
2023

MEDIA KIT



LUXURY NETWORK

Creating Win-Win Connections & Collaborations

LUXURY[®]
GUIDE



LUXURY

LUXURY NETWORK — GUIDE

WE'RE IN THE BUSINESS OF HELPING BUSINESSES GROW

FACILITATING STRATEGIC WIN-WIN COLLABORATIONS
PUBLISHING | CUSTOM PRINT PUBLISHING | DIGITAL MARKETING
NETWORKING | BUSINESS DEVELOPMENT



ABOUT US

Founded in 2010, Luxury Network Inc. is a marketing, business development and publishing firm that provides an assortment of unique multidimensional programs designed to get high-end businesses visible to “hard-to-reach” prospects. Our products and services include print, digital, networking, experiential activations, events, and facilitation of strategic and mutually beneficial, business-to-business collaborations.

OUR MISSION

WE'RE CONNECTORS

Business to Consumer Connectors

Luxury Guide connects high-end businesses with affluent consumers through our income-qualified, direct-mail print and digital, curated luxury lifestyle resource guides.

Business to Business Connectors

Luxury Network connects complementing business professionals through our network events, activations and executive meetings to create cross-industry referrals and strategic collaborations that result in win-win opportunities.

OUR NICHE

Luxury Guide is not a traditional magazine that is read once and thrown away (which serves little purpose for advertisers). Our targeted, direct-mail publication is strategically filled with everlasting content that covers every phase of the affluent consumer's lifestyle to ensure they hold onto it as their trusted resource guide and use it when they need it – all year long.

This tactic proactively positions our clients in front of their prospective clients; long before their competitors – giving them an advantage!

QR codes are published throughout the *Luxury Guide*, driving readers to visit our website and sign up for our newsletter for up-to-date information, where our clients are represented.

OUR PHILOSOPHY

We believe in reciprocity, the power of connecting people and creating opportunities that benefit all. When people work in collaboration with the best intentions to cross-refer – or “refer it forward” – everyone wins. We take our network seriously and expect each of our Luxury Network members to do so as well. We ask that you provide quality products and services and uphold your commitments with honesty and integrity.



LUXURY NETWORK

Creating Win-Win Connections & Collaborations



LUXURY[®] GUIDE

B2C AUDIENCE

Business to Consumer

Profile

Business Owners / Entrepreneurs
C-Level Executives
Real Estate investors
Developers & General Contractors
Financial Planners/Wealth Managers
Doctors / Surgeons
Attorneys, Accountants
Auto Dealer Owners and Managers
Aircraft Owners
Wealthy Retired Individuals

Lifestyle

Travel Often
Fly Private
Own Yachts
Play Golf
Dine Out Frequently
Attend Arts & Cultural Events
Own Multiple Homes
Invest in Real Estate
Support Philanthropic Causes



LUXURY NETWORK

B2B AUDIENCE

Business-to-Business Referral

Interior Designers & Decorators
Architects / Builders / General Contractors
Real Estate Agents (Buyers and Listing Agents)
Luxury Residential Concierges & Managers
Yacht & Private Jet Brokers
Art Brokers / Dealers
Attorneys; Real Estate, Trust & Estates, Aviation, Marine, etc.
Financial Planners / Wealth Managers



OUR MULTIDIMENSIONAL MARKETING STRATEGY
Develops the RELATIONSHIP funnel to turn **PROSPECTS** into **CLIENTS**



TANGIBILITY CREATES VISIBILITY

Our direct-mail print publication makes sure you stand out in a crowded market and proactively places your message in your prospect's mailbox. You don't have to wait reactively for them to do an ambiguous keyword search where all your competitors show up. Our in-person networking events get you introduced to strategic collaboration and business referral partners.

IF YOU'RE OUT OF SIGHT, YOU'RE OUT OF MIND

Once a prospect becomes aware of you, our marketing helps you capture their attention to ensure you stay top of mind, driving traffic to your website and followers to your social media platforms. Keep in mind: "Likes" don't necessarily mean leads.

REPETITION CREATES RECOGNITION

With repeated visibility through active involvement in our network and print and digital platforms, you earn credibility. And because we cover various aspects of your prospect's lifestyle, you are in front of your target audience more frequently, ensuring you are in the right place at the right time – before your competition!

RECOGNITION CREATES REPUTATION

At this stage, you have developed a trusted reputation and, therefore, a relationship with your prospect. The likelihood they purchase from you is much greater, thus turning a prospect into a new client!

ASK ABOUT OUR "BUSINESS DEVELOPMENT" TRAINING SEMINARS.

WHAT WE OFFER

PRINT & DIGITAL
CAMPAIGNS



LUXURY[®]

GUIDE

TO BE KNOWN,
YOU HAVE TO BE SEEN

VISIBILITY
CREATES
CREDIBILITY

REPETITION
CREATES
REPUTATION

TO BE REFERRED,
YOU HAVE TO BE REMEMBERED

If you're out of sight, you're out of mind.

CURATED CONTENT EDITORIAL CALENDAR



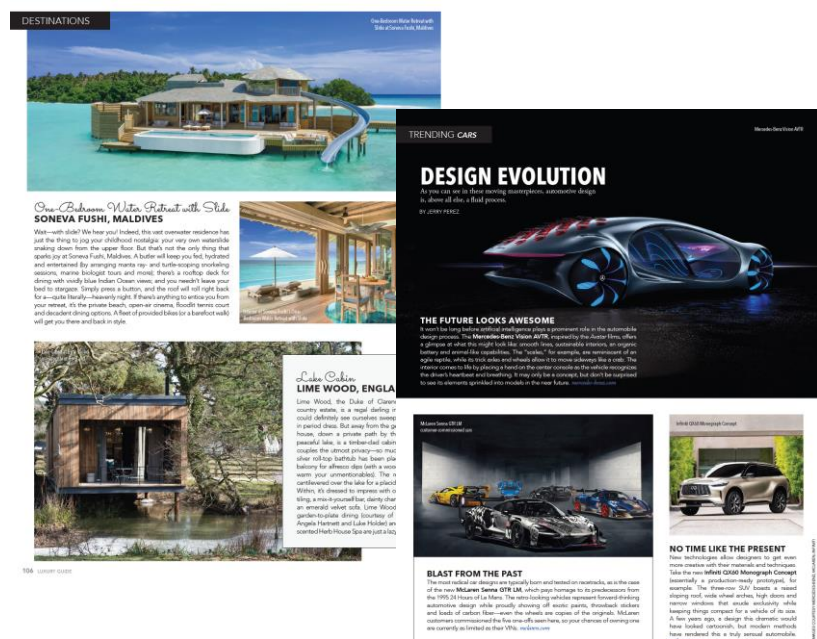
OUR VARIETY OF CONTENT
KEEPS OUR **AFFLUENT READERS CONNECTED & INFORMED**
THROUGHOUT **THE ENTIRE YEAR** – REGARDLESS OF WHERE THEY ARE!

LUXURY LIFESTYLE AT YOUR FINGERTIPS

Everyone is in the market for products and/or services at different times in their life. Due to the variety of content that we cover, we capture the interest of prospects during all stages of their buying cycle, from home design inspirations to art, cars, yachts, travel, real estate, beauty and wellness, fashion and electronics. We keep readers informed with valuable information on where to go and what to do with our month-by-month Happenings guide.

HOW ADVERTISERS BENEFIT

With the variety of resource-driven content, our clients will be seen by prospects more frequently, gaining a proactive and competitive advantage over their competitors who market their business in one industry platform or rely solely on the prospect doing a broad keyword search online, hoping to be found. Our clients are building their brand and relationship with a prospect long before their purchase – giving them a competitive advantage!



FLORIDA

HAPPENINGS

- Auto & Marine Racing
- Concerts by Genre
- Equestrian & Polo Events
- Golf Tournaments
- Top Festivals & Fairs
- Yacht & Car Shows

STAYCATIONS

- Play – Adults & Families
- Unwind – Relax & Reset
- Enrich – Arts & Culture
- Romantic – Quaint & Charming

REAL ESTATE

- Florida Markets by Lifestyle
- Wow-Worthy Real Estate

TASTE

- Must-Try Restaurants
- Michelin & James Beard Dining
- Suggestions from Wine Sommeliers

DESTINATIONS

- Travel U.S. & Abroad
- By Land
- By Air
- By Sea
- Unique Finds
- Underwater Restaurants & Hotels
- Extravagant Experiences

LUXURY MOTOR TOYS

- Luxury & Exotic Cars
- Yachts
- Motorcycles
- Recreational Vehicles

ARTS & CULTURE

- Art in Public Places
- Art-Inspired Hotels
- Bastions of Art & Museums
- Chic Galleries
- Worldwide Emerging Artists

HOME DECOR & DESIGN

- Design & Build
- Home Decor Inspirations
- Interior Designer Showcase

HOTELS BY DESIGN

- Inside look at hotels:
- contemporary, traditional,
- boutique and B&Bs

SHOP

- Gifts for All Occasions
- Aficionados
- His & Hers Fashion
- Little Ones
- Host & Home
- Tech & Toys
- Timepieces
- Unique Finds

BEAUTY & WELLNESS

- Anti-Aging & Wellness
- Must-Visit Wellness Spas
- Trends in Cosmetic Surgery
- Med Spa Innovations

PHILANTHROPY

- Giving Back: Nonprofits

NATIONAL

TRAVEL-WORTHY HAPPENINGS

- Auto & Marine Racing
- Concerts by Genre
- Equestrian & Polo Events
- Golf Tournaments
- Top Festivals and Fairs
- Yacht & Car Shows

TASTE AFICIONADOS

- Michelin & James Beard Dining
- Suggestions from Wine Sommeliers
- Cigar Selection by Aficionados

DESTINATIONS

- Travel U.S. & Abroad
- By Land
- By Air
- By Sea
- Unique Finds
- Underwater Restaurants & Hotels
- Extravagant Experiences

LIFESTYLE REAL ESTATE (U.S.)

- Where to Live by How You Live
- Wow-Worthy Real Estate

LUXURY MOTOR TOYS

- Luxury & Exotic Cars
- Yachts
- Motorcycles
- Recreational Vehicles

ARTS & CULTURE

- Art In Public Places
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- Med Spa Innovations

PHILANTHROPY

- Giving Back: Nonprofits

FLORIDA PRINT

COMBINED REACH

100K

Distribution STRATEGY

DIRECT-MAILED | 70%

HOMEOWNERS

\$1 Million+ Home Value

\$2.6 Million+ Net worth

* Including New Movers Within 3 Months

OFFICES

Realtors, Interior Designers,
Architects & Homebuilders

SHIPPED | 30%

PRIME LOCATIONS

Luxury Condos & Hotels
Luxury Real Estate Offices
Luxury Car Dealerships
Private Aviation Airports
Golf & Country Clubs
Yacht Clubs & Marinas
High-Profile Events

Circulation STRATEGY

INITIAL

December 2022

70% Direct-Mailed & Delivery

100K New Issue E-Blast Announcement

REPLENISHMENT

January – November 2023

30% Delivery

50K Digital Issue E-Blast

TARGET MARKETS

PRIMARY MARKETS

Miami-Dade County
Broward County
Palm Beach County
Monroe County

SECONDARY MARKETS

Sarasota County
Lee County
Hillsborough County
Orange County
Treasure Coast / Martin County
Collier County



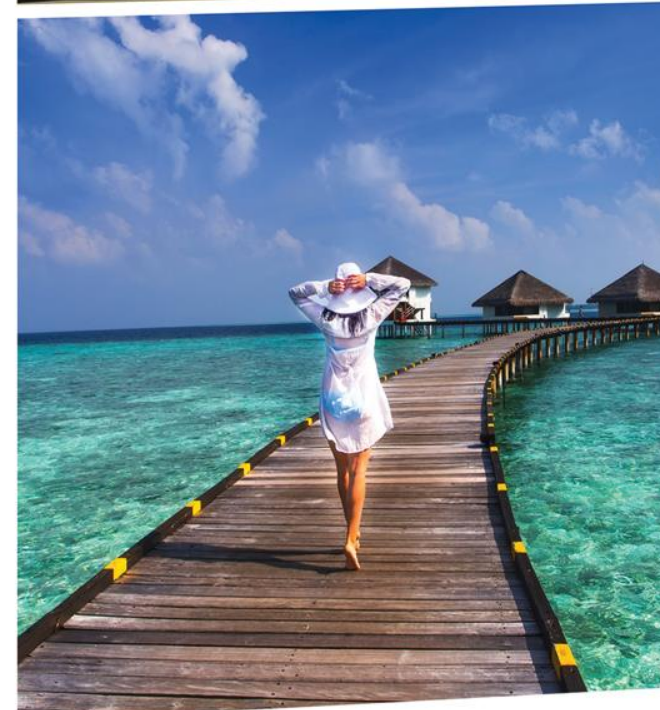
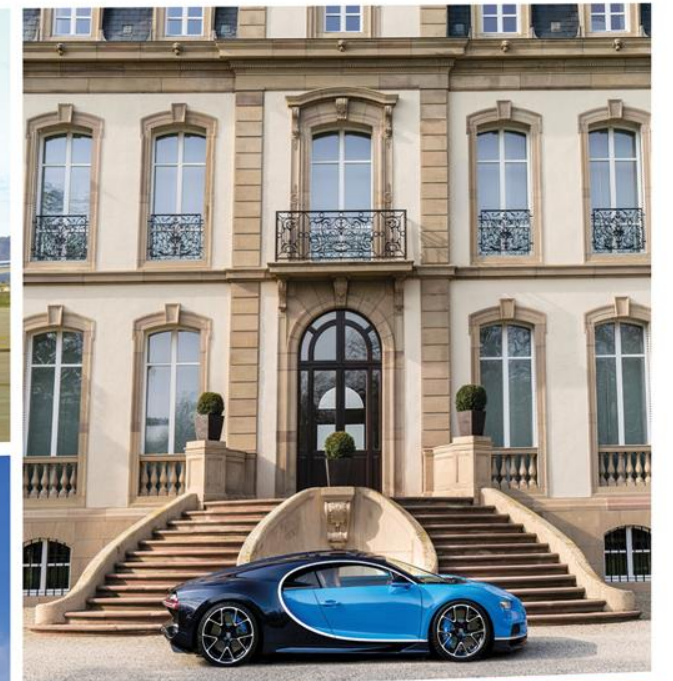
QR CODES STRATEGY

QR Codes are published throughout the printed *Luxury Guide* to entice readers to visit our digital platforms for up-to-date information.

Data provided by Data Axle. Readership based on an average of 2x pass-along for direct mail and 4x for locations.

FLORIDA | 2022

LUXURY[®] GUIDE



CURATED LIFESTYLE GUIDE

Home Inspirations, Art, Travel & Leisure, Dining, Entertainment & More

NATIONAL PRINT

COMBINED REACH

100K

Distribution STRATEGY

DIRECT-MAILED | 90%

HOMEOWNERS

\$1 Million+ Home Value

\$5 Million+ Net worth

* Own Yachts, Fly Private

OFFICES

Private Charter Aircraft Operators

House Managers

SHIPPED | 10%

PRIME LOCATIONS

Private Airports

Charter Operators

Luxury Real Estate Offices

Circulation STRATEGY

INITIAL

December 2022

70% Direct-Mailed & Delivery

100K New Issue E-Blast Announcement

REPLENISHMENT

January – November 2023

30% Shipped

50K Digital Issue E-Blast

TARGET MARKETS

ARIZONA

Scottsdale

CALIFORNIA

Los Angeles, Santa Ana

San Francisco

COLORADO

Aspen, Denver

NEVADA

Las Vegas

UTAH

Salt Lake City

GEORGIA

Atlanta

ILLINOIS

Chicago

NEW YORK

Manhattan, The Hamptons

Great Neck, White Plains

TEXAS

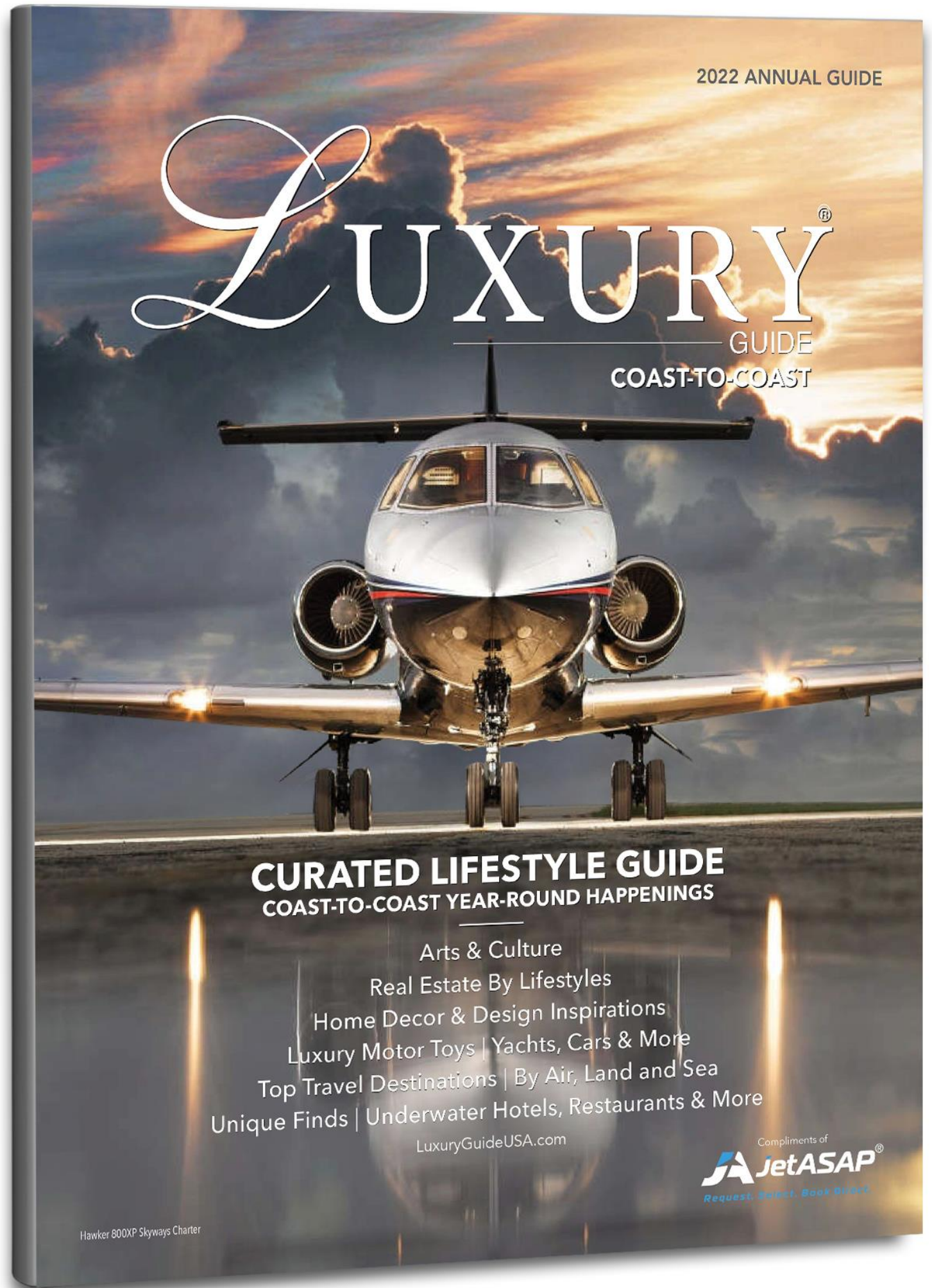
Dallas, Houston



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Data provided by Data Axle. Readership based on an average of 2x pass-along for direct-mail and 4x for locations.



2022 ANNUAL GUIDE

LUXURY

GUIDE
COAST-TO-COAST

CURATED LIFESTYLE GUIDE COAST-TO-COAST YEAR-ROUND HAPPENINGS

Arts & Culture
Real Estate By Lifestyles
Home Decor & Design Inspirations
Luxury Motor Toys | Yachts, Cars & More
Top Travel Destinations | By Air, Land and Sea
Unique Finds | Underwater Hotels, Restaurants & More

LuxuryGuideUSA.com

Compliments of
JetASAP
Request. Sober. Book. Drive.

Hawker 800XP Skyways Charter

LUXURY GUIDE PLATFORMS

DIGITAL
COMBINED REACH
500K

PARTNER PLATFORMS

DIGITAL EDITIONS



Luxury Guide Digital Issue is Marketed Via

- Monthly Newsletters & Opt-In E-Blasts
- Luxury Guide Website
- Luxury Guide Social Media Platforms
- National & Global Digital Newsstands
Magzter.com & Issuu.com



Read us on issuu

WEBSITE



Up-To-Date Resource Guide

Our website is a curation of various lifestyle topics, including an up-to-date events calendar for *Where to Go and What to Do* – a constant search in consumers' lives. This strategy keeps our readers frequently engaged on our platform.

EMAIL MARKETING

**We Do the Research,
So Our Readers Don't Have To!**

Our curated editorial-style content offers consumers valuable information, which results in high open rates.



EMAIL TOPICS INCLUDE

- Current Happenings
- Things to Do at Your Leisure
- Florida Staycations
- Home Decor Inspirations
- Home Design & Build
- Interior Designer Tips
- Luxury & Exotic Cars
- Real Estate
- Shop & Gift Ideas
- Tech & Toys
- Timepieces
- Travel
- Yachts & Recreation
- Other Professional Topics, Including Wellness & Beauty Tips, Trends in Digital Currency, Q&A with Wealth Managers, Attorneys & More...

PRIVATE-LABEL EMAIL MARKETING

We private label our monthly newsletters for luxury residential condo buildings, as well as other strategic partners such as JetASAP, a charter app for the consumers who fly private.

ONE PARAIISO

BY PIERO LISSONI

BUILDING UPDATES

NEW BUILDING LINK FEATURE
You can now add temporary visitors & food deliveries to your BuildingLink profile. This will allow the staff will be aware of your upcoming guests/deliveries as soon as they check your profile, making it easier and faster for you to receive your expected delivery or meet your guests in a timely manner.
[Click Here For Instructions](#)

WELCOME NEW TEAM MEMBERS
It is a pleasure to announce that our One Paraiso team is growing, with new members to help enhance the service and create a wonderful living experience for you all to enjoy. **Join us in welcoming...**

- Yohanny Alvarado – Lifestyle Director
- Pamela Rodriguez – Front Desk
- Leonor Martinez – Dock Master
- Isabel Maquieira – Housekeeper
- Odalys Gonzalez – Housekeeper
- Ninoska Alvarado – Receiving Clerk

CURATED LIFESTYLE GUIDE

LUXURY GUIDE
NEWSLETTER CONTENT
BELOW

GET REAL-TIME PRICING GUIDANCE ON EVERY TRIP

NEW FEATURES ADDED THIS MONTH!

We added new features to help you with your charter needs and to ensure your experience with us continue to be an enjoyable one. Please let us know if we can do anything else to serve you.

CURATED LIFESTYLE GUIDE

LUXURY GUIDE
NEWSLETTER CONTENT
BELOW

[CLICK HERE TO VIEW SAMPLE](#)

BENEFITS OF A PRINT & DIGITAL COMBINATION CAMPAIGN

PRINT HELPS YOU STAND OUT IN A CROWDED DIGITAL MARKET



TANGIBILITY GIVES YOU VISIBILITY

PRINT STRETCHES YOUR INVESTMENT DUE TO LONGER SHELF LIFE



Print has an average shelf life of 3 to 12 months, which amortizes your investment over several months.

Consistent visibility keeps your lead pipeline full. It's like planting seeds and watching them grow – it takes time.

PRINT SENDS TRAFFIC DIRECTLY TO YOUR WEBSITE

Google

WHEN PROSPECTS KNOW YOUR NAME

→ *Your Business ONLY Shows Up*

Prospects Can't Search for Someone They Don't Know

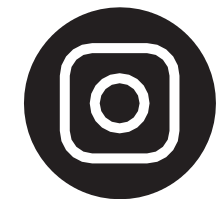
PROSPECT SEARCHES KEYWORDS

Competitor 1
Competitor 2
Competitor 3

→ *Your Business WITH Competitors*

PRINT INCREASES SOCIAL MEDIA FOLLOWING

Prospects Can't Follow Someone They Don't Know

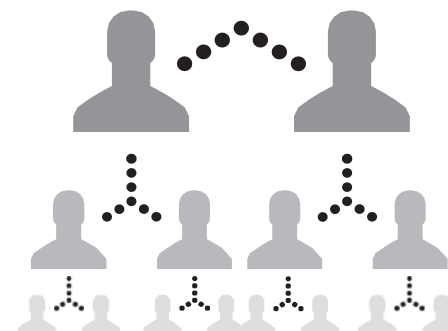


PRINT PRODUCES MULTIPLE WORD-OF-MOUTH SALES (BUT WON'T GET THE CREDIT)

ONE SALE FROM PRINT



CREATES A NEW DOWNLINE OF REFERRALS



PRINT COMPOUNDS YOUR REVENUE FROM ONGOING WOM REFERRALS



Previous viewers/prospects might not hire you for six months because they weren't ready at the time. Consistency is important to ensure you're in the right place at the right time.

Repetition Builds Recognition – Recognition Builds Reputation.

STRATEGIC ADVERTISING CAMPAIGNS

Provide Maximum Performance from Your Ad Results





OUR STRATEGIC ADVERTISING OPTIONS

ADVERTISEMENT STYLE SHOP-CATALOG

7x With seven products on a page, you're seven times more likely to capture the attention of a prospective buyer!

ADVERTISEMENT STYLE ADVERTORIAL

2x You will double your chance of gaining a new client by providing prospects with valuable content that they'll appreciate and trust.

ADVERTISEMENT STYLE COLLABORATION

You can exponentially increase your exposure by collaborating with other business professionals who will cross-promote on their platforms.

SHOP HOME WITH LALIOUE

ORCHIDÉE DECANTER
Numbered edition; clear crystal
\$2,800

FLEURS DE CERISIER VASE
Limited edition of 88 pieces; amber crystal, gold-stamped, black-enameled
\$18,000

100 POINTS UNIVERSAL GLASS
100 Points by James Suckling; clear crystal; set of two
\$280

CRYSTAL COLLECTIBLE BOTTLE "ORCHIDÉE"
2020 limited-edition parfum, 250 ml (8.4 fl. oz.)
\$1,800

BACCHANTES VASE
Gold luster crystal
\$5,700

MUGUET VASE
Green crystal
\$4,300

MCLAREN SAILFISH SCULPTURE
Limited edition of 20 pieces; clear crystal, lost wax
\$69,000

PIVOINES VASE
Large size; clear crystal
\$6,300

LALIOUE

SHOP MORE
LALIOUE.COM
BAL HARBOUR SHOPS, 9700 COLLINS AVE.,
BAL HARBOUR, FL 33154
305.537.5150

PROMOTION

Laura Raybin Miller
Vice President of
Wealth Management
Financial Advisor

Laura Raybin Miller has been an investment professional since 1999, working with clients and their families to identify their financial needs and goals. For more than 20 years, she's been involved in public and community affairs in South Florida, making a positive impact through her leadership and participation in civic and healthcare organizations. She is a Commissioner at the South Broward Hospital District d.b.a. Memorial Healthcare System. Over the years, she has obtained many financial designations and also holds a Fellowship in Board Governance from the National Association of Corporate Directors (NACD). She is a member of the Suskind-Ripple Group at UBS Financial Services.

Building on its history of over 150 years, UBS is committed to utilizing its global resources to help high net worth individuals pursue their wealth management goals. As the world's largest wealth manager, it is strongly positioned to help clients address the realities of the global economy and their sophisticated needs. Customized solutions are delivered to give clients confidence in reaching their goals no matter the environment.¹

¹Corporate Profile, UBS Quarterly Report, Fourth Quarter 2017

UBS Financial Services, Inc.
18851 NE 29th Ave., Penthouse
Aventura, FL 33180

Direct: 305.682.4637
Toll Free: 855.711.1387
Mobile: 954.560.7845
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ubs.com/team/srg

UBS

Source: UBS Business Owner Insights Report: Preparing for what comes next: life after the sale of your business, November 2018. This article has been written and provided by UBS Financial Services Inc. for use by its Financial Advisors. UBS Financial Services Inc. and its affiliates do not provide legal or tax advice. Clients should consult with their legal and tax advisors regarding their particular circumstances and before they meet or implement. This report is provided for informational and educational purposes only. Providing you with this information is not to be considered a solicitation on our part with respect to the purchase or sale of any securities, investment, or other products that may be mentioned, including estate planning strategies. In addition, the information is current as of the date indicated and is subject to change without notice. Important information about Advisory and Brokerage Services: As a firm providing wealth management services to clients, UBS Financial Services Inc. offers both investment advisory services and brokerage services. Investment advisory services and brokerage services are separate and distinct, offer in material ways and are governed by different laws and separate arrangements. It is important that clients understand the ways in which we conduct business and that they carefully read the agreements and disclosures that we provide to them about the products or services we offer. For more information visit our website at ubs.com/workingwithus.

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Planning for life after the sale: the six stages. As business owners contemplate a transition, they wonder what life will look like after the sale. We've identified six stages that most owners go through. Think through these questions well before your transition:

- 1. Recharge.** Is a vacation or dream purchase needed? Do you need some space to think? Is an escape and recharge needed?
- 2. Self.** How much money do you have and need? Is your wealth life-changing or life-enhancing?
- 3. Enabling.** What professional advice do you need? Do you have the right advisory team?
- 4. Family.** How should you support your family? Should you set money aside for home purchases and education?
- 5. Legacy.** What do you want to leave for future generations and your employees? How should it be left?
- 6. Opportunity.** How do you find personal fulfillment in the future? How can you best contribute to others?

Whether your transition is a few months or a few years away, it's important to start planning for how you want to live your life after selling your business.

SHOWROOM PICKS
BROUGHT TO YOU BY INTERIOR DESIGNER, STEVEN LA FONTE

1. STEVEN LA FONTE Interior Designer stevenlafonte.com
2. STEVEN LA FONTE Interior Designer stevenlafonte.com
3. STEVEN LA FONTE Interior Designer stevenlafonte.com
4. STEVEN LA FONTE Interior Designer stevenlafonte.com

1. LINE HINGED DOOR - Wood veneered hinged door with vertical brass channels.

2. MAXIMA WALL PANELS - Custom wood veneered panels in liquid metal finish.

3. BAMBOO WALL PANELS - Lacquered or wood veneered panel with channels.

4. SYNUA SMART DOOR - Hidden safety door with a smart system.

CALL: (800) 849-4955
VISIT BY APPOINTMENT: 1000 Kane Concourse Bay Harbor Islands Florida 33154
VIEW GALLERY: maximacollection.com

CUSTOM | PERSONALIZED TURNKEY PUBLICATION

Let us create your own **personalized, custom *Luxury Guide*** that will provide you with a unique turnkey marketing piece to help you **STAND OUT in a crowded market.**

BENEFITS

TURNKEY MARKETING PUBLICATION

Deliver your marketing message directly to your target market in an engaging, "soft sell" manner without the hassle and expense of producing your own publication – and at a fraction of the cost!

UNIQUE MARKETING | STAND OUT IN A CROWDED MARKET

Engage with prospects more positively and frequently due to the variety of informative lifestyle content that is published alongside your products and/or services in our unique "magalog" (magazine-catalog) concept.

INCOME-PRODUCING MARKETING PLATFORM

Subsidize your marketing expenses by reselling your unused pages that come with your package to complementary businesses or strategic alliances. Trade your pages for unique win-win opportunities.

HEIGHTENED VISIBILITY & CREDIBILITY

Enhance your brand recognition by aligning with an established luxury publication that will heighten your company's visibility and credibility.

DISTRIBUTION

90% of your order will be shipped to you for our own marketing use (to distribute in your workplace, showroom, events, via collaboration partners, etc.). Our team can also execute a strategic distribution plan to target your core market for a nominal fee.

10% of your order will be direct-mailed to a list of your choice anywhere in the U.S.

WHAT'S INCLUDED

CUSTOM | PERSONALIZED DISTRIBUTION

- ✓ **Front Cover** | Your logo and your image (based on Publisher approval).
- ✓ **Inside Front Cover**
- ✓ **Inside Back Cover**
- ✓ **Back Cover**

LUXURY GUIDE FULL DISTRIBUTION – ALL MARKETS OF ISSUE

- ✓ **2 Full Pages**

LUXURY[®]

GUIDE

YOUR
COMPANY
IMAGE

*BASED ON PUBLISHER APPROVAL

Compliments of

YOUR
LOGO
HERE

CURATED LIFESTYLE GUIDE

Home Inspirations, Art, Travel & Leisure, Dining, Entertainment & More

Compliments of
IRG
INTERNATIONAL REALTY GROUP

INSIDE
FRONT
COVER

INSIDE
BACK
COVER

BACK
COVER

[CLICK HERE TO SEE OTHER CUSTOM LUXURY GUIDES](#)

MARKET TITLE SPONSORSHIP

As a Market Title Sponsor, you'll receive numerous benefits at economies-of-scale pricing, providing you with a **unique marketing piece** to help you **STAND OUT in a crowded market** while creating stronger prospect engagement with your brand.

BENEFITS

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DISTRIBUTION

Copies are direct-mailed and distributed to our entire qualified mailing and distribution list based on the market in which you choose to sponsor.

- 250 copies can be direct-mailed to a list of your choice anywhere in the U.S.
- 250 copies will be delivered to you for our own marketing use all year long.

Our team can create and execute a strategic distribution plan targeting your core market for a small fee.

WHAT'S INCLUDED

LUXURY GUIDE DISTRIBUTION - MARKET SELECTED

- ✓ **Front Cover** | Your logo and "compliments of" recognition placed on front cover
- ✓ **Choice of One Premium Placement Page** (based on market and availability)
 - ✓ Inside Front Cover
 - ✓ Inside Back Cover
 - ✓ Back Cover

LUXURY GUIDE FULL DISTRIBUTION – ALL MARKETS OF ISSUE

- ✓ **2-Page Business Spotlight Editorial** | Published inside for all market distribution
- ✓ **2 Full Standard Advertising Pages** | Published inside for all market distribution
- ✓ **Sponsor Recognition on Publisher's Note** | Published inside for all market distribution
- ✓ **Sponsor Recognition on Table of Contents** | Published inside for all market distribution



FRONT COVER
WITH YOUR "COMPLIMENTS OF" LOGO



COMPANY RECOGNITION ON PUBLISHER'S NOTE & TABLE OF CONTENTS

MEET OUR SPONSORS	
<p>PLATINUM</p>  <p>Request. Select. Book Direct.</p> <p>Pages 24-25</p>	<p>GOLD</p>  <p>Pages 46-47</p>

BUSINESS SPOTLIGHT

Florida Luxury Homes Group | 72
When only the most luxe beach abodes will do, this service connects high-end homeowners with those in search of their next adventure by the sea.

MARKET SPONSOR OPPORTUNITIES

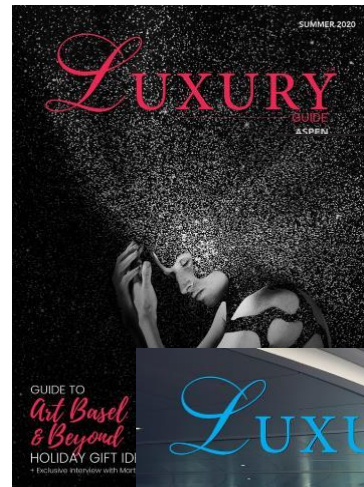
The following are some of the top markets available; however, any market can be added!
 *Inquire if interested.

EXISTING MARKET OPTIONS

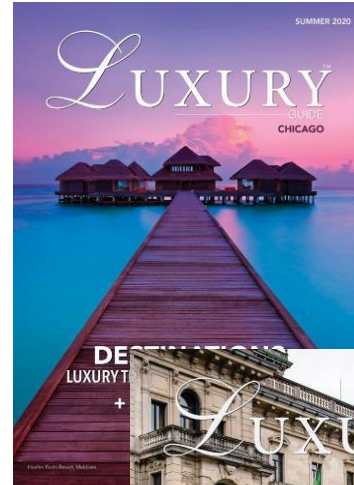
MIAMI Pending
 BROWARD - East (Sold)
 BROWARD - West
 BOCA - East
 BOCA - West
 DELRAY & SURROUNDING
 PALM BEACH - East
 PALM BEACH - West
 TREASURE COAST
 NAPLES
 ORLANDO
 ST. PETERSBURG
 SARASOTA
 TAMPA

NEW MARKET OPTIONS

ASPEN
 AUSTIN
 BOSTON
 CHICAGO
 DALLAS
 DENVER
 HOUSTON
 LAS VEGAS
 LOS ANGELES
 NASHVILLE
 NEW YORK
 SAN DIEGO
 SAN FRANCISCO
 SEATTLE
 SCOTTSDALE
 WASHINGTON, D.C.



MIAMI



SARASOTA



NEW YORK



FT. LAUDERDALE



ST. PETERSBURG



CHICAGO



BOCA



TAMPA



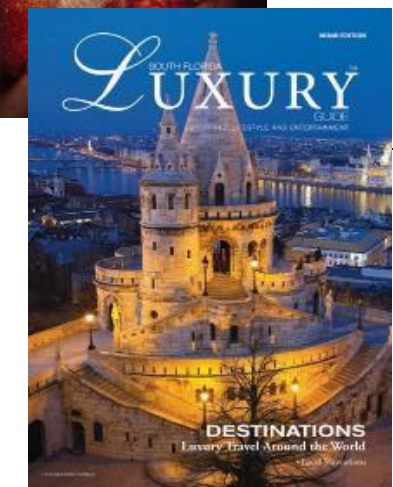
ASPEN



PALM BEACH



DALLAS



LOS ANGELES

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

WHAT WE OFFER

NETWORKING & BUSINESS DEVELOPMENT

Business to Business Networking
Interior Designer Activations
Collaboration Marketing
Experiential Events

WE BELIEVE IN THE POWER OF
CONNECTING PEOPLE



LUXURY NETWORK

Creating Win-Win Connections & Collaborations

CROSS-INDUSTRY CONNECTIONS & COLLABORATIONS

All clients become members of the Luxury Network, which provides a unique opportunity for them to strategically align with complementing businesses for referral and collaboration opportunities.

BENEFITS OF COLLABORATION

- Reduces Expenses
- Increases New Client Acquisition
- Improves Existing Client Retention

EXAMPLE:

4-BUSINESS COLLABORATION

When each business collaborator involves their top 25% VIP clients

The Result for Each Collaborator Equals

- 75% New Client Acquisition (from co-collaborators)
- 25% Client Retention
- 25% of the Shared Marketing or Event Expense



CLIENT TESTIMONIAL

"The collaboration luncheon was an interesting, informative and insightful event. The group was engaging and receptive to sharing ideas. In today's electronic age, it is a welcomed change to meet people face-to-face. There is no substitute for personal introductions."

Sharon Silver,
REALTOR, WENZEL INVESTMENT GROUP

REALTORS

INTERIOR DESIGNERS



DESIGNER TESTIMONIAL

"I just wanted to let you know that after attending your last few events and your virtual home show, I started doing business with your clients MiaCucina, Dragon Cellars and California Closets. Thank you for the great introductions!"

Steven La Fonte,
PRINCIPAL, STEVEN LA FONTE DESIGN

ARCHITECTS & GENERAL CONTRACTORS

TARGET AFFLUENT CONSUMERS
Private Jet Travelers
Yacht Owners
Entrepreneurs / Business Owners
C-Level Executives

HOME-RELATED INDUSTRIES

OTHER
Yacht Brokers
Jet Brokers
Wealth Managers
Philanthropy
Art



CROSS-MARKET COLLABORATIONS
LuxuryGuideUSA.com

NETWORKING OPPORTUNITIES

CREATING CONNECTIONS

PROGRESSIVE BUSINESS REFERRAL LUNCHEONS

This event is made up of different business professionals (business owners, managers, business development representatives, Realtors, designers and other professional representatives of their respective businesses). The format is set up in such a way that guests will rotate three times (appetizer, lunch, dessert) to maximize their networking opportunities.

Attendance: 16 Professionals
Host Location: Varies
Length of Luncheon: 2 hours

COCKTAILS & CONNECTIONS

This event is made up of professionals across various industries who are given a name tag upon arrival, as well as a name tag of someone else that they are tasked with finding and introducing themselves to. Additionally, our team of connectors in the room will help facilitate valuable connections to maximize networking opportunities.

Attendance: 30-50 Professionals
Host Location: Varies
Length of Event: 2.5 hours

COFFEE, CONNECTIONS & CONVERSATIONS

Executives of various industries come together to collaborate on business strategies, cross-promotion activations and event collaborations that will expand their qualified audience reach while sharing and reducing the expense – it's a win-win!

Attendance: 4-6 Executives
Host Location: Varies
Length of Meeting: 1-2 hours

VIRTUAL NETWORKING

For the busy professional who has limited time, we offer interactive virtual networking opportunities, connecting businesses across various industries and markets – including outside of Florida (coming soon!).

Attendance: 10-15 Professionals
Host Location: Virtual
Length of Meeting: 1 hour

[CLICK HERE FOR TESTIMONIALS](#)



LUXURY NETWORK

Creating Win-Win Connections & Collaborations

INTERIOR DESIGNER EXPERIENTIAL ACTIVATIONS

PROGRESSIVE SHOWROOM SHOPPING & TASTING TOUR

Interior designers are chauffeured by limousine on a progressive tasting tour where they will enjoy light chef-catered bites, as well as tour the host showrooms' products and services.

Attendance: 4-6 Interior Designers
Host Locations: 5-6 Showrooms
Length of Tour: 25 minutes/showroom

SIP, SAVOR & SEE TOUR

Interior designers are invited to receive a private tour of our host showrooms' products and services, followed by a mini-interview from our editor, which is later featured on our platforms. Light tasting bites are served at this event.

Attendance: 4-6 Interior Designers
Host Locations: Varies
Length of Tour: 20-30-minutes/designer

VIRTUAL HOME & DESIGN SHOWS

Interior designers often find it difficult to find the time to learn about new vendors – a big reason they love this format. In less than an hour, in the comfort of their own home or office, designers are introduced to 5-6 showrooms that give a 3-minute visual presentation of their products and services.

Attendance: 6-8 Interior Designers
Host Locations: Varies
Length of Show: 45 minutes

TESTIMONIALS

[Client Presenter - Virtual Home Show - Materia Collection](#)

[Interior Designer Attendee - Virtual Home Show - Pepe Calderin](#)



LUXURY NETWORK

Creating Win-Win Connections & Collaborations

SHARED-COST COLLABORATION MARKETING

COLLABORATION EDITORIAL-STYLE E-NEWSLETTERS

To stay top of mind, it takes 5-7 times for your marketing message to resonate and for someone to remember you. However, marketing on your own can get costly! Our team will connect complementing businesses to share the costs of an editorial-style e-newsletter featuring cohesive and interesting content that creates a better open rate and stronger reader engagement. No one likes to be sold to, but everyone likes to be provided valuable information.

COLLABORATION GIFTING PROGRAM

Capturing a hard-to-reach prospect's attention or staying top of mind with your clients for continued word-of-mouth referrals requires doing something different to stand out from your competitors. We connect complementing businesses to partner on impactful shared gifting initiatives at reduced shared costs. Collaboration gifts are packaged with a selection of custom items accompanied by a unique "cardalog" (card-catalog), where company messages can be elegantly presented.

COLLABORATION EVENTS & SHOWS

Events and shows can be costly. Not to mention, when you host an event, you usually invite your existing clientele, which is great for client retention but not for reaching new clients. With collaboration events, you can accomplish client retention and new client acquisition at a fraction of the cost! When 3-4 complementing businesses collaborate, each can invite their top-tier customers. We can also coordinate collaborations like this for high-end shows such as boat shows. It's a win-win!

COLLABORATION REALTOR OPEN HOUSE EVENTS

Realtors have the space and people but are often looking for co-partners to offset some of their expenses to host "out-of-the-box" open house events. We can help facilitate and coordinate these types of events.



LUXURY NETWORK

Creating Win-Win Connections & Collaborations

EXPERIENTIAL EVENTS & ACTIVATIONS

BATTLE OF THE CHEFS

This experiential event is the perfect platform for businesses to capture stronger consumer engagement with their brand. Proceeds benefit nonprofit organizations. Upon arrival, guests are given a voter's coin. They have 90 minutes to peruse the host's showroom, visit each chef's station and taste their competing dish before casting a vote for their favorite.

Attendance: 150-175

Guests: LG VIPs, Sponsor VIPs, Charity Beneficiary, Realtors, Design Trade Industry
Opportunity: A variety of sponsorship levels are available. Inquire if interested.

PROGRESSIVE BRUNCH SALES CENTER TOURS

Realtors are chauffeured by limousine on a progressive tasting tour where they will enjoy light chef-catered bites, as well as tour the host real estate sales centers.

Attendance: 4-6 Realtors

Host Locations: 5-6 Sales Centers

Length of Tour: 25 minutes/sales center

A TASTE OF LUXURY | WINE PAIRING DINNER

VIP guests are welcomed with a refreshing beverage when they arrive. Live music will play as they peruse the host showroom. Following cocktail hour, guests sit down for a six- or nine-course wine-pairing dinner with each course presented by the chef and sommelier. Tasting notes are provided, making this an experiential evening that will leave a lasting impression.

[Other Taste of Luxury Events Include:](#) Wine Tastings, Cooking Classes and High Tea

LUXURY RESIDENTIAL BUILDING ACTIVATIONS

Through our partnerships with select luxury building managers and concierges, we can host experiential events where residents are invited to a meet-and-greet with our experts in specific industries – and never leave their building!

TOPICS INCLUDE:

- Panel Discussions & How-To Events
- Trends from Top Designers
- Tips on the Real Estate Market
- Best Investments – Real Estate, Art, Watches, Gold, Crypto, etc.
- How to Create a Zen Room – Designer-Inspired
- Get Organized – Closet Organizers
- Get a Better Night's Sleep – Wellness-Related, Blackout Shades, Good Mattress



LUXURY NETWORK

Creating Win-Win Connections & Collaborations

TESTIMONIALS

CLIENTS

"Thank you **👍 your guide is working...** So far, we have **more leads than from Florida Design.** Thank you!! You rock."

Yana Pojidaeva,
OWNER, MATERIA COLLECTION

"I can't thank you enough. **JetASAP has received 469 leads in the past 10 months of advertising ONLY with Luxury Guide** (so I know they all came from you). We will be definitely be renewing our agreement partnership with your company."

Lisa Kiefer Sayer,
FOUNDER, JETASAP

"As always, **you manage to bring together such fantastic people** in the most enjoyable and productive settings. Thank you for **working so hard to give all your clients opportunities to connect with each other.**"

Sylvia Fragos,
BROKER, GREAT ESTATES INTERNATIONAL REALTY

"What a **delightful networking luncheon** you hosted yesterday – **great connections were made** and the conversations very interesting and productive!"

Rozanne Cifaldi,
DIRECTOR, LALIQUE

"**Friday's event was fantastic.** I really enjoyed it! By the way, **we have gotten two projects from the general contractor, Daniel, who I met at your luncheon.** Thank you!"

Carlos J. Bravo,
AIA LEED AP BD+C, URVANX

"Thank you for the opportunity to network with your group! I am always **so impressed with how much you go out of your way** to help those in your publication. **NO ONE else does this!**"

Jesse Stollow,
OWNER, TOTAL WINDOW

"You are a **true master connector, Lynette.** Thanks for inviting me to the luncheon. Everyone I met is very passionate about what they do. **I'm glad I had the opportunity to interact with such a diverse group!**"

M. Alejandra Arnold,
PRINCIPAL, PRIVATE WEALTH STRATEGIST, TEMPLETON & COMPANY

"As usual, **the lunch was fantastic.** The new format was especially welcomed as it gave everyone an opportunity to discuss topics and areas that concern most of your business partners and friends. **Really well done, as is everything you and your team do.** I wish more people were as positive, enthusiastic and passionate as you are! We love being a part of your company."

Victor Herrera,
ROLEX BOUTIQUE MIAMI DESIGN DISTRICT

INTERIOR DESIGNERS IN OUR NETWORK

"I wanted to thank you for the invitation and for putting together this **very useful and positive Virtual Home Show.** I love to **hear from new vendors** and from our current **vendors and their updates on new ideas.** Love to always be part of these."

Juan Carlos Pombo,
PRINCIPAL DESIGNER,
FINE INTERIOR DESIGN

"I just wanted to let you know that **after attending** your past few **events** and your **virtual home show,** I started **doing business with your clients,** MiaCucina, Dragon Cellars and California Closets. **Thank you for the great introductions."**

Steven La Fonte,
PRINCIPAL DESIGNER,
STEVEN LA FONTE DESIGNS

"I am very happy to be involved in the Luxury Guide Network community! You and your team really make a difference! **Being a part of your network** has opened my mind to new people, **new vendors and industry partners!** I met with two of your **vendors that I will for sure use in the future.** I am also **recommending a friend** that also **owns an interior design firm.** Thank you so much for this **amazing partnership!**"

Taize Monteiro,
PRESIDENT & PRINCIPAL DESIGNER, JALLOT DESIGN

"Thank you again for a very **lovely luncheon.** It was a great time. I met fantastic people, and it was very informative. I think this structure is **very effective** because the discussions are more targeted, organized and **everyone bounces ideas off of one another."**

Gloria Hernando,
INTERIOR DESIGNER,
GUIMAR URBINA INTERIORS

"**Friday's luncheon was fabulous.** What a great idea of yours! **So successful.** I enjoyed meeting everyone. Thank you for including me."

Katia Bates,
PRINCIPAL, INNOVATIVE CREATIONS

"**Loved meeting** on Zoom with you for your **Virtual Home Show.** As always, you **keep the design community together!**"

Kevin Gray,
PRINCIPAL, KEVIN GRAY DESIGNS

"Great idea, and I **loved being introduced to new suppliers!**"

Nina Marco,
PRINCIPAL, CASA DE MARCO

"Great job yesterday! You are doing an **amazing job connecting designers with vendors!** I look forward to future presentations. This was a brilliant idea!"

Ania Agárdy,
PRESIDENT & INTERIOR DESIGN CONSULTANT, A-PART DESIGNS

CLIENT TESTIMONIAL VIDEOS

[Luxury Realtor – Sylvia Fragos](#)
[Luxury Realtor – Todd Nordstrom](#)
[Rolex – Design District - Victor Herrera](#)

[CLICK HERE FOR MORE TESTIMONIALS](#)

THANK YOU

If interested in receiving a custom proposal,

Email: Info@LuxuryGuideUSA.com



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KEEPING YOU CONNECTED | NO MATTER WHERE YOU ARE