

# UNIQUEHOMES MEDIAINC.

**RE/MAX<sup>®</sup>**

*2025 Print & Digital MEDIA KIT*

---

## **RE/MAX 2025 Pricing**

5% discount applicable on all print products

10% discount applicable on all packages

20% discount applicable on all digital products

# Our Story

**Unique Homes Luxury Media enables** advertisers and Realtors® the ability to reach ultra-high net worth individuals (UHNWIs .01%'s) with a passion for unparalleled real estate luxury, meticulous craftsmanship, exclusive locations and bespoke design, we curate a collection of the world's most extraordinary content and properties.

We are the leader in promoting and marketing luxurious estates, architectural marvels, and one-of-a-kind homes globally from a network of premier real estate experts who exceed the highest levels of service and discretion, across the U.S. and internationally.

**Our Mission is to** build the media industry's leading UHNWI multichannel targeting capabilities through a mix of audience data, publishing and technology integrations. All this is provided with a white-glove service driven by 50+ years of luxury experience.

**Our Purpose is to** effectively target connoisseurs of sophisticated living across distinct and effective media channels, supported by intentional, crafted editorial and content that is as bespoke as our featured properties.



# Our Reach

## AUDIENCE DEMOGRAPHICS

- Average net worth: \$4,525,000
- Average value of real estate holdings: \$3,500,000+
- 40% own 2 properties; 30% own 3 or more properties
- 7 of 10 are actively in the market to buy or sell
- 4 of 5 have yet to select an agent/broker

## TOTAL DISTRIBUTION

For those interested in reaching a highly curated audience of home enthusiasts and real estate aficionados, Unique Homes Luxury Media offers both owned and operated channels, as well as private-label marketing and content opportunities to align your interests with the premier brands in real estate and reach an audience of +1 million luxury readers and subscribers across 12+ publications annually.



# Our Reach *continues*

## PRINT & DIGITAL READERSHIP

- 32,000 **distribution** with readership at +95,000 UHNWI per issue and 50,000+ downloads and opens per online issues.
  - Direct mailed to high income households across the U.S. - Homes valued at +\$5 million.
  - Exclusive distribution to Airport lounges, and FBOs
  - Sent to industry-leading premier-agents and their top clients
- Almost 500K annual impressions from both print and digital.
- Direct Mail
  - Curated database +5M and +10M households nationwide

## ONLINE ENGAGEMENT AND VISITORS

- [www.uniquehomes.com](http://www.uniquehomes.com)
  - 250K Visitors annually and
  - +50K monthly event engagements across our blogs, articles, listings and agent pages
- Unique Homes Social Media platforms
  - +200K - Meta (Facebook & Instagram)
  - +50K - LinkedIn Audience
  - +10K - X



## EMAIL AND DIRECT MAIL MARKETING

- +85,000 Leading Luxury Real Estate agents and brokers across the world

# Our Value to Partners & Advertisers

Through intentional, tailored and sophistication we align our campaigns and programs to drive brand distinction and customer engagement via **UNIQUE** ad offerings and support for the following partners;

- For **Luxury Real Estate Firms**, Unique Homes Luxury Media is the preeminent private label publisher of real estate magazines that combine luxury real estate listings with masterfully curated editorial and photography that speak directly to the tastes of the luxury real estate owner.
- For **Luxury Real Estate Professionals**, Unique Homes Luxury Media seamlessly integrates with brokerage database data, so brokers can concentrate on the personal nuances, while we handle impactful advertising to maximize property exposure.
- For **Luxury Brands Targeting UHNWIs**, Unique Homes Luxury Media enhances the effectiveness of multichannel advertising campaigns by employing sophisticated targeting strategies powered by data-driven insights (a mix of luxury home and MLS data, first party data and programmatic technologies), exclusive content, and high-value direct channels - all through a seamless cross-channel experience that includes print, direct mail, social media, mobile apps, browsers, and connected TV.



- For **Real Estate Related Brands** targeting Luxury Real Estate Professionals, Unique Homes Luxury Media offers premium direct marketing and advertising opportunities through our proprietary email and mailing databases.

# Our Solutions



## MAGAZINE ISSUE

Spring 2025  
 Summer 2025  
 Fall 2025  
 Winter 2025  
 Ultimate 2025

## RESERVATION DEADLINE

February 27, 2025  
 May 23, 2025  
 August 16, 2025  
 October 10, 2025  
 December 31, 2025

Corporate Listings and Property feed partnerships available. Contact us to set up a direct feed of your luxury properties on uniquehomes.com.

## UNIQUE HOMES MAGAZINE

- 4 Page Print & Digital – \$4750
- 2 Page Print & Digital – \$2410
- Full Page Print & Digital – \$1650
- 1/2 Page Print & Digital – \$950
- 1/4 Page Print & Digital – \$650

## THE UNIQUE HOMES COVER PACKAGE

**The Unique Homes Cover Package is \$7500 and includes:**

- The Cover plus a one-page property editorial followed by two far-forward advertising pages
- The Cover Property appears as no. 1 on UniqueHomes.com for 3 months (a \$3000 value)
- Up to 200 copies are mailed to your supplied list, with 30 copies sent to you
- The feature story on the Cover Property also appears on the UniqueHomes.com Blog and all Social Media Accounts
- DIGITAL link to the issue (with your contact info and headshot on the cover) will be created and sent to you

# Our Solutions

## DIGITAL PACKAGES

### Social Media Home-of-the-Day Post — \$995

- Featuring one of the Top 5 Real Estates Profiles on Facebook Worldwide, and over 400,000 Likes and Followers on Facebook, Instagram, X, and Pinterest.

### UniqueHomes.com Featured Blog Story + Social Media Boost — \$1295

- A custom story crafted especially for you, published on our award winning UniqueHomes.com Blog, and includes a Social Media Home of the Day Post.

### Dedicated Email Newsletter Blast — \$1295

- Reach over 60,000 luxury home owners and luxury real estate agents with a message that highlights one of your luxury listings.

### Monthly UniquePOV Newsletter Sponsorship — \$1295

- Promote your brand and messaging to more than 60,000 luxury real estate agents, brokers and broker owners.
- Branded links and editorial content

### 3-in-1 Digital Deal — \$1595

- For one discounted price, you and your listing will be promoted on our top social media channels, in a dedicated email to our exclusive list of 60,000+ luxury homeowners and luxury agents, AND a Featured Post on our website amongst our award-winning editorial content.

### Featured Listing on Unique Homes — \$1595

- For two months, your home will be featured on the home page as one of 4 properties with links to the details page and to the real estate agents contact information. The realtor will also get an Elite Agent page with their respective details for those two months.



# Our Solutions

## Private Labeled Print & Digital Magazines

- Let us create your 32-page luxury leading magazine and we will customize it with your content, brand, listings and/or story (Front, Back & 2 Inside Covers)
- White Glove Assistance
- Farming & Customer Retention Program
- Personalized live assistance from start to finish with professional editorial support
- We develop follow-up programs to drive conversations and leads
- We ship to your contacts (from 500 to 5,000)

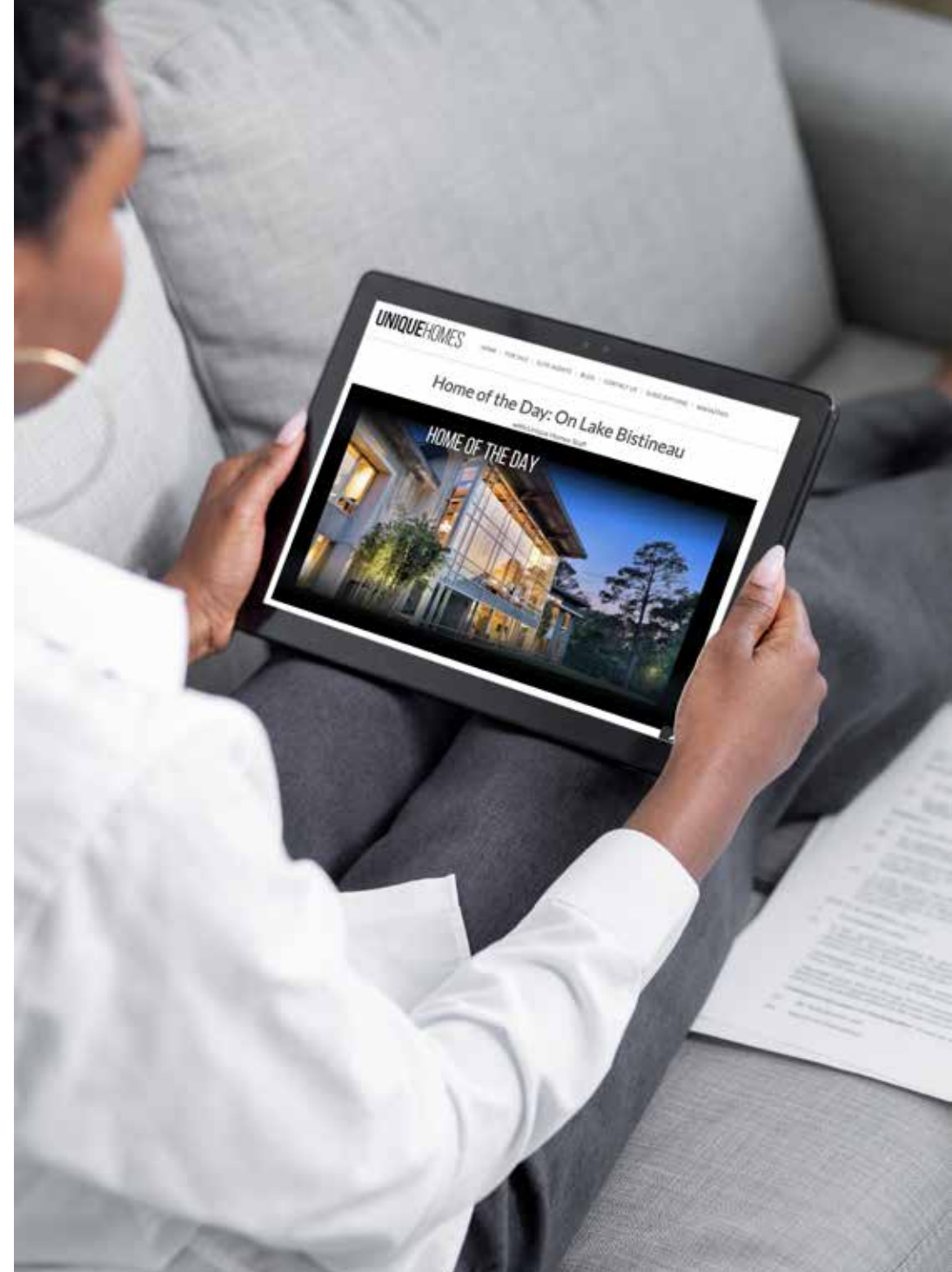




# Our Solutions

## Uniquehomes.com Content Marketing

- **Unique Homes Featured Blog Story + Social Media Boost- \$1295**
  - A custom story crafted especially for you, published on our award-winning UniqueHomes.com Blog, and includes a Social Media Home of the Day Post.
- **Featured Listing on UniqueHomes.com - \$995**
  - For two months, your home will be featured on the home page as one of 4 properties with links to the details page and to the real estate agents contact information. The realtor will also get an Elite Agent page with their respective details for those two months.
- **ELITE AGENT - Listings and Profile program**
  - Post up to 50 listings at any time over the 12 months membership
  - Discounted Digital and FEATURED HOME placements
  - LinkedIn Elite Agent branded "Introductions" (Shout out)
- **Marketing Content and Organic Social Management**
  - We produce unique and co-branded content, stories and engaging content to help expand your current brand awareness and online engagements (including SEO ranking assistance).



# Our Solutions

## Unique Homes Paid Media

- **Paid Social Media Programs**
  - Leverage our tried and true programmatic audiences of subscribers, website visitors, and audience look-a-likes.
- **Programmatic Display Offerings**
  - Easily and efficiently promote your name, brand, or even a current Luxury home listings to our private-labeled audiences, specific geographies as well as via unique real estate spots across the leading online publications (i.e. Wall Street Journal, and other leading real estate focused channels)



# Our Solutions

## Unique Homes Direct Marketing

- **Dedicated Email Newsletter Blast - \$1295**
  - Reach over 60,000 luxury home owners and luxury real estate agents with a message that highlights one of your luxury listings. (click for sample)
  - Monthly Blog (Unique POV)
    - ▶ Sponsorships and content opportunities



# Bundled Packages

## UNIQUE HOMES PRINT & DIGITAL BUNDLE

### 4 Pages Magazine and Digital Bundle

- 4 pages print and digital magazine -
- 36,000 geo-targeted ad impressions (two months) -
- 6 months Elite Agent Program
- **Bundle and Save \$449! Only \$5050**

### 2 Pages Magazine and Digital Bundle — Print & Digital Mag

- 2 pages print and digital magazine:
- 36,000 geo-targeted ad impressions (two months)
- 6 months Elite Agent Program
- **Bundle and Save \$449! Only \$2710**

### 1 Full Page Magazine and Digital Bundle — Print & Digital Mag

- 1 page print and digital magazine
- 18,000 geo-targeted ad impressions (one month)
- 6 months Elite Agent Program
- **Bundle and Save \$299!, now \$1850**



# 2025 Realtor Elite Program

to manage listings on [www.uniquehomes.com](http://www.uniquehomes.com)

## TO MANAGE LISTINGS ON WWW.UNIQUEHOMES.COM

### Elite Agent Account (Basic) - \$189.00 (\$63 a month)

- You can post up to 6 listings at any time over the 3 month membership
- Receive a Elite Agent profile page on the website
- Home listing receive priority position and additional content
- 5% Discounted across all Unique Homes Media placements

### Elite Agent Account (Premium) - \$249.00 (\$41.50 a month) — **MOST POPULAR**

- You can post up to 12 listings at any time over the 6 month membership
- You receive one social media listings posts
- Receive a Elite Agent profile page on the website
- Home listing receive priority position and additional content
- 1/2 off on one FEATURED HOME placement (\$995 Rate down to \$495)
- 5% Discounted across all Unique Homes Media placements

### Elite Agent Account (Signature) - \$429.00 (\$35 a month) — **BEST DEAL**

- You can post up to 50 listings at any time over the 12 months membership
- You receive two social media listings posts
- 1/2 off on one FEATURED HOME placement (\$995 Rate down to \$495) (2 months)
- 5% Discounted across all Unique Homes Media placements
- LinkedIn Elite Agent branded "Introducing..." (Shout out)



# Contact Us

---

Please reach out with any questions or opportunities. We pride ourselves on “White-Glove” service offerings and customizing programs that meet your needs and solve your problems.

Contact [sales@uniquehomes.com](mailto:sales@uniquehomes.com)