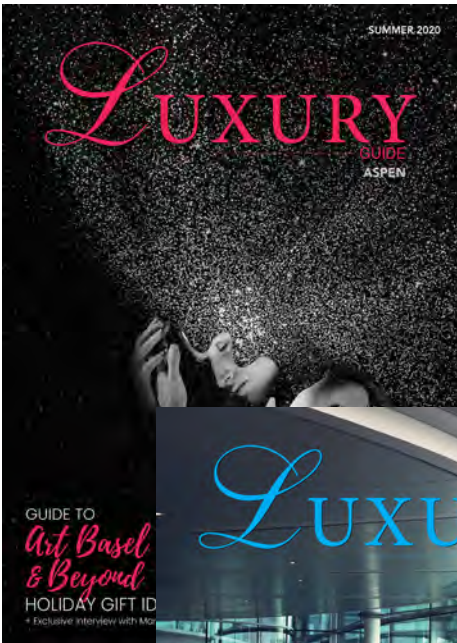


RECOMMENDED
MARKETS

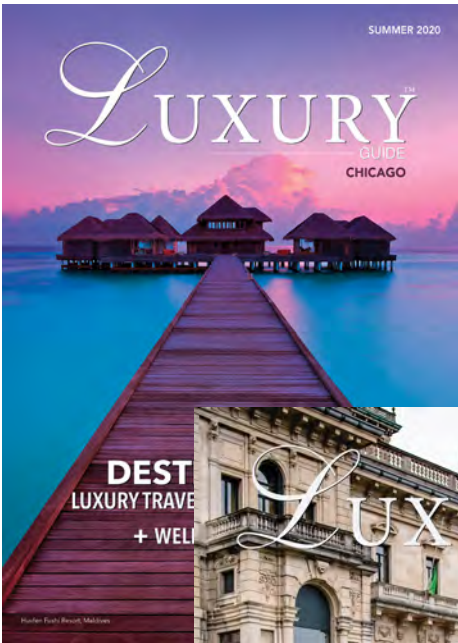
The following are the top markets for private aviation and multiple homeowners.

- ASPEN
- AUSTIN
- BROWARD*
- BOCA*
- PALM BEACH*
- BOSTON
- CHICAGO
- DALLAS
- DENVER
- HOUSTON
- LAS VEGAS
- LOS ANGELES
- MIAMI*
- NAPLES
- NASHVILLE
- NEW YORK
- SALT LAKE CITY
- SAN ANTONIO
- SAN DIEGO
- SAN FRANCISCO
- SEATTLE
- SCOTTSDALE
- TAMPA
- WASHINGTON, D.C.

*Existing markets



ASPEN



CHICAGO



DALLAS



LOS ANGELES



NEW YORK

DON'T SEE A MARKET YOU WANT? NO PROBLEM. WE CAN ADD IT!

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KEEPING YOU CONNECTED, NO MATTER WHERE YOU ARE



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INFO@SFLUXURYGUIDE.COM