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## WHO WE ARE

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# WE'RE CONNECTORS

In the Business of Helping Businesses Grow

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### **Business-to-Business Connectors**

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

### **About Us**

Founded in 2010, Luxury Network Inc. is a creative marketing, business development and custom publishing firm that provides an array of unique multidimensional programs designed to help high-end businesses stand out from the competition and capture the attention of hard-to-reach, affluent consumers.



### **Business to Consumer Connectors**

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

# WHAT WE OFFER

MULTIDIMENSIONAL MARKETING CAMPAIGNS  
FOR OPTIMUM RESULTS

## TRADITIONAL ADVERTISING & CUSTOM LUXURY GUIDE MARKETING

### TRADITIONAL ADVERTISING

We offer a variety of strategic ad styles to create STOPPING & SHOPPING power.

### CUSTOM WHITE-LABEL LUXURY GUIDE

Our Publication, *Made to Look Like Yours!*  
Exclusively distributed to the zip code, area or industry of your choice (based on availability)

- ✓ **More impactful** than a business card
- ✓ **Longer-lasting** than a postcard
- ✓ **Less expensive** than mailing a brochure
- ✓ **More engaging** than a catalog
- ✓ **More interactive** than a magazine
- ✓ **More frequently-used** than any marketing collateral



1<sup>st</sup> EVER,  
INTERACTIVE  
BUCKET-LIST  
EDITION  
2023

## NETWORKING + BUSINESS DEVELOPMENT

FLEXIBLE ADD-ON OPTIONS  
THROUGHOUT THE YEAR

- ✓ **Cocktails & Connections** Networking Events
- ✓ **Business Referral Luncheon** Networking Events
- ✓ **Cross-industry Collaboration** Marketing Initiatives
- ✓ **Target Audience Experiential Events** –Design Industry



## DIGITAL MARKETING

FLEXIBLE ADD-ON OPTIONS  
THROUGHOUT THE YEAR

- ✓ **Website Ads**
- ✓ **Newsletters Ads**
- ✓ **Custom Newsletter**
- ✓ **Collaboration Newsletter**
- ✓ **Social Media Ads**



## HOW YOUR BUSINESS WILL BENEFIT

### FREQUENT VISIBILITY

Our unique **MAGALOG** (magazine-catalog) format, presents products and services alongside a variety of frequently viewed and engaging content whereby consumers use our guide as a resource to refer to for all of their lifestyle needs; keeping **advertisers Top of Mind**.

### RIGHT PLACE AT RIGHT TIME

The **TANGIBILITY** creates **CREDIBILITY**, and our beautiful covers inspire people to keep **Luxury Guide** out on their coffee tables, making **advertisers message easily accessible** for when a consumer is ready to make a purchase.

### LIFETIME BRANDING

The **INTERACTIVE, BUCKET-LIST JOURNAL** format allows readers to check off and make notes of their experience as they complete their list, inspiring readers to hold onto **Luxury Guide** as their **lifetime keepsake**, and as a result, advertisers benefit from potential **lifetime branding!**

### INCREASED ONLINE TRAFFIC

The **QR CODES** published throughout, **inspire readers to our online** social media **platforms**, visit our website and sign-up for our newsletters for up-to-date information and **where our clients will be published!**

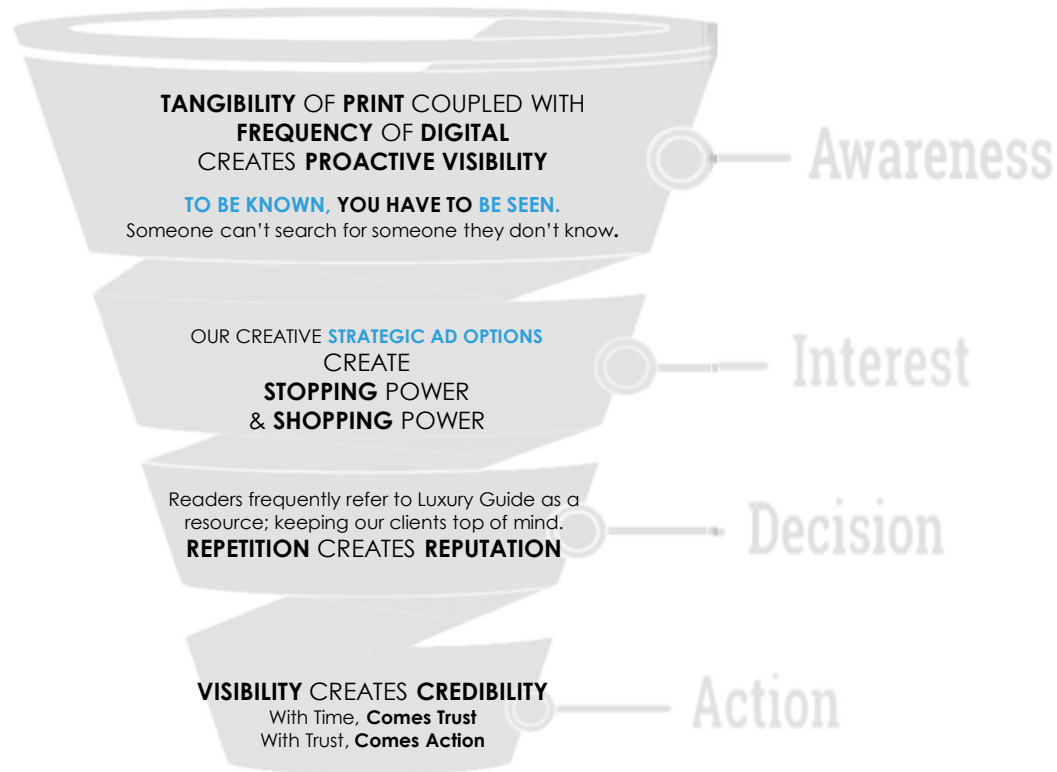
### HIGH RETURN-ON-INVESTMENT

The **MULTIDIMENSIONAL MARKETING** mix combining print, digital, networking and experiential events, creates a well-rounded campaign that **touches people frequently and in various ways**, thus resulting in better return-on-investment opportunities.

# OUR STRATEGY

Reaching the **RIGHT CLIENTELE** with Target Marketing at the **RIGHT TIME** with Frequent Visibility is the **KEY TO YOUR SUCCESS**

OUR PROGRAM HELPS  
TURN **PROSPECTS** INTO **CLIENTS**



**WORD-OF-MOUTH** REFERRALS  
are **NOT** a **PROACTIVE LEAD SOURCE**

To Be **REFERRED**  
You Must Be **REMEMBERED**

If You're **OUT OF SIGHT**  
You're **OUT OF MIND**

# OUR AUDIENCE

## LUXURY<sup>®</sup> GUIDE

### B2C AUDIENCE

Business to Consumer

Age Range: 35-75  
Male: 61% | Female: 39%  
Net Worth Average: \$1.6+

#### Profile

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

#### Lifestyle

Travel Often  
Fly Private  
Own Yachts  
Play Golf  
Dine Out Frequently  
Support Arts & Culture  
Attend Equestrian & Polo Events  
Support Philanthropic Causes



### B2B AUDIENCE

Business to Business

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 ENGAGING CONTENT

URNS YOUR **MARKETING COLLATERAL**  
INTO A **GIFT THAT KEEPS GIVING**

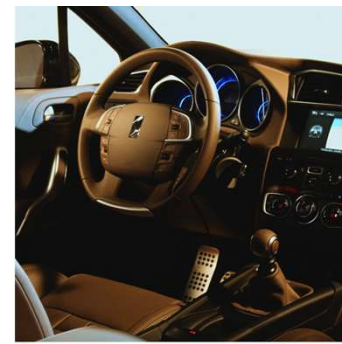
## 2023 *LUXURY* GUIDE INTERACTIVE **BUCKET LIST** EDITION

One year,  
**365 days to enjoy it**

Readers will be able to **PLAN** their **2023 Purchases** and/or **Projects**, from selling or finding the perfect home, building or remodeling an existing one, buying their next car or boat!

Readers will be able to journal, date, and **CHECK OFF** their bucket list experience as they complete them. **Turning *Luxury Guide* into a Lifelong Keepsake...branding your company for years.**

**Branding Your Company** and **Extending Return-on-Investment** opportunity for years!



-  **BUCKET LIST**  
**Experiences to Try**  
*Destinations to Visit, Road Trips to Take, Resorts to Stay and Restaurants To Dine.*  
**Attractions to See**  
*Wonders of the World and More.*  
**Must Attend Events, Shows & Fairs**
  - Auto Shows & Races
  - Yacht Shows & Marine Races
  - Equestrian Shows & Polo Events
  - Golf Tournaments
  - Top Festivals & Fairs

-  **TASTE**  
**Chefs Reveal**
  - Recipes for Each Season  
**Aficionados Picks for 2023**
  - Wine
  - Spirits
  - Cigars

-  **REAL ESTATE**  
**Lavish Homes & Neighborhoods**  
Top 10 Most Expensive Neighborhoods in the U.S., plus a sneak peek inside some of the most expensive Homes & Condos Sold in the U.S. in 2023.  
**Florida Focus**  
Get a look at some of the most extravagant Homes & Condos coming on the market.


-  **DESIGN & DECOR**  
**A Spectacular Design Curation**  
Homes, Hotels, Yachts & Cruise Ships by renowned designers, architects and builders.

**Home Décor & Design Inspiration**  
Get inspired to finish that home project that's been put on hold.

-  **2023 LUXURY MOTOR TOYS**  
**Autos:** Exotics, Luxury & Electric  
**Boats:** Yachts, Powerboats & Sailing  
**Recreation:** Vehicles & Motorcycles

-  **SHOP**  
**For All Occasions**
  - Just Because
  - Birthdays
  - Baby Showers
  - Anniversaries
  - Weddings
  - For the Host & More

-  **ASK THE EXPERTS**  
Beauty & Wellness Tips & Trends  
Professional Tips & Advice

-  **GIVE BACK**  
What better way to start the year than to give back to causes close to your heart.

**WHY DO THE RESEARCH, WE'VE DONE IT FOR YOU!**

# OUR PRINT CIRCULATION

**140K+**  
Circulation  
**LUXURY**  
GUIDE

## Distribution TYPE

### DIRECT-MAILED | 70%

#### HOMEOWNERS

\$1.6 Million+ Net Worth

\* Including New Movers Within 3 Months

#### OFFICES

Realtors, Interior Designers,  
Architects & Homebuilders

### DROP-OFF | 30%

#### PRIME LOCATIONS

Luxury Condos & Hotels  
Luxury Real Estate Offices  
Private Aviation Airports  
Golf & Country Clubs  
Yacht Clubs & Marinas  
Luxury Car Dealerships  
High-Profile Events & Shows  
*Including; Charity Galas,  
Boat Show, Art Week and  
other major events.*

## Distribution SCHEDULE

### INITIAL DISTRIBUTION

January 2023

- 70%** Direct-Mailed & Drop-Off Delivery
- 100K** E-Blast Newsletter announcing new issue and includes digital edition.

## Distribution STRATEGY

Editorial content published within Luxury Guide is timeless and everlasting. QR Codes are published throughout the printed edition with messaging to entice readers to visit our digital platforms for up-to-date information, where our print advertisers will be promoted. All print clients are included in our digital edition, as well as on our website at no additional charge. Digital editions are marketed on various platforms locally, nationally and on global newsstands such as ; issuu.com and magzter.com



Readership is based on an average 2.5x pass-along from direct-mail delivery and 2.5 from high-profile locations with multi-use traffic.

## Distribution MARKETS

### PRIMARY MARKETS - 95%

Miami-Dade County  
Broward County  
Palm Beach County  
Monroe County

### SECONDARY MARKETS - 5%

Readership is subject to increase, based New Market Title Partners.

Inquire if you are interested in being a co-market title sponsor with Jet Clients or another one of our high-end luxury business Market Title Partners where each partner will benefit from cross-audience distribution – creating a win-win collaboration.

#### ARIZONA

Scottsdale

#### CALIFORNIA

Los Angeles  
Santa Ana  
San Francisco

#### COLORADO

Aspen, Denver

#### FLORIDA

Naples, Sarasota,  
Windemere,  
Treasure Coast,

#### GEORGIA

Atlanta

#### ILLINOIS

Chicago

#### NEW YORK

Manhattan  
The Hamptons  
Great Neck  
White Plains

#### NEVADA

Las Vegas

#### TEXAS

Dallas, Houston

#### UTAH

Salt Lake City

#### WASHINGTON

Washington, DC

## Custom Distribution MARKETS

### CUSTOM COPY MARKETS

As a Market Title Partner, you will have your own custom cover wrap edition (*our publication made to look like yours*), direct-mailed to exclusive, select zip codes; and/or targeted professional industries anywhere in the U.S., of your choosing – based on availability.

Your Front Cover, Inside Front Cover, Inside Back Cover and Back Cover advertisement will only be seen by your selected markets.

**It is recommended to advertise your business inside of the Luxury Guide to benefit from exposure to all market locations, unless you are only targeting a specific area or industry.**

Contact one of our representatives today before your market is taken.

# OUR DIGITAL CIRCULATION



**500K+**  
Combined Reach



Coming Q.2 2023

## 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 (100 million monthly views)



Read us on issuu

## WEBSITE



**4.5**  
MINUTES  
AVERAGE  
TIME SPENT  
ON WEBSITE

### Lifestyle Resource Guide

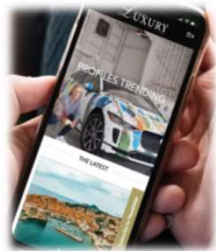
Our website is a curation of various lifestyle topics, including an up-to-date events calendar for *Where to Go and What to Do* – a constant search in consumers' lives. This strategy keeps our readers frequently engaged on our platform.

## 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.

**Florida Newsletter** – 40,000+  
**National Newsletter** – 25,000  
**Custom Newsletter** – Varies



**65%**  
AVERAGE  
OPEN  
RATE

### EMAIL TOPICS INCLUDE

Current Happenings | Things to Do  
Florida Staycations  
Home Decor & Design Inspirations  
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...

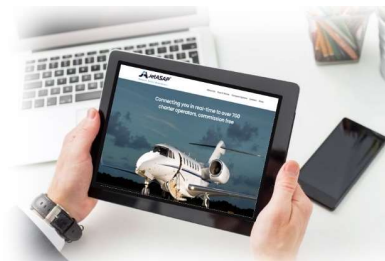
## JetASAP APP



**4**  
MINUTES  
AVERAGE  
TIME SPENT  
IN APP

**APP ADVERTISING COMING 2023**  
Affiliate partners will be given the first right of refusal to limited availability.

## WEBSITE



**11K+**  
MONTHLY  
WEBSITE  
VISITORS

### Private Charter Resource Guide

Visitors to JetASAP are consumers who fly private and are using the platform for their charter-related services.

## EMAIL MARKETING

Subscribers – 20,000+

**45%** AVERAGE  
OPEN  
RATE

### Weekly Newsletter

Providing up-to-date empty leg availability, special offers and promotions.

### Monthly Newsletter

Providing up-to-date empty leg availability, special offers and promotions, and curated lifestyle content to appeal to discerning clientele.

### Email Quote Notification

When a requested flight quote is ready, the recipient is sent an email to view the quote.

**REQUEST A SPECIAL PROPOSAL FOR  
JETASAP ADVERTISING OPPORTUNITIES**



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.

# OUR NETWORK

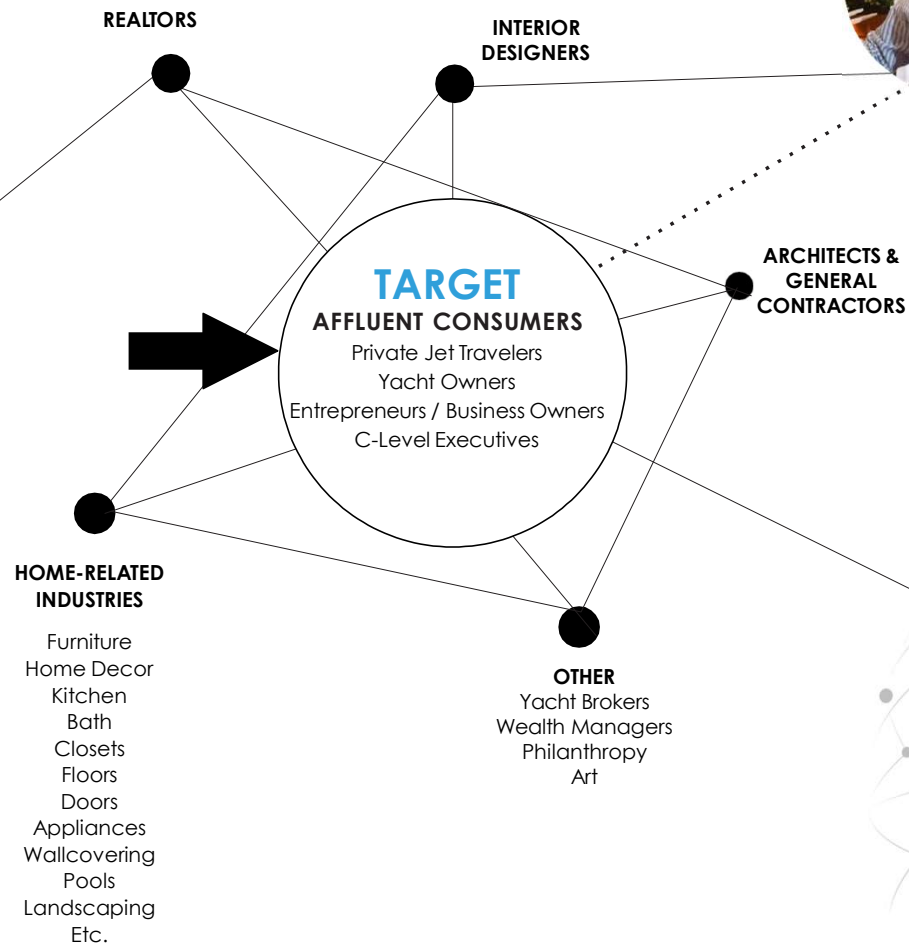
## CROSS-INDUSTRY CONNECTIONS & COLLABORATIONS



### 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



### 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



**CROSS-MARKET COLLABORATIONS**  
[LuxuryGuideUSA.com](http://LuxuryGuideUSA.com)



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## PRINT MARKETING OPTIONS

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In Collaboration with  
**JetASAP**<sup>®</sup>  
*Request. Select. Book Direct.*



### WORD-OF-MOUTH REFERRALS ARE **NOT** A MARKETING **SOURCE**

They're the results of past performance  
that requires ongoing marketing to  
experience maximum  
growth potential.

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TO BE REFERRED,  
**YOU HAVE TO BE REMEMBERED**  
If You're **Out of Sight**, You're **Out of Mind**

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TO BE KNOWN,  
**YOU HAVE TO BE SEEN**

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**VISIBILITY  
CREATES  
CREDIBILITY**

REPETITION **CREATES** REPUTATION

# CUSTOM, WHITE-LABEL LUXURY GUIDE *Marketing*

## OUR PUBLICATION, **MADE TO LOOK LIKE YOURS**

Become a Market Title Partner – Choose your Select Zip Codes or Industry Audience.

### GIVE A GIFT **THAT KEEPS GIVING**

As a Market Title Partner, you'll have a unique, tangible and **interactive, marketing keepsake piece** to gift your clients and prospects, thus providing **lifelong branding** opportunity. Plus, your business will **STAND OUT** in a **crowded, competitive market**, by delivering your marketing message in an engaging "soft sell" manner **without the hassle and expense** of producing your own publication!

### BENEFITS

#### ➤ **UNIQUE TURNKEY MARKETING COLLATERAL**

- ✓ More impactful than a business card
- ✓ Longer-lasting than a postcard
- ✓ Less expensive than mailing a brochure
- ✓ More engaging than a catalog
- ✓ More interactive than a magazine with our unique bucket-list format

#### ➤ **TARGET CUSTOM MARKETING**

You'll have the exclusivity and flexibility to reserve distribution of your custom copies to select zip codes targeting your demographic or industry audience.

#### ➤ **INCOME-PRODUCING MARKETING PLATFORM**

You'll have the option to subsidize your marketing expenses by reselling the unused pages that come with your package to complementary businesses or strategic alliances that can expand your audience reach by distributing to their clientele. You can also trade your pages for unique win-win opportunities (or for products and services).

#### ➤ **HEIGHTENED VISIBILITY, CREDIBILITY & LONGEVITY**

Your company will experience heightened **visibility** with the variety of lifestyle content covering various aspects of a consumer's lifestyle, **credibility** by aligning with a reputable publication, and **longevity** of your branding as a result of our everlasting content that has a longer shelf life.

### WHAT'S INCLUDED

- ✓ Front Cover – Your logo and "compliments of" recognition placed on front cover  
(Your company image on front Cover - if it meets our Luxury Guide standards)
- ✓ Inside Front Cover
- ✓ Inside Back Cover
- ✓ Back Cover
- ✓ Recognized as Market Title Partner in premium placement in all market editions
- ✓ Extra Copies for Your Own Distribution & Marketing Use
- ✓ Special Discounts and Preferred Access to Networking Events
- ✓ Product Feature in SHOP Catalog Section – Based on business

2023 LIFESTYLE GUIDE

IMAGES SHOWN ARE FROM 2022

**2023 IMAGES**  
WILL BE A COLLAGE OF  
LUXURY LIFESTYLE +  
BUCKET LIST EXPERIENCES.

We will consider select company image to be presented on the Front Cover, providing meets our standards. However, we don't recommend it because your company will benefit from the **FREQUENT ENGAGEMENT** that is a result of the **VARIETY OF LIFESTYLE IMAGES**

**2023 LIFESTYLE BUCKET-LIST EDITION**

COMPLIMENTS OF  
-OR-  
A GIFT OF  
**YOUR LOGO  
HERE**

Check-off and date your bucket-list experiences and purchases as you complete them! From Travel, Arts, Culture, Entertainment, Home Design & Decor Inspirations, Cars, Yachts & More!

**COLLABORATE**  
WITH **COMPLEMENTING PARTNERS OR VENDORS** AND **SPLIT THE COSTS, PLUS INCREASE QUALIFIED AUDIENCE** WITH **CROSS-DISTRIBUTION**



INSIDE  
FRONT  
COVER

INSIDE  
BACK  
COVER

BACK  
COVER

## DEDICATED MAGALOG SECTION *Advertising*

### MAGALOG (MAGAZINE-CATALOG)

Creating your own section allows you to promote your catalog of products and services alongside engaging content that will have a much longer shelf life and gain more frequent use, resulting in more visibility for your company. This strategy can be used for any industry.

### BENEFITS

- ✓ Your business will **STAND OUT** in a crowded, competitive market.
- ✓ Your magalog will act as a **unique brochure, catalog** or **other marketing piece** to promote your products/services in a creative way. Aside from being distributed to income-qualified recipients, you can distribute extra copies at events, shows or high-profile locations. We can help develop a plan to target your audience!
- ✓ Realtors or similar professions can **use it as a sales tool** to gain new listings.
- ✓ You will gain **stronger consumer trust** and **engagement** by delivering your company information in non-sales, subliminal yet effective way vs. a one-dimensional marketing piece – and it will last longer!
- ✓ You'll reap the rewards of **long-lasting company branding** due to *Luxury Guide's* long shelf life. People hold onto our guide for **frequent reference** since we cover various topics that relate to their lifestyle at different times throughout the year.
- ✓ Longer shelf life means a **better return-on-investment opportunity**. It is a known fact that *Luxury Guides* from several years ago are still in several homes and businesses.
- ✓ **Less expensive** than writing, producing, publishing and mailing on your own content-driven publication.

### WHAT'S INCLUDED

- ✓ Print & Digital Pages - as many as you would like – see rate card for multi-page discounts



ADD QR CODES TO  
DRIVE TRAFFIC TO VIEW YOUR  
FULL ONLINE INVENTORY



**COLLABORATE WITH  
COMPLEMENTING  
PARTNERS AND  
SPLIT COSTS +  
SHARE QUALIFIED  
DISTRIBUTION**

Reduce costs by collaborating with non-competing industries that either complement your business or target the same audience. You will **reduce your marketing costs** AND **expand your reach** when each business collaborates on cross-client or target-audience distribution.



# TRADITIONAL Advertising

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Your choice of full, half, quarter, product feature placements published and distributed in all markets



**BEST OPTION FOR BUSINESSES  
TARGETING A SPECIFIC  
INDUSTRY OR ZIP CODE**

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### CUSTOM LUXURY GUIDE | MARKET TITLE PARTNER

*It's Our Publication, Made to Look Like Yours!* This is the most creative, longest-lasting marketing collateral you'll ever have to help your company stand out in a crowded and competitive market. This option is best for a company or professional that wants to target and/or dominate specific zip codes or industry professionals because it creates the flexibility to choose your distribution parameters.

### CUSTOM DEDICATED SECTION (MAGALOG-STYLE)

We will create a **special dedicated section** with an opening page branded to your company and a selection of pages to follow. It's your products and services showcased within our editorial content-driven publication – creating what we refer to as a “magalog” (magazine-catalog). This format creates an engaging and long-lasting piece of marketing that will keep your company branded for years to come! This is a great option for clients that can include top products from their own catalog or real estate brokerage firms with several Realtors.

## WE OFFER STRATEGIC ADVERTISING DESIGN RECOMMENDATIONS

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To get the most out of your ad campaign, our team can incorporate our strategic ad designs that have proven success with other clients.

**BEST OPTION FOR BUSINESSES  
OFFERING SEVERAL  
PRODUCTS FOR PURCHASE**

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### BRANDED + SHOP THE SHOWROOM STYLE

This format is one of our most popular layouts, according to our readers. It's a two-page spread with one page dedicated to a beautiful image that creates **STOPPING POWER** and one page dedicated to a selection of products that creates **SHOPPING POWER**.

### EXCLUSIVE SHOP “INSTAGRAM-STYLE” PAGES

This format is another one of our most popular layouts, according to our readers. This page is specifically **designed to promote products** in a catalog format, offering a business the opportunity to promote up to seven products on a page – giving them 7x more likelihood of capturing a buyer.

### SHARED SHOP “INSTAGRAM-STYLE” PAGES

This format is a very similar layout to the exclusive shop pages, except that it is a variety of companies on one page – like an Instagram feed. Companies are allowed up to three products per shared page.

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**All Print Advertisements  
Are Duplicated in the Digital Edition.**

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**BEST OPTION FOR BUSINESSES  
OFFERING SERVICE  
OR OPEN FOR COLLABORATION**

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### COLLABORATION ADVERTISEMENT PAGES

Our collaboration advertisement pages are designed to align certain businesses to meet industry-specific goals. This format creates a **win-win** for all involved – including **lowering your expenses** and **expanding your reach**. Ask us how!

### ADVERTORIAL-STYLE ADVERTISEMENT PAGES

This format is one of our most appreciated formats because they are designed to provide **valuable information to the reader** without necessarily “selling” the consumer. This format is best for service-oriented businesses or professionals such as doctors, attorneys, wealth managers, etc. Be sure to inquire about our Q&A With Professionals section.

### TRADITIONAL ADVERTISEMENT PAGES

If you have an advertisement campaign that has been working for you, why reinvent the wheel? We can get your campaign out to our income-qualified reader database in the form of full, half and quarter pages (based on availability).

# STRATEGIC Advertising Samples

ADVERTISEMENT STYLE

## BRANDED AD + SHOP THE SHOWROOM

**5x** The beautiful large image creates stopping power and the variety of products create shopping power. With a larger selection of products to choose from, you'll have more opportunity to capture a buyer.

**BANG & OLUFSEN**

**SIGNATURE SOUND. TIMELESS DESIGN. UNRIVALED CRAFTSMANSHIP**

Bang & Olufsen sound is designed to be seen. Our premium audio and video solutions are objects of art, elevating the design of any living space. Experience the magic for yourself at our Gulfstream showroom or call to schedule an in-home consultation.

**BANG & OLUFSEN GULFSTREAM**  
800 SEABISCUIT TRAIL #1036, HALLANDALE BEACH, FL 33009, TEL 954 744 4652

[BANG-OLUFSEN.COM](http://BANG-OLUFSEN.COM)

**SHOP THE SHOWROOM**

**BANG & OLUFSEN**  
Powerful Dolby Atmos Soundbar  
\$2,499

**BANG & OLUFSEN**  
Recplay HYS Noise Cancellation Headphones  
Call for price

**BANG & OLUFSEN**  
Recplay AP Wireless Speaker in White Frame with Oak Legs  
\$3,199

**BANG & OLUFSEN**  
Beolab 29 Slim and Smart Speaker in Light Oak and Natural Aluminum Base  
\$16,500

**BANG & OLUFSEN**  
Beolab 29 Slim and Smart Speaker in Light Oak and Natural Aluminum Base  
\$16,500

**BANG & OLUFSEN**  
Beosound Balance Wireless Speaker with Aluminum Grill and Solid Oak Wood Base  
\$2,499

**TO VIEW MORE, VISIT OUR SHOWROOM OR WEBSITE**  
[bdigitaltechnologies.com/showroom](http://bdigitaltechnologies.com/showroom)

**MAKE YOUR SPACE SMART**

**BDIGITAL TECHNOLOGIES**

Residential | Marine | Commercial

Smart Home Automation  
Custom Audio/Video  
Lighting Design  
Home Theater  
Design & Engineering  
Marine & Commercial Automation  
Project Management & System Documentation

We're proud to be one of South Florida's leading specialists in custom audio/video integration. We provide a full range of design and installation services and represent the most prestigious brands in the industry.

Making us truly unique is our ownership of dedicated Bang & Olufsen showrooms. This 97+ year-old Danish home electronics company is world-renowned for its beautifully designed, high-performance audio, video, and home theater systems.

The synergistic relationship with Bang & Olufsen provides BDigital Technologies with the resources and capabilities needed to integrate advanced home entertainment into any living environment.

**Complete Installation & Service Available Worldwide**  
[bdigitaltechnologies.com](http://bdigitaltechnologies.com)

**Contact**  
954.876.1348  
[Bob@BDigitalHiFi.com](mailto:Bob@BDigitalHiFi.com)

**BANG & OLUFSEN** certified technician

**CESTRON** Certified Dealer

**Control4** **CEDIA MEMBER**

**YOUR LOGO HERE**

**COMPANY NAME**  
1234 MAIN ST, MIAMI 123123 1234, WEBSITE.COM

**FOOTNOTES**

**DECORATING AND ROOM IDEAS**

**SHOP THE ROOM**

**PRODUCT 1**

**GUERNICA**

Intersecting, cubic style design featuring a mix of colors and textures. This artwork is a perfect addition to any modern living space. Call for price.

**PRODUCT 2**

**WOOD DRAWER**

Let's arrange with the products shown in this room. The wood drawer is a perfect addition to any modern living space. Call for price.

**PRODUCT 3**

**CUSHION**

Let's arrange with the products shown in this room. The cushion is a perfect addition to any modern living space. Call for price.

**PRODUCT 4**

**BEIGE SOFA**

Let's arrange with the products shown in this room. The beige sofa is a perfect addition to any modern living space. Call for price.

**FOOTNOTES**

**COMPANY NAME**

TWO-PAGE SPREAD SAMPLES

ASK ABOUT OUR **FULL SELECTION** OF STRATEGIC & SUCCESSFUL AD SAMPLES



# STRATEGIC Advertising Samples


ADVERTISEMENT STYLE

## COLLABORATION MARKETING

You can exponentially increase your exposure by collaborating with other business professionals who will cross-promote on their platforms. Samples shown reflect showroom + interior designer collaborations.

**SHOWROOM PICKS**  
BROUGHT TO YOU BY SELECTED INTERIOR DESIGNERS

1.   
Interior Designer  
Design Firm  
DesignerWebsite.com
2.   
Interior Designer  
Design Firm  
DesignerWebsite.com
3.   
Interior Designer  
Design Firm  
DesignerWebsite.com
4.   
Interior Designer  
Design Firm  
DesignerWebsite.com



1. MCLAREN SAILFISH SCULPTURE - Limited edition of 20 pieces, clear crystal, lost wax
2. CRYSTAL COLLECTIBLE BOTTLE "ORCHIDEES" - 2020 limited-edition perfume, 250 ml
3. MJOUQUET VASE Green crystal
4. BACCCHANTES VASE Gold luster crystal

CALL  
123.456.7890  
VISIT  
1234 Address Dr. City, ST  
SHOP MORE  
CompanyWebsite.com

 Your Logo Here



FULL PAGE

**MATERIA COLLECTION**  
LUXURY DECOR & BESPOKE SOLUTIONS

Featuring  
**LAURAMERONI**  
DESIGN COLLECTION



[www.materiacollection.com](http://www.materiacollection.com)

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



New York City native Steven La Fonte has been cultivating his passion for design since the early '80s, when he was designing and manufacturing luxury drapery and bedding. He turned his love for fabrics and textures into a successful interior design business, and, in 1999, he relocated to South Florida. Over the last 20-plus years, La Fonte's work has appeared in prestigious publications, including Architectural Digest and Luxury Guide. With his talents in design and a dedication to creating the perfect home, La Fonte is able to turn his clients' dreams into reality.

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 - Hibern safety door with a smart system.

CALL:  
(800) 849-4953

VISIT BY APPOINTMENT:  
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Bay Harbor Islands  
Florida 33154

VIEW GALLERY:  
materiacollection.com



TWO-PAGE SPREAD

ASK ABOUT OUR **FULL SELECTION** OF STRATEGIC & SUCCESSFUL AD SAMPLES

# STRATEGIC Advertising Samples

## ADVERTISEMENT STYLE EXCLUSIVE SHOP – INSTAGRAM-STYLE CATALOG

6-9x With six to nine products on a page, you're six to nine times more likely to capture the attention of a prospective buyer!

**SHOP HOME WITH IMPERIAL INTERIORS**

**GIANFRANCO FERRÉ HOME**  
The Jenge Console in glass is a new arrival at Imperial Interiors and is a novelty from the 2019 Milan Fair.  
*Call for pricing.*

**GIANFRANCO FERRÉ HOME**  
The modern Hill Three-Seater Sofa can dominate the living area with its original and determined style. Cushion set not included.  
**\$8,500**

**ROBERTO CAVALLI HOME**  
Bring elegance to your bedroom with the exquisite 100% cotton sateen Tropicaia Bedsheet Set.  
**\$3,700**

**ROBERTO CAVALLI HOME**  
The 100% cotton Tropicaia Bathrobe Shawl will be your new favorite piece.  
**\$297**

**GIANFRANCO FERRÉ HOME**  
The ultra-ohic Rubik Armchair invites you to relax with the softness of its velvet covering. Cushion set not included.  
**\$3,350**

**GIANFRANCO FERRÉ HOME**  
This six-person Calles Coffee Set is made from pure porcelain and displays platinum and silver band detailing.  
**\$700**

**Imperial Interiors**  
Furniture • Lighting • Accessories

**SHOP MORE**  
IMPERIALMIAMI.COM  
12717 BISCAYNE BLVD., MIAMI, FL 33181  
786.482.9000  
INFO@IMPERIALMIAMI.COM

PROMOTION

FULL PAGE

**SHOP HOME WITH LALIQUE**

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

**FLEURS DE CERISIER VASE**  
Limited edition of 88 pieces, amber crystal, gold-stamped, black enamelled  
**\$16,000**

**100 POINTS UNIVERSAL GLASS**  
100 Points by James Sicking, clear crystal, set of two  
**\$280**

**BACCHANTES VASE**  
Gold lustre crystal  
**\$3,700**

**CRYSTAL COLLECTIBLE BOTTLE "ORCHIDÉE"**  
2020 limited edition perfume, 250 ml (8.45 fl. oz.)  
**\$1,800**

**MUGUET VASE**  
Green crystal  
**\$4,300**

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

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

**LALIQUE**

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

PROMOTION

FULL PAGE

**SHOP DAVID YURMAN**

**NOVELLA**  
Three-stone ring with blue topaz and diamonds  
*Price upon request*

**NOVELLA**  
Pendant necklace with diamonds in 18-karat gold  
**\$7,100**

**DY ORIGAMI**  
Large crossover cuff bracelet with 18-karat yellow gold  
**\$3,800**

**NOVELLA**  
Ring with diamonds in 18-karat gold  
**\$6,800**

**NOVELLA**  
Single-row necklace with diamonds in 18-karat gold  
**\$75,000**

**NOVELLA**  
Three-stone bracelet with blue topaz and diamonds  
*Price upon request*

**CABLE BUCKLE**  
Bracket with 15-karat yellow gold and rhodolite garnet  
**\$2,400**

**DY ORIGAMI**  
Narrow cuff bracelet in blackened silver  
**\$2,900**

**MORAYS**  
JEWELERS

**SHOP MORE**  
MORAYSJEWELERS.COM  
116 MIRACLE MILE  
CORAL GABLES, FL 33134  
305.928.2586

PROMOTION

FULL PAGE

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# STRATEGIC Advertising Samples

ADVERTISEMENT STYLE

## SHARED SHOP – INSTAGRAM-STYLE CATALOG

A shared SHOP page draws more consumer attention. It is highly suggested to promote your top-selling products as a lead generator to your showroom or online platforms.

SHOP HOME

Shop Inst@style

FOLLOW THESE PICKS  
ON INSTAGRAM @

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1. @ARMANICASA Peggy armchair. Starting at \$7,080; 305.123.4567; [armanic.com/usa](#)

2. @MYDRIAZPARIS Adéline suspension. Price upon request; 305.123.4567; [mydriaz-paris.com](#)

3. @LALIQUE Flora sculpture, limited edition of 99 pieces. Price upon request; 305.537.5150; [lalique.com](#)

4. @ARTESFACTO Halo side table. Starting at \$3,000; [artefacto.com](#)

5. @DIGITALTECHNOLOGY Big & Olufsen Beoplay A9 speaker. \$3,000; 954.744.4652; [digitaltechnologies.com/showroom](#)

6. @JUDITHNORMAN Bernhard Interior Bali swivel chair. Price upon request; 954.925.7200; [judithnorman.com](#)

7. @WORLDMATTRESS Boonistral ZeroGravity king mattress. \$3,100; 786.431.1798; [worldmattress.com](#)

8. @RIEDEL Nachtmann Punk whisky set (decanter and two tumblers). \$149.90; [riedel.com](#)

9. @LALIQUE Flora sculpture, limited edition of 99 pieces. Price upon request; 305.537.5150; [lalique.com](#)

10. @CHEFIQ Smart Cooker. \$199; [amazon.com](#)

11. @RICHARDGINORI Volare Collection chopsticks holder. \$75; [richardginori.com](#)


12. @HURON H-AA slow juicer in rose gold. \$439; [huron.com](#)


13. @TIFFANYANDCO Pieces from the Tiffany 1837 Makers Collection and Diamond Point Collection. Prices upon request; [tiffany.com](#)


14. @AERIN Sinatra three-bowl server. \$175; [aerin.com](#)


SHARED – FULL PAGE


Eclectic Elements


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1. Iconic and unparalleled, the Pixel cabinet presents a groundbreaking work of pioneering design. Boca do Lobo | Call for price; +351.910.462.622; [bocadolobo.com](#)

2. Inspired by the Greek goddess, the Hera Round II suspension lamp resembles a round golden branch. Boca do Lobo | Call for price; +351.910.462.622; [bocadolobo.com](#)

3. The Bacchantes vase in light blue crystal is a result of founder René Lalique's boundless imagination and creative genius. Lalique | \$4,900; 305.537.5150; [lalique.com](#)

4. Tom Bates builds and delivers one-of-a-kind exotic engine tables and functional art for discerning clients. Delivering worldwide in stock and custom orders. Tom Bates Design, Opulent Automotive Art | Contact for price; 954.616.8120; [tombatessd.com](#); Instagram: @tombatessd

5. The Freedom credenza is a reinterpretation of a traditional console, turning it into a magic box. Matera Collection | Contact for price; 786.438.1330; [materiacollection.com](#)

6. Finding beauty in the most unexpected places, the Lapis sideboard is inspired by lava formations. Boca do Lobo | Call for price; +351.910.462.622; [bocadolobo.com](#)

7. Roberto Cavalli's Batten chandelier glitters with brass and blown glass. Imperial Interiors | Call for price; 786.482.9090; [imperialinteriors.com](#)

8. Anton's roundness, curves and softened angles are combined with a faux-fur-like covering. Roche Bobois | Call for price; 212.889.0700; [roche-bobois.com](#)

9. You'll love the overstuffed side and back pillows and recessed legs on the Gi sofa's sculpted, plush profile. Medley Home | Call for price; 323.530.1166; [medleyhome.com](#)

10. Laurameroni's Bamboo Alto cupboard brings together architectural elements with home design. Matera Collection | Call for price; 786.438.1330; [materiacollection.com](#)

11. The Antique dining table by Roberto Cavalli features an unexpected play of lights and transparencies. Imperial Interiors | Call for price; 786.482.9090; [imperialinteriors.com](#)

12. Add a pop of color to your abode with Versace Home's Venus armchairs. Greyson Living | Contact for price; 888.432.4477; [greysonliving.com](#)

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# STRATEGIC Advertising Samples

## ADVERTISEMENT STYLE ADVERTORIAL MARKETING

You will increase your chance of gaining a new client by providing prospects with valuable content that they will appreciate and trust.




**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 Siskind-Reggio 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.

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**UBS Financial Services, Inc.**  
18951 NE 29th Ave., Penthouse  
Aventura, FL 33180

Direct: 305.682.4637  
Toll Free: 855.793.1587  
Mobile: 954.560.7845  
laura.raybinmiller@ubs.com  
ubs.com/tearing



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FULL PAGE

### "Header for Your Article."

Short description introducing the theme of your article.  
Short description introducing the theme of your article.  
Short description introducing the theme of your article.












## Interior Designer Photo

INSPIRATION AND TIPS BROUGHT TO YOU BY  
**INTERIOR DESIGNER NAME**  
INTERIOR DESIGNER COMPANY

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COMPANY NAME - Product Name, \$XXX; [companyname.com](#)  
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XX LUXURY GUIDE

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# HOW PRINT & DIGITAL WORK TOGETHER



QR Codes drive online traffic.

**PRINT HELPS YOU STAND OUT IN A CROWDED DIGITAL MARKET**



**TANGIBILITY GIVES YOU VISIBILITY**

**YET PRINT WON'T GET CREDIT AS THE ORIGINAL SOURCE**

**PRINT SENDS TRAFFIC DIRECTLY TO YOUR WEBSITE**

Prospects Can't Search  
Something or Someone They Don't Know

Google

→ WHAT HAPPENS WHEN PROSPECTS SEARCH KEYWORDS

- Competitor 1
- Competitor 2
- Competitor 3

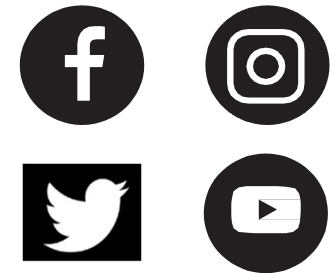
*Your Business LOST Among The Competitors*

→ WHAT HAPPENS WHEN PROSPECTS KNOW YOUR NAME

*They Type in Your Business and ONLY Yours Show Up*

**PRINT INCREASES SOCIAL MEDIA FOLLOWING**

Prospects Can't Follow  
Something or Someone They Don't Know



**PRINT STRETCHES YOUR INVESTMENT DUE TO LONGER SHELF LIFE**



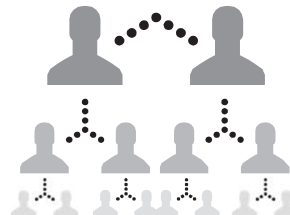
Print has an average shelf life of 3 to 12 months, which amortizes your investment over several months. Consistent visibility keeps your lead pipeline full. It's like planting seeds and watching them grow – it takes time.

**PRINT PRODUCES MULTIPLE WORD-OF-MOUTH SALES**

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.**



*Request. Select. Book Direct.*



**ARRIVING**  
**2023**  
**DIGITAL MARKETING**  
Reserve Your Space Today

Presented By



COMING Q2, 2024  
GET 15-20% OFF AS A LUXURY GUIDE CLIENT



## ABOUT

### Our Collaboration Partner

Founded in 2019 by CEO Lisa Kiefer Sayer, JetASAP has quickly become the go-to private charter app for a discerning clientele that flies private. JetASAP is the first truly LIVE private jet charter marketplace. It is a self-service app that connects flyers directly to charter operators, with no one in the middle, commission-free.

As a one-stop set of aircraft charter tools, JetASAP provides subscribers a full suite of services for their private jet travel, commission-free. These tools include: the JetRATE intelligent cost estimate that offers flyers insight into expected market pricing for any trip; the ability to submit trip requests to over 700 charter operators and receive live bookable quotes; exclusive partner services at discounted rates, such as Charter Flight Support's aircraft coverage; empty-leg and one-way flight support when a booked aircraft becomes unavailable due to a mechanical issue; innovative search tools such as the JetSEARCH operator directory; and the ability to search and save on live operator availability. JetASAP creates a lot of interest in the private aviation industry. It is currently available in the U.S., Mexico, Canada and the Caribbean will be expanding globally in early 2023.

## MISSION

**CONNECT PRIVATE FLYERS TO CHARTER OPERATORS**  
Borne from a team of seasoned former charter operators, JetASAP's mission to focus relentlessly on improving the private jet travel booking experience by lowering costs and providing transparency, one flight at a time.

**CONNECT SELECT BUSINESSES TO PRIVATE FLYERS**  
JetASAP connects high-end businesses with affluent consumers through income-qualified, targeted digital platforms and our partner *Luxury Guide's* print and digital platforms.

## REACH

JetASAP is available across the United States, Canada, Mexico and the Caribbean.  
Below represents busiest traveled states



## AUDIENCE


- |   |   |
|---|---|
| <p><b>PROFESSION</b></p> <ul style="list-style-type: none"> <li>Professional Athletes</li> <li>C-Level Executives</li> <li>Fortune 500 Company Executives</li> <li>Business Owners</li> <li>Vcs, Financial Planners, Wall Street</li> <li>Equity Firms &amp; Hedge Funds</li> <li>Real Estate Investment &amp; Management</li> <li>Surgeons &amp; Doctors</li> <li>Bio &amp; Pharmaceutical Companies</li> <li>Big Tech-Silicon Valley</li> <li>Lawyers</li> <li>Grocery &amp; Goods Wholesalers &amp; Suppliers</li> <li>Auto Dealers</li> <li>Political Campaign Managers</li> <li>Politicians</li> <li>Aircraft Owners</li> <li>Sports Management</li> <li>Music Management &amp; Tour Managers</li> <li>TV Personalities</li> </ul> | <p><b>LIFESTYLE</b></p> <ul style="list-style-type: none"> <li>Own Aircraft</li> <li>Fly Private</li> <li>Own Multiple Homes</li> <li>Own Yachts</li> <li>Travel Often</li> <li>Car Enthusiasts</li> <li>Golfers</li> <li>Equestrians / Polo Players</li> <li>Attend Arts &amp; Cultural Events</li> <li>Invest in Real Estate</li> <li>Invest in Stock Market</li> <li>Support Philanthropic Causes</li> </ul> |
|---|---|

## AS FEATURED IN



# 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!"

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